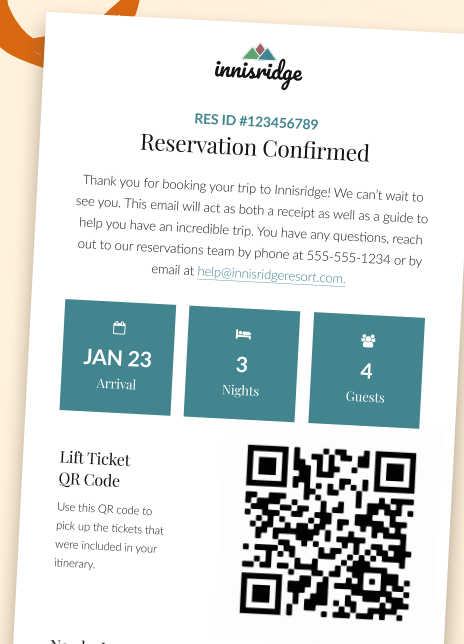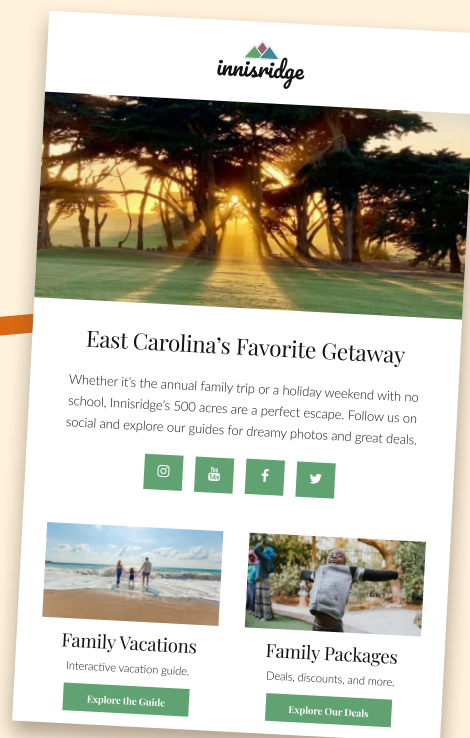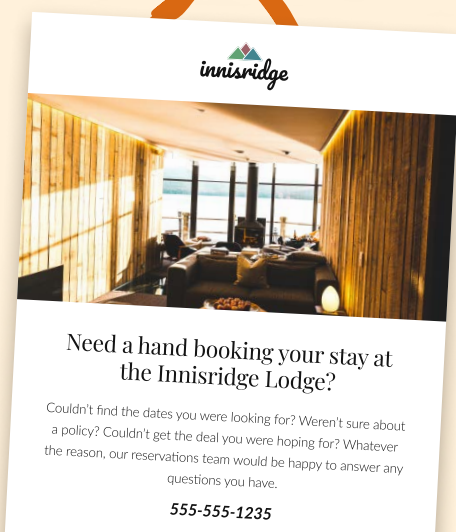# THE 2021

Ultimate Guide to Resort Marketing Automation

Learn how to complement your traditional marketing with set-and-forget campaigns that increase revenue, loyalty, and satisfaction.

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innisridge

East Carolina's Favorite Getaway

Whether it's the annual family trip or a holiday weekend with no school, Innisridge's 500 acres are a perfect escape. Follow us on social and explore our guides for dreamy photos and great deals.

Family Vacations
Interactive vacation guide.

Explore the Guide

Family Packages
Deals, discounts, and more.

Explore Our Deals

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innisridge

Need a hand booking your stay at the Innisridge Lodge?

Couldn't find the dates you were looking for? Weren't sure about a policy? Couldn't get the deal you were hoping for? Whatever the reason, our reservations team would be happy to answer any questions you have.

555-555-1235

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innisridge

RES ID #123456789

Reservation Confirmed

Thank you for booking your trip to Innisridge! We can't wait to see you. This email will act as both a receipt as well as a guide to help you have an incredible trip. You have any questions, reach out to our reservations team by phone at 555-555-1234 or by email at help@innisridgeresort.com.

JAN 23	3	4
Arrival	Nights	Guests

Lift Ticket QR Code

Use this QR code to pick up the tickets that were included in your itinerary.

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innisridge

Ten Years in a Row!

John, we just wanted to celebrate the fact that you've booked a vacation with us ten years in a row! It's guests like you who have made this year one of the best we've ever had. To celebrate, we'd love to send you a set of two wine glasses and a bottle of our new Innisridge Red that we've created through a partnership with a local vineyard. Just fill out this quick form to confirm your address and we'll get it in the mail.

Confirm Your Mailing Address

Thanks for your support and here's to many more!

Callie Samuels
General Manager, Innisridge Hotel

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innisridge

"Marketing without data
is like driving with your
eyes closed."

Dan Zarella

INNT☉PIA

Silver bullets? Nah.

Marketing automation. A buzzword if there ever was one. But the irony of buzzwords is that behind all the silver-bullet perceptions is an idea that started it all. An idea that worked because it was given time, thought, and effort.

If you are looking for a silver bullet in these pages? You'll be disappointed. But if you're intrigued by the idea of creating a campaign once, and, over time, having it continually deliver small, but measurable, wins? And having a few of these running so those small wins add up? Then keep reading.

None of the campaigns you'll learn about will replace your existing marketing. What they will do is *complement* them. And because automations run on their own, you can still do all your traditional marketing while you tally these wins behind the scenes.

So huddle up, study these campaigns, set some level-headed goals, be patient, and like the hundreds of resorts and hotels we've worked with, I think you'll be pleasantly surprised by the results.

Gregg Blanchard
VP Marketing, Inntopia

Contents

Foundations

Nuturing

Revenue

Guest Experience

Loyalty

Meet the Pros

Below each campaign you'll see a pair of tips. These come from our team of incredibly talented account managers. People sometimes ask what the secret to our success is. Well, you're looking at 'em. They average more than a dozen years of resort or hotel CRM experience and, well, they're just entirely lovely people.

Patrick Sande

Inntopian Since 2010

Patrick leans on years spent on ski resort marketing teams to help clients big and small make sense of their guest data and move step-by-step toward their marketing goals.

Lindsay Haller

Inntopian Since 2015

With a background at Vail Resorts, Lindsay is the best in the biz at helping multi-resort and multi-hotel operators turn siloed data into powerful campaigns and automations.

Kurt Kinscherf

Inntopian Since 2011

A keen understanding of technology combined with decades on the front lines of resorts like Telluride and Crested Butte make Kurt one of the most trusted marketers in the resort industry.

Brian Elliott

Inntopian Since 2013

Brian's deep background with Wyndham, Resort Group, and Steamboat Resort allow him to connect dots between resort digital strategies to deliver full-service marketing in ways few people can.

Devin Jensen

Inntopian Since 2015

An expert across marketing channels, Devin's experience as an email marketing consultant and email manager at Navis give him a unique skillset every member of our team relies on.

Kristin Connors

Inntopian Since 2017

A proud #EmailGeek, Kristin is our in-house expert on deliverability, code, and strategy. If you have a question about email, chances are good Kristin's got the answer.

Sophie Sunderland

Inntopian Since 2018

Sophie's thoughtful, creative approach to marketing strategy combined with her expertise in golf marketing automation make her one of our clients' favorite account managers.

Katie Barnes

Inntopian Since 2008

Originally on our BI team, Katie's background in reading data and trends gives her a unique perspecitve on marketing startegy and best practices, especially for resorts in major destinations.

Kendall Wilson

Inntopian Since 2016

Some of the biggest brands in resort travel rely on Kendall to help them turn big ideas into reality. Her calm, data-driven approach to marketing makes Kendall one of our best account managers.

Rebekah Stoner

Inntopian Since 2017

A former Marketing Director and member of an award-winning agency, Rebekah is able to elegantly blend data and insights with brand voice and strategy.

Foundations

Two core concepts that set the groundwork for many of the campaigns we'll be exploring later in this book.

Layers of Automation

It's important to realize that marketing automation is not just a matter of an email being sent automatically, because whether or not that email is sent and what is inside each email is based on three other layers of automation.

Layer #1   Automated Data Aggregation

First, all guest data across all your systems needs to be automatically aggregated into guest profiles and saved in one central location.

Layer #2   Automated Syncing to Email Platform

Next, all of those guest profiles need to be synced with an email platform where you can build automated campaigns on that data.

Layer #3   Automated Dynamic Content

Finally, the system needs to be able to build the content of each email dynamically based on what's inside each guest's profile.

In other words, marketing automation is about two things: technology and strategy. These layers are what you need in terms of technology. The strategy side makes up the rest of this book.

The Value of Satisfaction

Many marketers only expect *revenue* as a result of automation. We'll certainly cover campaigns that generate bookings, but the rest will primarily be designed to increase guest *satisfaction*. Now, a satisfied guest is a nice thing to think about, but it's more than that.

Take this data set for example. It compares the Net Promoter Score (NPS) of individual guests to how many of those guests made a return trip.
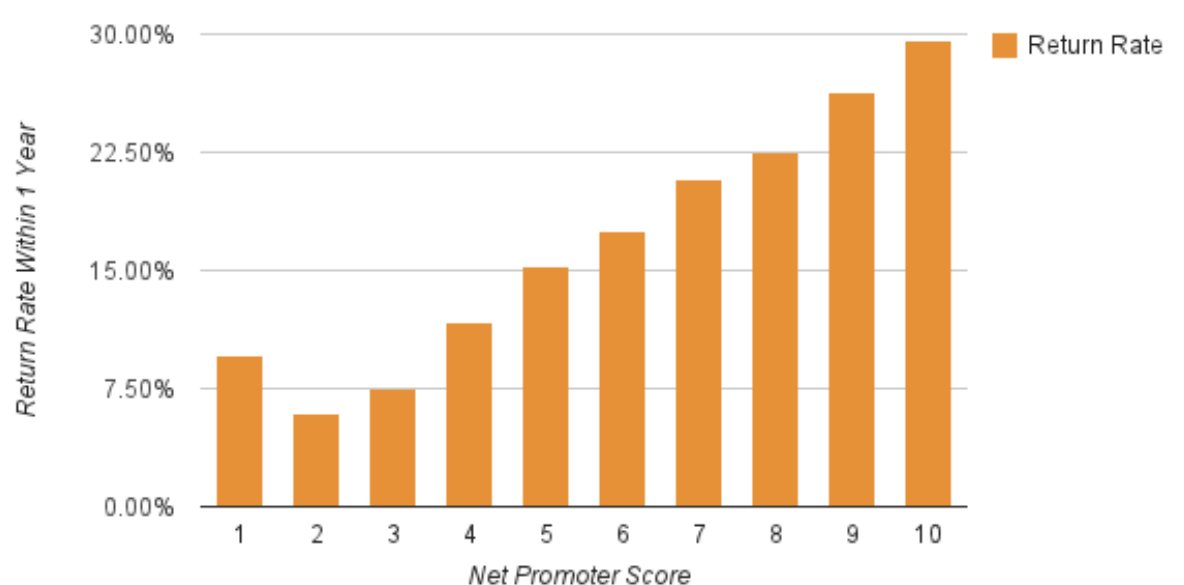
It's not hard to see the trend: a guest who is highly likely to recommend your resort to their friends is 3-4x more likely to return than those who aren't. Interestingly, a single pre-arrival email filled with helpful information about a guest's upcoming trip (we'll discuss this more later), can be tied to a measurable increase in NPS.

In other words, by generating satisfaction now, you're lining up more revenue later. Automation, it turns out, is really, really good at that.

Nurturing

Just getting someone into your database is not enough. You need to build a relationship, stay top of mind, and give potential guests reasons and moments to act.

Welcome

When you capture the email address of a new guest or website visitor, this isn't just another row in your database, it's a key marketing opportunity. A welcome email is sent immediately after someone enters your email database to both confirm they've joined your list and begin the conversation between you and the guest.

- ✏️ *An introduction to your brand*
- 📅 *Immediately after they enter your database*
- 👤 *All guests, versioned by source*

✔ Pro Tips

Set the Brand Tone

"It's really important to set the tone and expectations. Introduce your brand story, use your brand voice, let them know what you'll be sending and how to change their preferences if needed."

Rebekah Stoner

Version by Source

"This simple message is perfect for versioning. Create a welcome message specific to emails that come from a lodging reservation, another for those who come from your website, etc."

Lindsay Haller

Welcome aboard!

Thanks for signing up for our newsletter and deal alert list! Before moving on with your day, we'd suggest two quick things

Customize Your Preferences

This will help ensure that every email you get from us is something that matters to you.

Set Email Preferences

Sandy's Dream

Learn how Innisridge all began more than 75 years ago with the dream of one woman.

Our Story

Nurturing

Dream

Within a few days of sending your welcome message that introduces your brand, hit them again with a few reasons to start dreaming of a trip. A few ideas to start with could be key selling points, lists of your most popular activities, quotes from online reviews, sample itineraries, or places they can go to dig deeper into reasons they may want to visit your resort.

✏️ *Reasons to consider making a trip*

📅 *2-3 days after the Welcome email*

👤 *All guests who received a Welcome email*

✔ Pro Tips

Promote Social

"Promote the social media accounts where your brand is active. And, remember, don't just include the links or icons, give them reasons to follow just as you would with an opt-in form."

Kendall Wilson

Personalize by Behavior

"Personalize this message by what each recipient clicked in the Welcome email or the pages they were browsing before they opted in. These clues help you give them relevant things to dream about."

Kristin Connors

East Carolina's Favorite Getaway

Whether it's the annual family trip or a holiday weekend with no school, Innisridge's 500 acres are a perfect escape. Follow us on social and explore our guides for dreamy photos and great deals.

Family Vacations

Interactive vacation guide.

Explore the Guide

Family Packages

Deals, discounts, and more.

Explore Our Deals

How to Book

Now that these new subscribers have been dreaming for a few days, give them a reason to act. Show them how to book, who to call, where the deals are, etc. This doesn't have to be a hard sell. Just like the Dream email planted seeds of what they could do, this should plant the seeds of how they would do it.

✏️ *The best places and ways to book*

📅 *2-3 days after the Dream email*

👤 *All guests who received the Dream email*

✔ Pro Tips

Perfect Way to Cap Series

"Even if you extend this series to more than 3 emails, it's a great way to wrap it up. It transitions potential guests from thinking about your resort, to thinking about coming to your resort."

Patrick Sande

Version Based on Bookings

"Be sure to version this campaign by whether or not the guest currently has a trip on the books. If they don't, add a promo code or perk that gives an extra reason to make it happen."

Sophie Sunderland

Bliss is a Call or Click Away

Ready to get out of the city for a few days or book that summer trip? Our website makes it easy to build the perfect getaway. Or, just call our friendly reservations team and they'll help you build the perfect itinerary.

Book Online

Desktop or mobile, it's all good.

Book Your Trip

Talk to Our Team

Our friendly agents are avaiable from 8am-8pm EST, 7 days a week.

555-555-1234

Revenue

Want automations that generate measurable revenue? You're in the right place.

Abandoned Browse

Think of this campaign and abandoned cart as two variations of the same concept: target guests based on their browsing behavior, whether that's a specific web page or a step in the checkout process. It's also a reminder that a guest's browsing behavior can show many signals of booking intent, even if they never add something to their cart.

✎ *Information or reminders to help them continue booking*

📅 *Within 24 hours after someone browses a specific product or page(s)*

👤 *All emailable guests with known browsing behavior who are not currently on the books*

✔ **Pro Tips**

Build Around Questions

"Build these around why they didn't book. One of the most effective ways to do this is to simply give them a way to get their questions answered or an alternative way to book."

Kendall Wilson

Don't Overthink

"This is perfect for people shopping for any product you sell, not just lodging. If someone visits a key product page, build an automation to keep that product top of mind."

Kurt Kinscherf

Need a hand booking your stay at the Innisridge Lodge?

Couldn't find the dates you were looking for? Weren't sure about a policy? Couldn't get the deal you were hoping for? Whatever the reason, our reservations team would be happy to answer any questions you have.

555-555-1234

Or, watch this 3-minute tour of the Innisridge Lodge Suites to get a closer look at the property:
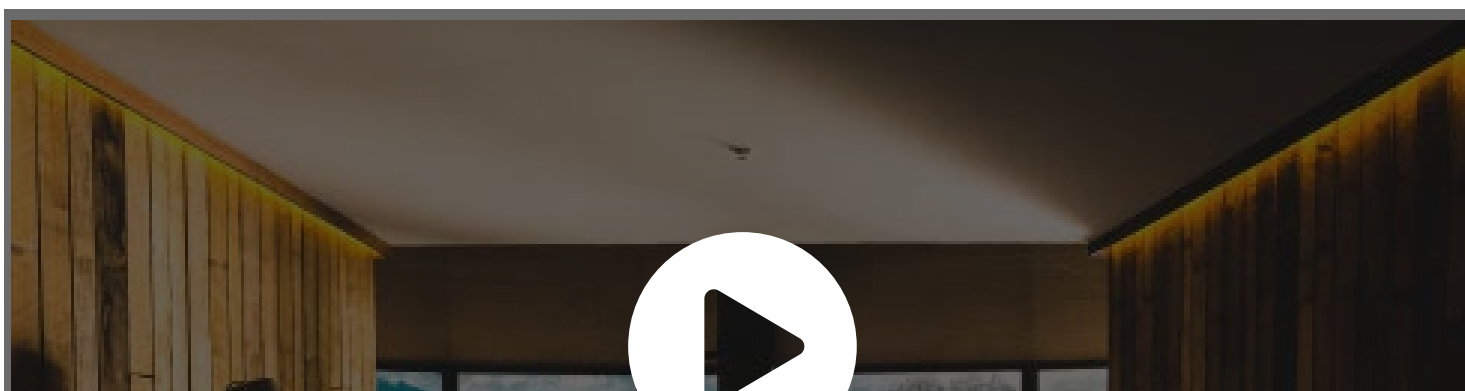
Booking Reminder

Guests tend to buy and book things around the same time each year. All it takes is a gentle nudge, but the revenue per email on this campaign is surprisingly good. Remember to align this to when they were planning their trip (~2 weeks before booking) rather than their booking date. Otherwise, you may be too late.

- ✏️ *A nudge or reason to book again*
- 📅 *About 350 days after a guest's last booking date*
- 👤 *All guests with a previous booking who are not currently on the books*

✔️ Pro Tips

Version by Season

"If you run a seasonal resort, version this campaign by the season during which a guest visited. Make sure that the imagery and wording you use match the memories of their trip."

Brian Elliott

Not Just Lodging

"Anytime you see products being purchased on an annual cadence - season passes, summer camps, lessons, etc. - you'll have a perfect candidate for this email."

Katie Barnes

innisridge

Time Flies When You're Dreaming of Another Trip

Can you believe it's been a year since you booked your last trip to Innisridge? We've been busy since you left creating even more reasons to come back.

Mountain Condos

Check out the deals on the condos you stayed in last year.

Check Rates

What's New

Dozens of new actiivities, a new restuarant, and more.

Read the Story

Extend Your Stay

Vacations are wonderful, but often fleeting. While some of your guests' travel schedules make last-minute changes impossible, others have a surprising amount of flexibility, especially if they're given a compelling offer. This campaign gives current guests a reason to stay just a little bit longer right at the moment they're wishing they could.

- *An offer to stay a day or two longer*
- *1-2 days before departure*
- *All currently lodged guests staying at least 2-3 nights*

✔ Pro Tips

Don't Overcomplicate the CTA

"Think of this as an automated way to get them to do something that might have already crossed their mind: call the front desk and ask for another night. Make that phone call your CTA."

Lindsay Haller

Get Current Guests to Rebook

"Another way to think of this is getting folks to stay more days, even if it's not the same trip. If given a good reason, guests will book their next trip while they're enjoying the current one."

Devin Jensen
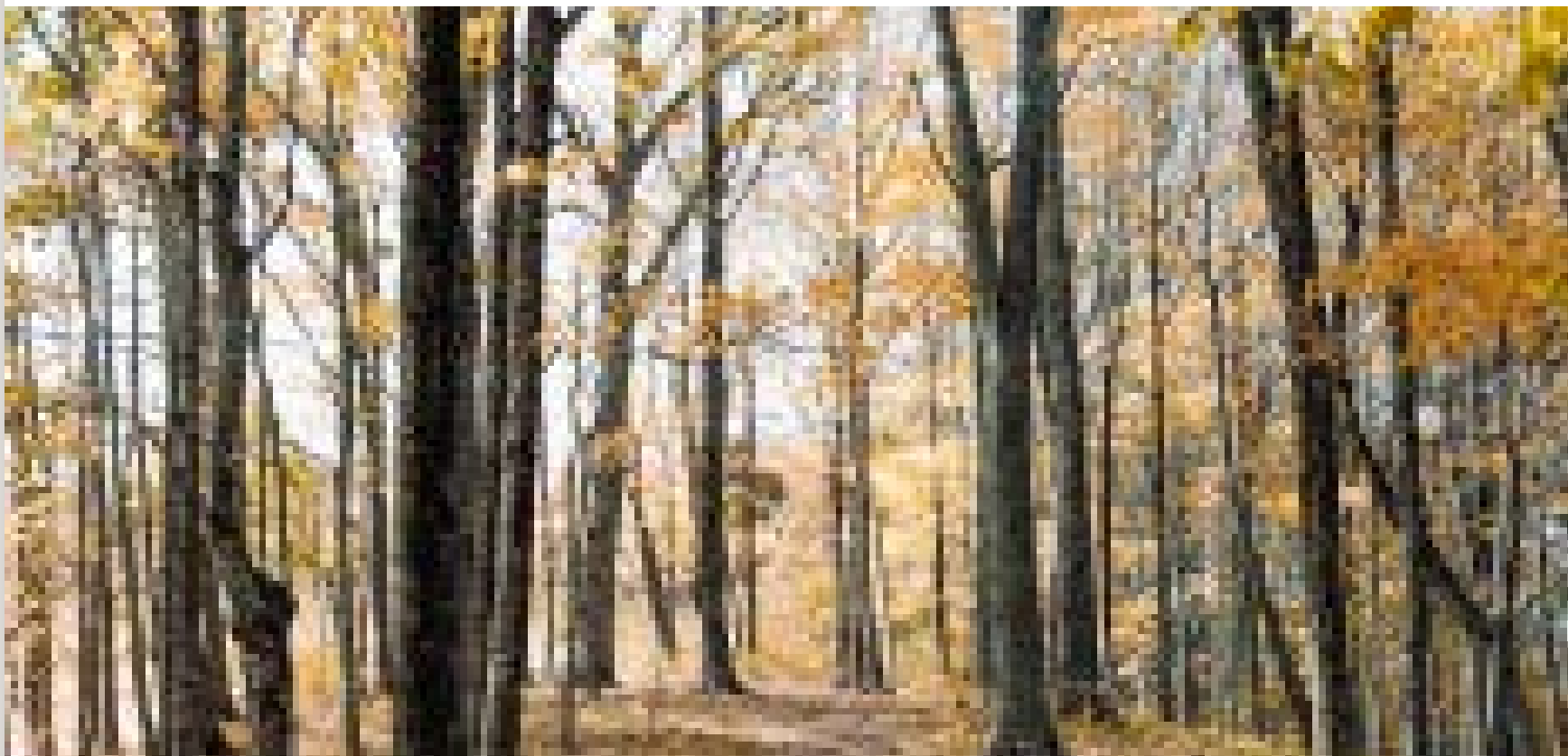
Stay an extra day,
save some cash along the way.

We know how quickly these fall getaways can pass, so if you'd like to extend your stay another night or two we'd be happy to help. Plus, right now you'll save 25% on every night you extend beyond your original booking. Just call the front desk and our friendly team would be happy to help.

555-555-1234
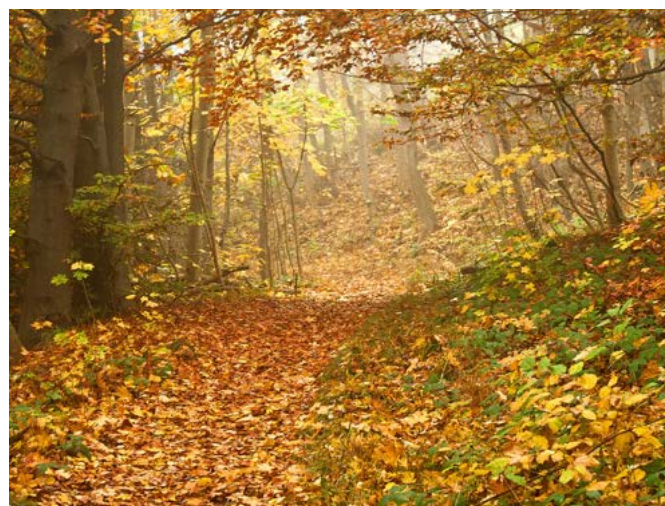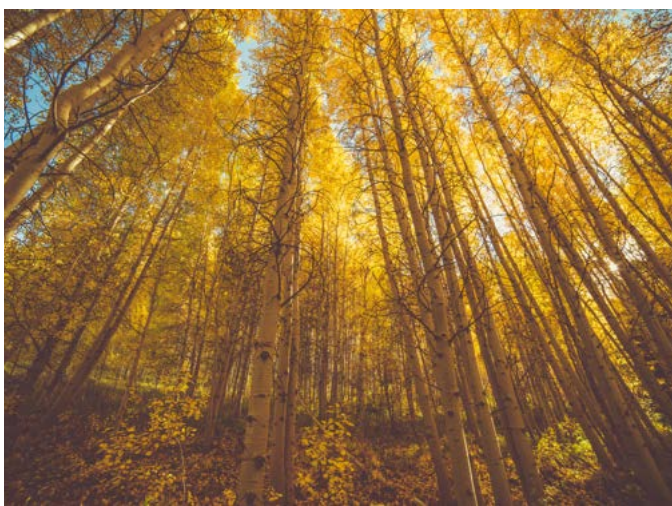
Guest Experience

Lodging or activities purchased in advance are unique in that the customer gives you value long before they get what they paid for. Automations help you capitalize on this window of waiting and anticipation.

Confirmations

Confirmations are one of the most opened (and re-opened) emails. Instead of a boring table with details, spice it up with graphics, upsells, and dynamic content. Done well, these can drive significant ancillary revenue. Most importantly, if they'll need a QR or barcode to redeem their purchase, make sure this is embedded right in the email.

✏️ *Booking details, upsells, and helpful information.*

📅 *Immediately after a transaction*

👤 *Anyone who books a product, room, or service*

✔ Pro Tips

Use Dynamic Content

"Use dynamic content to customize your template with things like property-level details, images unique to the property they booked, payment details, and more."

Rebekah Stoner

Link to Policies

"If you update cancellation policies regularly, storing these in a page on your website and linking to these from the email will make each policy and email template easier to maintain."

Brian Elliott

Reservation Confirmed

Thank you for booking your trip to Innisridge! We can't wait to see you. This email will act as both a receipt as well as a guide to help you have an incredible trip. You have any questions, reach out to our reservations team by phone at 555-555-1234 or by email at help@innisridgeresort.com.

📅 JAN 23 Arrival	🛏 3 Nights	👥 4 Guests

Lift Ticket QR Code

Use this QR code to pick up the tickets that were included in your itinerary.

Need a Lesson?

Knock the rust of your turns with a deals on full or half-day group lessons.

First Pre-Arrival

Each guest's booking window presents marketers with a golden opportunity to make sure their guests have all the tools, information, and ideas they need to have an incredible experience. The first pre-arrival is most effective when focused on cross selling other activities they may not have been aware of during booking.

✏️ *Other things they may want to do during their stay*

📅 *5-10 days before arrival or 3-5 days after booking*

👤 *Any guest with a recent booking or upcoming arrival*

✔ Pro Tips

Up Sell & Cross Sell

"First pre-arrivals with up sells and cross sells perform really well. Things like travel insurance, lessons, rentals, or even lodging (if they only booked an activity) are a great place to start."

Devin Jensen

Don't Promote What They Have

"Use dynamic content to populate the products you cross sell so you don't include things the guest has already purchased or doesn't need (like single tickets if they have a season pass)."

Kristin Connors

Make Your Stay Unforgettable

If you're looking for a few extra things for you and your family to do during your trip, we've got a few recommendations hand-picked by our guest services team.

Jeano's Cabin

Relaxed family dining.

View the Menu

Ice Skating

The perfect evening activity.

View Hours & Deals

Actions Still Required

Depending on the type of product purchased, some guests will need to complete an extra step before they arrive. A simple email reminder with some basic information on how to complete this step can be incredibly effective and ensure their arrival isn't spoiled by having to waste time on something they could have done before they left.

✏️ *A reminder to complete an action*

📅 *Sometime before arrival, avoiding days other pre-arrivals are sent*

👤 *Any guests who still need to complete an action needed to receive what they purchased*

✔ Pro Tips

Waivers, Photos, Profiles

"You likely already know which things these are due to guest frustrations or complaints. Things like incomplete profiles, unsigned waivers, or missing pass photos all fall into this category."

Brian Elliott

Keep it Separate

"If the impact of not seeing this before arrival is significant, make this a separate campaign apart from other pre-arrivals to give it the best chance of being noticed and acted upon."

Patrick Sande

innisridge

SEASON PASS NOTIFICATION

We don't have a pass photo for you yet.

While you can absolutely come in on your first day to the mountain and take care of the photo then, lines are usually longer in person. So if you'd like us to mail your pass to you and go straight to the lifts on opening day, we'd highly recommend uploading a photo now.

Upload a Photo

Pre-Arrival Survey

This campaign can replace another pre-arrival message, but if your property is heavy on guest service, you may want to add it as a unique step in your pre-arrival email series. The goal with this campaign is to gather bits of guest insight - family information, pets, interests, hobbies, etc. - that your team can use to deliver exceptional service.

✏️ *A link to a survey about the guest's unique needs*

📅 *1-2 weeks before arrival*

👤 *Any guest with an upcoming lodging arrival*

✔ Pro Tips

Build Around Your Strengths

"Really think about what your team and resort are best suited to deliver. Find those things you can use to surprise and delight each guest and build the survey around those insights."

Patrick Sande

Sync to Database

"It's extremely important that the results are synced back to your database, easily accessible to your guest-facing staff, and ready to be included in future campaigns."

Kurt Kinscherf

Help us help you; take a short, pre-arrival survey.

Our team takes immense pride in the personal service we provide to our guests. While we can't solve every problem, knowing a little bit more about your interests and reasons for booking will help us know exactly how to best help you during your stay.

Take the 5-Question Survey

Second Pre-Arrival

As a guest's arrival gets closer, the information that's most relevant to them shifts to the nuts and bolts of their actual trip. This is the perfect time to send an email that can act as a guidebook to help them travel as easily and as smoothly as possible. Review the questions new guests often ask and you'll have a great list of tips to include.

✏️ *Information that will help them travel as smoothly as possible*

📅 *2-5 days before arrival*

👤 *Any guest with an upcoming arrival*

✔ Pro Tips

Customize Based on Survey

"If you've sent a pre-arrival survey, this is a perfect time to take some of the standardized fields from that survey - family, pets, etc. - and customize the content to match."

Sophie Sunderland

Promote Other Channels

"This second pre-arrival is a perfect time to promote things like your in-resort text/SMS alerts that allow guests to get further information and tips as their trip progresses."

Devin Jensen

Your trip is almost here!

Can you believe that your trip is almost here? Now that it's getting closer, here are a few things to remember as you go from dreaming to traveling.

Pet-Friendly Reminders

With your furry friend in tow, here are a few reminders and activities for dog-lovers.

Pet-Friendly Reminders

Getting to Innisridge

A few tips for driving to Innisridge and recommendations for ground transportation.

Travel Tips

Guest Experience
Arrival Day

The previous campaign focused on the nuts and bolts; this is the nitty gritty. Will they need that QR code from their confirmation? A hashtag for social posts? A door code for their rental? Instead of forcing them to search your website or past emails for all those details, put them right at the top of their inbox when they're needed most.

✏️ *Information they'll need to check-in or redeem what they booked*

📅 *Late morning the day of arrival*

👤 *Any guest arriving today*

✔ Pro Tips

Great for New Visitors

"This is a great campaign for all products, especially with first-time guests who are coming for things like lessons where it's highly likely they aren't familiar with your resort."

Lindsay Haller

Include a Phone Number

"Be sure to include the number of your front desk or concierge. If they have a problem during their travels, make it as easy as possible to get in touch with someone who can help solve it."

Katie Barnes

innisridge

Hooray, today's the day!
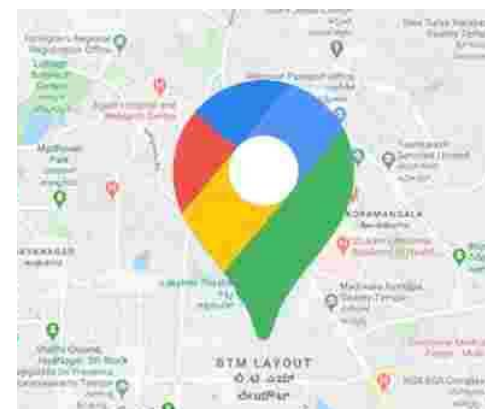# Here are a few helpful things to make the trip as smooth as possible.

First, if you have any trouble along the way, please don't hesitate to call us. We would be happy to help in any way we can. This is the best number to use:

555-555-1234

Google Maps Directions

Click the link below to open Google Maps with our address already set as the destination.

Open Google Maps

Your Door Code

This door code will allow you to open the lock box that contains the keys for your condo:

482591

Arrival-Day Guide

No matter when you arrive, this will help you make the most of your first day at Innisridge.

Arrival-Day Guide

In-Resort

It's one thing to suggest a guest tries the new skating rink when they're 2,000 miles away at work. It's another when they're 100 yards away in their hotel room. A campaign filled with offers, activities, events, and ideas during a guest's trip can be one of the most effective you'll send. Email or SMS, the results are equally impressive.

- ✏️ *Things to do and offers they can act on right now*
- 🗓️ *The first or second full day of their stay*
- 👤 *All guests currently lodged*

✔ Pro Tips

Dynamically Insert Events

"Use dynamic content to include events that are happening during their stay. This will give those events more visibility without having to manually update your email templates."

Kendall Wilson

Surprise & Delight

"This can be a great opportunity to surprise them with a small freebie that gives them a smile. A simple example is making the first drink on the house for a VIP or loyal guest."

Patrick Sande

innisridge

What's happening at Innisridge this week.

There's a lot going on while you're staying with us. Here are a few things to make sure you check out.

Snow Forecast

Want the most accurate forecast? Check out OpenSnow, they're second to none.

Innisridge's OpenSnow Forecast

Next 1-5 Days

11"

7"   4"   0"   0"

Thu 17   Fri 18   Sat 19   Sun 20   Mo
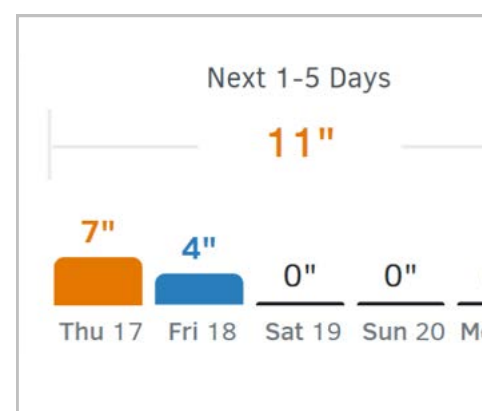
Event Calendar

Monday   Ice carving in the main village. Artists arrive at 6pm and will wrap up around 9pm.

Tuesday   Snacklemore will be performing at 6pm. Tickets are available at the Rose Lodge.

Wednesday   Snuggle up by any village fireplace and make s'mores. Just bring your smiles, we'll bring the rest.

Thursday   The classic Thursday evening torchlight parade and fireworks begin at 8pm sharp at the base of Lift 5.

First Drink is On Us at Joe's

Stop by Joe's Pub before 7pm, show them this QR code, and your first drink is on the house.

Loyalty

Once a guest has departed, the work of retention
begins in earnest. Automations can help bring
them back again and again.

Follow Up Survey

This campaign contains a survey that is sent to a guest soon after they leave your property. It's critical that this survey is integrated back into your database. This automates the feedback loop so you always have your finger on the pulse of guest satisfaction and gives you insights on which to base other automated campaigns.

✎ *A link to a survey about their experience*

📅 *The day following their experience or departure*

👤 *All guests who recently departed or visited*

✔ Pro Tips

Optimize for Completion

"To increase participation, send this campaign the day after a guest leaves. Also, consider sweetening the deal with an small incentive for completing the survey."

Kurt Kinscherf

Encourage Online Reviews

"Guests who fill out these forms and open or click these emails are highly engaged. Consider encouraging them to do other things while they're at it like leaving an online review."

Katie Barnes

Let us know about your trip and be entered to win a free night stay.

This short survey helps us understand how we can do better for our guests both individually and as a whole. It's about 12 questions long and should take about 10 minutes to complete. Everyone who takes the survey will be entered to win a free night at the Innisridge Lodge.

Take the Survey

NPS/RFM Alerts

This is a campaign built on NPS (Net Promoter Score, gathered in the survey) and RFM score (a combination of a guest's recency, frequency, and monetary value calculated by your guest database). By combining these two data points you can identify high-loyalty guests who had a poor experience and intervene before they're lost forever.

✏️ *A heads up that you'll be contacting them personally*

📅 *Within 24 hours after a guest completes their survey*

👤 *Any loyal guest who had a poor experience*

✔ Pro Tips

Email is Optional

"The difference with this campaign is that the email itself is optional. The key is to follow up individually. However, resorts have seen great results from a short 'we'll be reaching out' email."

Lindsay Haller

Broaden if Needed

"If there are only a few people a month with really high RFM and a really low NPS, broaden your definitions to create a manageable group your team can work with individually."

Rebekah Stoner

innisridge

We're sorry to hear about your experience. I'll be reaching out shortly.

Hi Donald, I just wanted to apologize quickly for the poor experience you had at Innisridge. I'll be giving you a call soon to see what I can do to help, but in the meantime feel free to call or email me at my details below.

Callie Samuels

General Manager, Innisridge

cal@innisridgeresort.com

555-555-9876

OTA Bounce Back

Every hotel wants to keep their reliance on OTAs in check. This campaign is designed to automatically help do that and increase your return and direct booking rates along the way. Once you have an offer, the key to this campaign's success is capturing guest emails at check-in to replace the OTA's address they send with the reservation.

✏️ *A simple bounce-back lodging offer*

📅 *1-3 weeks after a guest departs*

👤 *All guests with an OTA as their booking source*

✔ Pro Tips

Exclude OTA Email Domains

"When you build the query for this automation, suppress OTA email domains to ensure the OTAs don't get these messages in case the original email isn't replaced during check-in."

Rebekah Stoner

Don't Default to Discounts

"Explore incentives that aren't just discounts. Maybe it's a smaller deposit due at booking, maybe it's other perks, but brainstorm other options before defaulting to a pure discount."
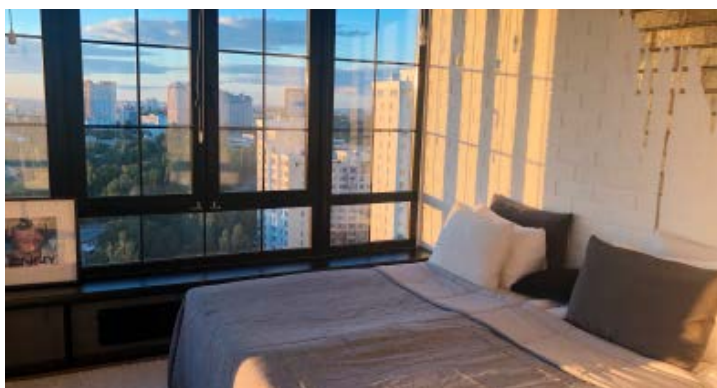
Sophie Sunderland

innisridge

Book a return trip on our website & get free breakfast for two!

Booking directly on our website is the easiest way to get the best rate and the best perks. Right now if you book direct we'll include free breakfast for two at the Alpendorf Restaurant. Just stay in any of our City View suites between now and July 31.

City View Suites

An amazing view in the heart of it all.

Check Availability

Popular Packages

Save up to $150/night.

Browse Packages

Product Usage

Whether you're a resort hotel, ski resort, golf resort, or attraction, the same trend holds true: guests who use their multi-use products are more likely to buy again (or renew) than those who don't. By giving these customers a reason to return, you can increase that usage, decrease breakage, and increase future renewal rates.

- ✏️ *A nudge to get people to use their product again*
- 📅 *At regular intervals through the season or after 2-4 weeks of no use*
- 👤 *All guests who purchased a multi-use product but haven't used it fully*

✔ Pro Tips

Perfect for Multi-Use Products

"Multi-use products have a much clearer value structure, so a simple reminder about unused visits will generate goodwill and increase the chance they'll buy something again."

Brian Elliott

Be Thoughtful About Capacity

"If Covid-19 has led to capacity restrictions at your resort, you want to be really careful about a campaign like this unless you're confident passholders can still visit as much as they want."

Kurt Kinscherf

innisridge

You still have 2 spa visits left!

Jennifer, it looks like you still have **two (2) spa visits remaining** on your **Seasonal Spa Pass**. Those expire at the end of the year and we'd hate to see you lose them. Just give us a call or use the link below to book your next visit.

Book a Spa Visit

Or call:

555-555-1234

Loyalty Recognition

Loyalty programs may be waning, but recognizing organic loyalty is on the rise. These campaigns give guests a virtual high five when they reach certain milestones like the number of visits in a year, number of years in a row with a booking, etc. Want to level up? Include actual rewards like swag or resort credits for high-value behavior.

✏️ *Virtual kudos for reaching some milestone of loyalty*

📅 *Whenever certain numbers of visits or behaviors are reached*

👤 *All guests*

✔ Pro Tips

Perfect for Multi-Step Emails

"Build triggers around how many days they've come to celebrate milestones like 5 visits, 10 visits, or 'paying off' their season pass. This is all it takes to encourage more trips to the resort.

Kristin Connors

Great Alternative

"If you're frustrated by your loyalty program, this is a great alternative. These accomplish much of the same purpose without the forced nature and overhead of traditional programs."

Sophie Sunderland

Ten Years in a Row!

John, we just wanted to celebrate the fact that you've booked a vacation with us ten years in a row! It's guests like you who have made this year one of the best we've ever had. To celebrate, we'd love to send you a set of two wine glasses and a bottle of our new Innisridge Red that we've created through a partnership with a local vineyard. Just fill out this quick form to confirm your address and we'll get it in the mail.

Confirm Your Mailing Address

Thanks for your support and here's to many more!

Callie Samuels

General Manager, Innisridge Hotel

"Data will talk if you are
willing to listen."

Jim Bergeson

INNTOPIA