

# Sugarloaf drives measurable, incremental revenue with automated Booking Reminders.

Recognizing the booking patterns common among resort guests, Sugarloaf combined automation, smart timing, and clever email copy to get lapsed guests to return to their resort.

## THE APPROACH

Sugarloaf setup a recurring message that was sent each day to people whose last booking date was exactly one year in the past but didn't have a current reservation. The email copy began:

*"One year ago today, you made a reservation to visit Sugarloaf. Today is, well, um... your Reservation Booking Anniversary! Sure, there's no ring or candle-lit dinner, but one year ago you had a reservation at Sugarloaf... Well, it's not too late. We want to invite you back for another great trip."*

And ended with a signature line from "Your Friends at Sugarloaf Mountain."

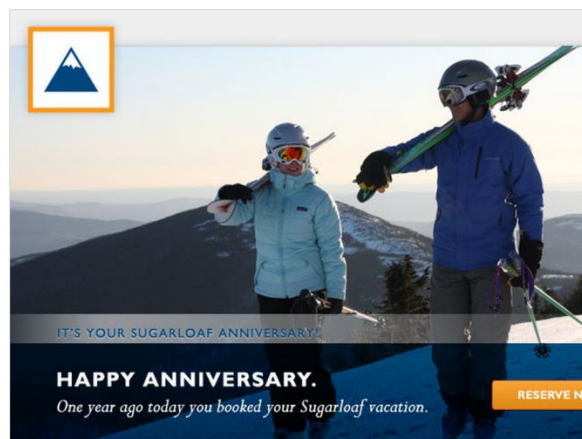
## THE RESULTS

Despite being sent long after any transactions, these emails were still relevant enough to snag a 36% open rate and 12% click rate. More importantly, however, these emails generated consistent, incremental revenue for the resort.

On average, each message has created an additional \$1.05 of lodging revenue (not counting any ancillary spend) automatically. Factor in the thousands of booking reminders that are sent each season and the results of this hands-off campaign speak for themselves.

### REVENUE PER EMAIL

# \$1.05



Dear John,

One year ago today, you made a reservation to visit Sugarloaf. Today is, well, um... your Reservation Booking Anniversary! Sure, there's no ring or candle-lit dinner, but one year ago you had a reservation at Sugarloaf. You were looking forward to the snow, the activities and a few days of memory-making.

Well, it's not too late. We want to invite you back for another great trip. With over [\\$1 million in new snowmaking technology](#), even more [new terrain](#) to explore, [new dining options](#) and a [redesigned ski shop](#), your vacation will be better than ever. It's a great season to visit Sugarloaf. Now is perfect time to book your trip.

Give us a call at 800-THE-LOAF or check availability at [www.sugarloaf.com](http://www.sugarloaf.com). After all, it is your anniversary!

Sincerely,

Your Friends at Sugarloaf Mountain

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