

'Just for You' Email Campaign

An AI data-driven destination email targeting series, included as a core marketing activity for hotels participating in the co-operative marketing program at no additional charge.

What is the Email Series?

The "Just for You" series transforms email marketing from one-size-fits-all messaging to personalized, one-to-one recommendations powered by machine learning. Each message highlights a single primary destination and features three tailored hotels in the header image, creating a concise, highly relevant set of options for that specific consumer.

How the Email Series Works

Each email uses customer profile and historical booking data to predict the destination a traveler is most likely to visit and selects three hotels within that destination with the highest likelihood of converting.

Methodology

The machine learning model processes the data below:

- **Historical Booking Data:** Past travel behaviors including hotels booked, preferred hotel types, hotel ratings, price points, hotel awards, hotel amenities etc. These reveal established preferences and patterns.
- **Customer Profile Data:** Static attributes such as state/country, source code, enrolment channel, and similar profile information.

Email Series Results

- **Increased bookings & revenue:** higher conversion rates from more relevant emails.
- **Better customer experience:** customers receive offers matched to what they want to book.
- **Improved marketing efficiency:** spend is focused on where it's most likely to convert, improving ROI.
- **Stronger loyalty:** relevant recommendations to build trust and encourage repeat bookings.

Email Series Results for Individual Hotels

For participating hotels, "Just for You" delivers highly qualified exposure to travelers who have shown intent for a specific destination. Instead of competing in broad, generic campaigns, hotels are featured in personalized recommendations where relevance is highest. This improves visibility with the right audience, increasing booking conversion rates, and driving incremental demand.

Additionally, this series significantly increases exposure frequency for every participating hotel: rather than a single destination email sent once a year with only three featured hotels, the series sends one destination email twice a month and rotates nearly all hotels as a feature, ensuring properties are showcased more often to consumers who are a direct, high-intent match.

