

WHITEPAPER

Five simple, automated emails that make hotels and resorts more money.

Guest data.

Everyone is talking about data. Big data, small data, guest data, social data, my data, your data, good data, bad data.

What is often missing from the conversation, however, is *what to actually do with those data points* once you have them.

Enter this succinct, six-page whitepaper. In it we'll outline five marketing messages based on clear data points that are proven to drive measurable revenue and value to a hotel, resort, attraction, or destination.

These are just the tip of the iceberg and represent simple applications of commonly available data. They also cover just a small slice of lifecycle touchpoints where marketers can reach guests with relevant, data-driven messages.

If you have questions or more advanced ideas, let me know. My personal email is cryan@inntopia.com and, as my friends and family can attest, I love talking about this stuff.

Enjoy,

Corey Ryan
CCO, Inntopia



MESSAGE #1

Pre-Arrival

As you might have guessed, a pre-arrival refers to an automated email sent a few days before a guest arrives. Inside are bits of information that help someone make the most of their purchase. This could be as simple as directions, dining recommendations, or hotel check-in/out times, to more advanced integrations like weather forecasts for their stay.

Required Data Point
Guest arrival dates.

The Homestead, located on the shores of Lake Michigan, sends two pre-arrivals. One is sent 14 days out with the other 3 days before a guest's arrival.

Open Rate
68.0%

Click Rate
58.4%

With incredible open and click rates, these messages increase the likelihood a guest will book a return visit and efficient drive ancillary spend.



We're looking forward to your arrival.

Your winter getaway at The Homestead is just a few short days away and we wanted to let you know that everything on our end is ready: a clean room and comfortable bed (*check!*); a blanket of snow and a helpful staff (*check!*); and a beautiful view of the lake (*check!*). We're anxious to make this a getaway to remember (*check and double*).

MESSAGE #2

Post-Departure

Also easy to guess is the functionality behind the post-departure campaign. Sent 1-7 days after a guest's departure (2-4 days is usually the sweet spot), this message automatically captures feedback through surveys while their memories are still fresh. Messages may also contain "bounce back" offers to drive future revenue through repeat visitation.

Required Data Point


Guest departure dates. If you don't have those, a combination of arrival date and length-of-stay can also be used.

Okemo keeps it simple, shows appreciation for their guest's choice to visit their resort, and incentivizes participation with a giveaway.

Open Rate
46.7%

Click Rate
50.8%

Even without offers, the insights gained drive future guest satisfaction and revenue on both a resort and individual level.



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LUDLOW * VERMONT

OKEMO
MOUNTAIN RESORT

OKEMO.COM * 800-78-OKEMO

FOR THE FUN OF IT.

ON OKEMO TIME

Thanks for

hi John!

Thank you for choosing to vacation at Okemo Mountain Resort! We hope your stay was enjoyable and that you experienced the "Okemo Difference" first-hand. With so many options to choose from, we really appreciate that you chose to spend your time with us!

Hopefully by now you know that guest service is extremely important to us. We'd like to invite you to [take our short survey](#). As a thank you, all completed surveys will be entered into a drawing to win a 2 night Ski & Stay package valid during the 2013-2014 winter season.

If you do have plans to come back again, that is great news. If you'd like to learn more about upcoming lodging packages or events, [drop by our website](#) and have a look around. We'd love to see you again soon.

MESSAGE #3

Extend Your Stay

Somewhere during every vacation is a point where the guest says, "I wish we could stay another day or two." This automated message, carefully timed to arrive when this sentiment is both strong but also able to be acted on, offers a discount on any extra nights added to their reservation.

Required Data Point

Guest arrival or departure dates.

Wilderness Vacation Rentals in Colorado makes the most of every reservation by giving their guests a 50% discount on any days added to their trip.

Open Rate
42.0%

This campaign, sent soon after a guest arrives, has snowballed in popularity and now drives a solid stream of additional bookings and revenue.

EXTEND YOUR STAY

Save

50%

on additional days

**TAKE AN
EXTRA
SNOW
DAY.**



Guests can extend their stay before or after an existing no discount on additional days will be 50% off regular lodging rate with any other offers or specials. Call to take advantage of this

800.554.2212

MESSAGE #4

Booking Anniversary

When you look at traveler behavior on an individual level you often see that people tend to travel around the same time each year. As such, they also tend to plan that travel around the same time each year. The booking anniversary campaign is an offer that is automatically sent to guests who booked a trip exactly one year in the past but have not yet booked another visit.

Required Data Points

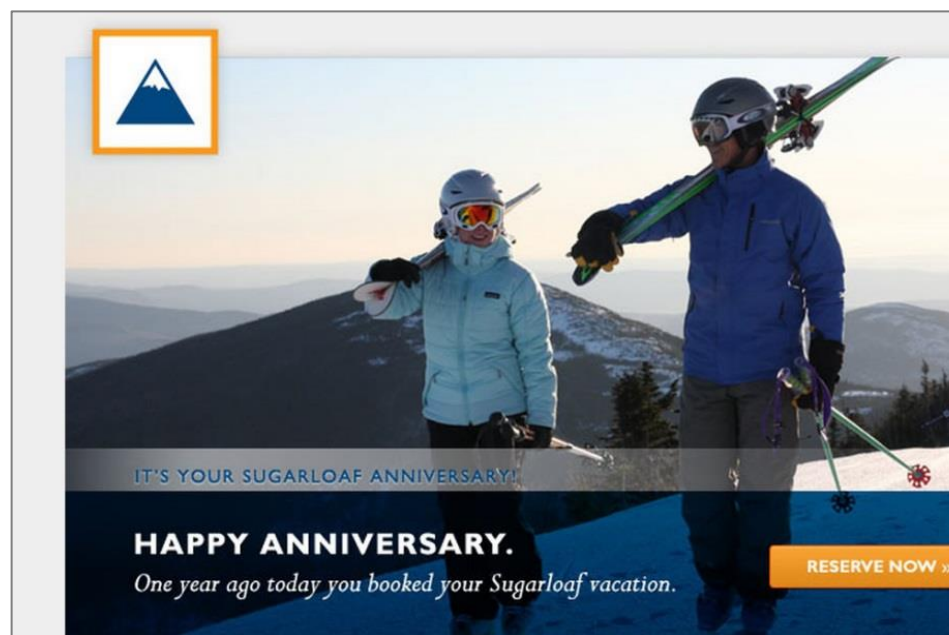
First, guest booking dates.

Second, whether a guest is on the books for upcoming trip (for suppression).

Sugarloaf, Maine automatically triggers a simple email on a guest's booking anniversary inviting them back for another trip with fun, informal sales copy.

Avg Rev per Send
\$1.05

While \$1.05 is nice, we've even seen resorts hit \$5.00 per send once they hone these campaigns and the average across clients is over \$2.50.



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

MESSAGE #5

Social “Follow Us”

Resorts and hotels often put significant resources toward acquiring new fans and followers on their social channels. But with social data now sitting side-by-side with traditional guest data, marketers can use a more effective medium – email – to target guests or leads who don't currently follow their brand.

Required Data Points

First, guest social media usernames.

Second, whether a guest follows your brand.

Sugarloaf uses Twitter followers as an indicator and assumes non-followers probably aren't following them on other channels as well.

*Increase in Follower
Growth During
Campaign*

+92.3%

With these campaigns, Sugarloaf automatically turns actual guests into social media fans for less than \$0.10 a follower.

SUGARLOAF SOCIAL

CONNECT WITH US!
We're spreading the Sugarloaf stoke far and wide on social media!

Hi!

Do you love to share your experiences with your friends? So do we!

We work hard to spread the Sugarloaf stoke far and wide across lots of different social channels, and we'd love to have you join us.

Keep up with the latest photos, videos, and updates through any of the following social channels. Check out the [Sugarloaf Blue Room](#) for the latest Sugarloaf conversations from around the world.

Happy Tweeting!

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