Arrival Day

They're on their way, make sure they know what to do whether something goes wrong…or not.

DELIVERY	CHANNEL	TIME TO SETUP
Automated	Email	1-2 Hours

Every guest that arrives at your resort today has a different story. Some will arrive long before check in, others will arrive late in the evening after a long day of travel, some are making multiple connections, others are traveling from just down the road. Whatever the case, a simple, well-executed arrival day campaign can give each of these guests the last-minute tips, information, and advice they need to start their trip off on the right foot.

DO THEY KNOW WHAT TO DO?

In its simplest form, an arrival day campaign starts with a question: Does the guest know what to do once they arrive or if they have troubles along the way? The copy of such a campaign can be nothing more than answers to that question:

- Contact info if they get lost or miss a flight.
- Tips for what to do if they arrive before your typical check-in time.
- Ideas of things to do in the evening once they're settled.
- Upsells for things that might help them make the most of the rest of their trip.

It doesn't have to be anything complicated or overthought. In the end, just reminding your guest that you're there, available, and ready to help often sends the loudest message of all.

START SIMPLE

As you might have guessed from the paragraphs above, different guests have different needs which means that these campaigns are a perfect opportunity for versioning and dynamic content. Knowing whether a guest is coming for the first time or is a regular can help you tailor the contents to each group and increase the effectiveness of every campaign.

That said, don't let those big ideas get in the way of just getting something started. The best way to know where bigger opportunities lie is to get something out the door so you can gather feedback and data.
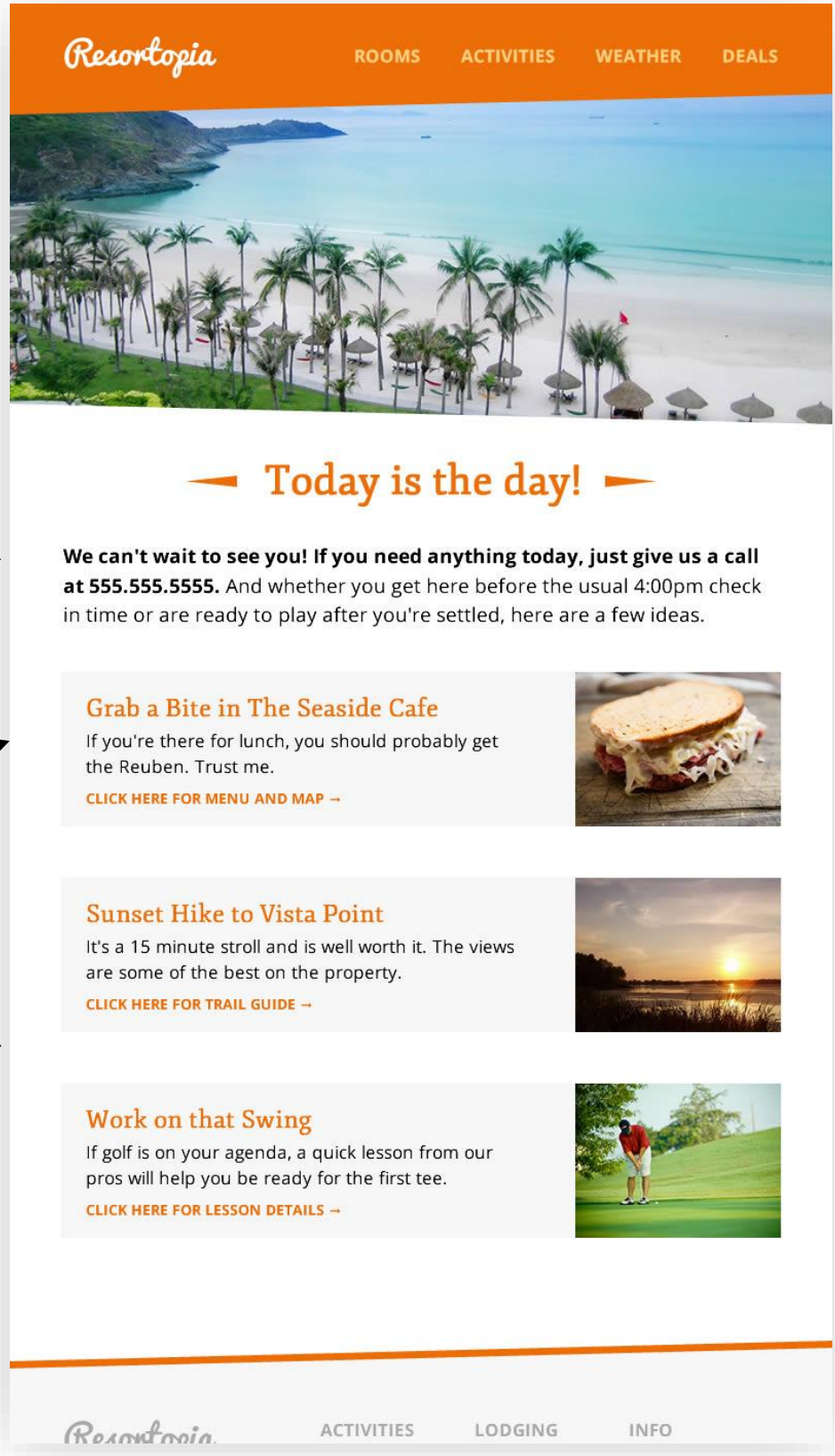
A simple example.

Your typical email template with a relevant picture is more than enough.

Whether they have a smooth day of travel or bumps along the way, knowing how to reach you is a perfect bit of info to make sure they see and have easy access to.

Tips don't have to be complicated, just focus on a few simple ways to make the most of their first day whether that's multiple hours or just a few minutes.

Resortopia

ROOMS   ACTIVITIES   WEATHER   DEALS

◄ **Today is the day!** ►

We can't wait to see you! If you need anything today, just give us a call at 555.555.5555. And whether you get here before the usual 4:00pm check in time or are ready to play after you're settled, here are a few ideas.

Grab a Bite in The Seaside Cafe
If you're there for lunch, you should probably get the Reuben. Trust me.
CLICK HERE FOR MENU AND MAP →

Sunset Hike to Vista Point
It's a 15 minute stroll and is well worth it. The views are some of the best on the property.
CLICK HERE FOR TRAIL GUIDE →

Work on that Swing
If golf is on your agenda, a quick lesson from our pros will help you be ready for the first tee.
CLICK HERE FOR LESSON DETAILS →

Resortopia

ACTIVITIES   LODGING   INFO

INNTOPIA

How to set it up.

Step 1

Sync Fields to IBM Watson

Start by working with your account manager to be sure Next Lodging Arrival Date are setup as fields and syncing from Inntopia to IBM Watson.

Step 3

Create Your Query

Because this needs to be sent the day a guest arrives, simply set the "Next Lodging Arrival Date" to "today" when you create the query.

Step 3
Automate Your Message

Once your mailing is ready, finalize the setup of your campaign by walking through the automation workflow.

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