

## CASE STUDY - FAMILY HOTEL

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### Background

- This hotel is a charming, family-owned 15-room boutique hotel situated in the picturesque region of Provence, France.
  - **Owners:** Operated by the Dubois family for over 20 years, known for its exquisite Provençal style and personalized guest experiences.
  - **Challenge:** The hotel has been facing decreased occupancy rates and challenges in attracting a younger, more diverse clientele.
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## Initial Situation Analysis

- **Market Environment:** Growing competition from both luxury resorts and budget-friendly accommodations, including the rise of Airbnb in the area.
- **Customer Base:** Primarily older, regular guests with a low entry of new, especially younger, guests.
- **Services and Amenities:** Traditional offerings with a lack of modern amenities that appeal to a younger demographic, such as digital booking, smart room features, sustainable practices, or wellness activities.