



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

CASE STUDIES



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MALONE HOTELS' MULTILINGUAL AUTOMATION

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Overview

Name: Malone Hotels (Relais Bosquet Hotel)

Location: Paris, France

Type: Hotel Group

Campaign: Automated & multilingual email marketing

Introduction

For hotels in highly competitive urban markets like Paris, driving direct bookings and building a loyal customer base are critical for long-term success. Malone Hotels, a Parisian hotel group, faced the challenge of standing out while managing a diverse, international clientele. This case study examines how they successfully implemented a sophisticated email automation strategy to increase direct revenue, foster guest loyalty, and optimize their marketing team's efficiency.

Implementation

The problem: The Relais Bosquet Hotel, part of the Malone Hotels group, needed to find effective marketing actions to reduce its reliance on third-party booking sites and gain more control over its distribution. Key challenges included leveraging customer data for relevant communication, building loyalty among a predominantly international guest list, and creating multilingual content, all while optimizing the operational time of the marketing team.

How was the skill adopted to solve the problem? Malone Hotels adopted a strategy centered on email automation and intelligent segmentation through their CRM tool. This allowed them to move away from manual, time-consuming campaigns and create an "always-on" marketing engine that communicated with guests at the right time and in the right language.

Key tactics included:

- **Automated campaigns:** They set up automated workflows to send personalized campaigns to their customer database on a regular basis, ensuring the brand remained top-of-mind for past guests.



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- **Intelligent segmentation:** The CRM was used to segment their audience intelligently, most notably by country. This enabled them to launch highly targeted campaigns, such as a "New Year" promotion tailored specifically to their international guests.
- **Multilingual content:** To effectively engage their diverse clientele, they utilized an integrated translation tool within their platform. This ensured that marketing messages were delivered in each customer's native language, removing a significant barrier to engagement and conversion.

Key Insights

What makes this case study successful? This case study demonstrates the power of combining automation with smart, simple segmentation. By automating regular communications, the marketing team freed up significant operational time. The decision to segment by country and deliver translated content was crucial, it showed an understanding of their international audience and made the offers feel more relevant and accessible. This strategy proves that even a small marketing team can achieve significant results by using the right tools to deliver personalized messages at scale.

What are the tangible results? The automated, multilingual strategy produced a clear and measurable business impact:

- Direct bookings: The marketing campaigns generated 700 direct reservations in a single year.
- High engagement: Campaigns achieved an impressive average open rate of 48%.
- International revenue: The targeted "New Year" campaign generated 89% of its turnover from international customers, validating the multilingual approach.
- Customer loyalty: The strategy proved effective for retention, with 17% of customers making at least two stays at the hotel.



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Recommendations

- **Automate the guest journey:** Implement automated email sequences for key touchpoints, such as welcome series for new subscribers, pre-arrival upsell offers, and post-stay feedback requests.
- **Leverage geographic segmentation:** For businesses with an international audience, segmenting by country or language is a powerful and straightforward way to increase relevance. Use dynamic content or separate campaigns to deliver offers in the local currency and language.
- **Integrate your CRM and email platform:** A seamless connection between your customer database and email tool is essential. This allows for the creation of dynamic segments based on past purchase history, location, and other key data points.
- **Focus on direct bookings:** Use email as a primary channel to drive traffic back to your own website, reducing reliance on commission-based online travel agencies (OTAs). Offer exclusive "book direct" perks to your email subscribers.

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