

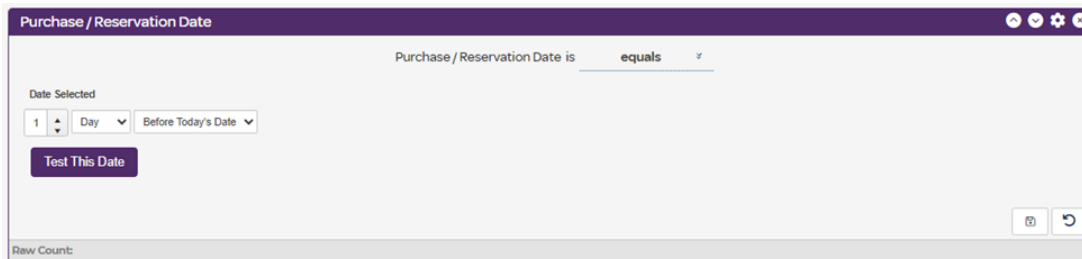
Your guests' experience begins long before they arrive for their stay. Manage their expectations, increase on-site spend and get that 5-star review by establishing a strategic pre-arrival email series.

Reservation Trigger

When your customer books a room or property, we know that their upcoming visit is top of mind. Take advantage of their attention by connecting with your guest while they are in the planning mindset.

Audience

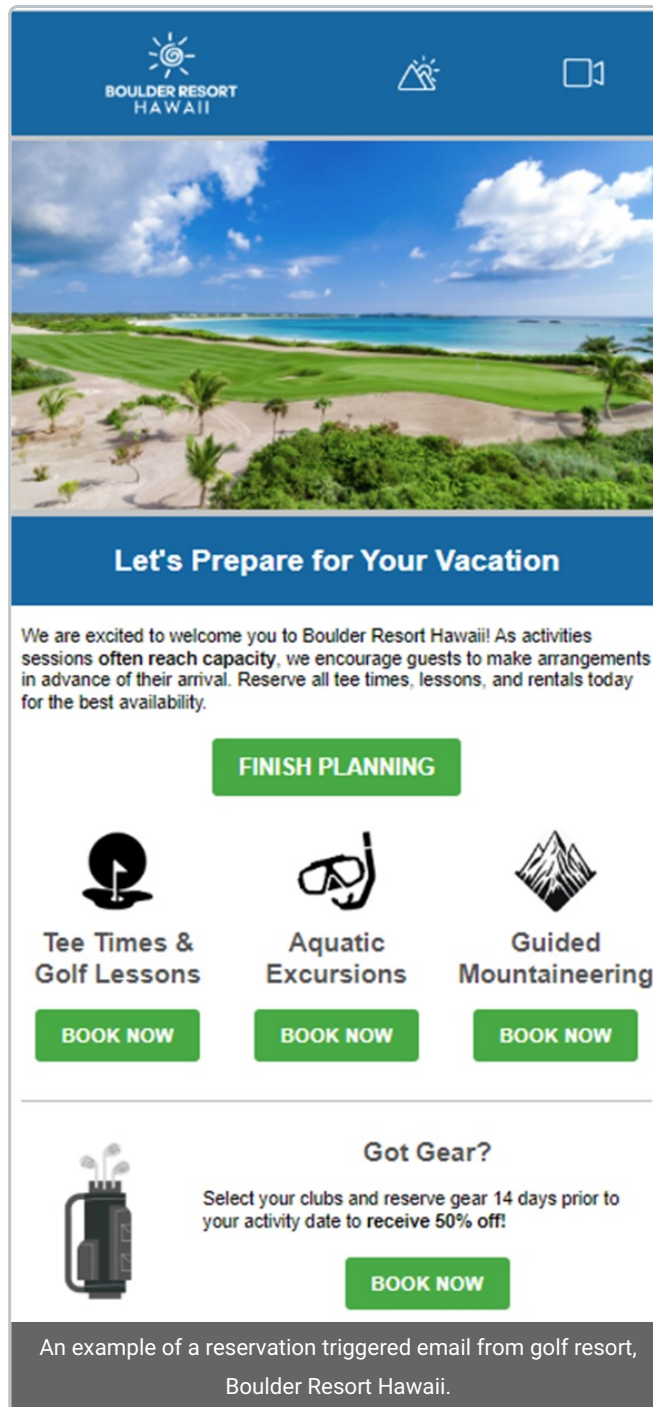
You can easily identify guests who have just completed a reservation by using the "Date Formula" in Audience Builder and setting the Reservation Date equal to "1 Day Before Today's Date." When guests' transaction/reservation data enters the CDP, they will immediately receive your Reservation Trigger email.



The screenshot shows a window titled "Purchase / Reservation Date" with a purple header. The main content area displays "Purchase / Reservation Date is equals". Below this, there is a "Date Selected" section with a dropdown menu set to "1", a "Day" dropdown, and a "Before Today's Date" dropdown. A "Test This Date" button is located below the date selection. At the bottom left, there is a "Raw Count:" label. At the bottom right, there are two small icons: a square and a circular arrow.

Content

When strategizing content for Reservation Trigger email, it can be helpful to prioritize products that often sell out and use language that implies urgency to encourage customers to book in advance of their arrival. You can also educate guests on advanced purchase deadlines & discounts.



Pre-Stay Touchpoint

Depending on the booking window for your property or resort, it makes sense to send another email to your guests between their reservation and arrival date. Take this as an opportunity to educate guests on what they can expect during their stay and to promote spend on advanced-purchase products. Use what you already know about guest behavior or analyze historical booking activity to determine the best cadence for your pre-stay touchpoint. For example, Boulder Resort Hawaii knows their guests typically book lodging 60+ days in advance of their arrival. With this larger booking window, it might make sense to send an email 30 days before the arrival date to remind guests of

their upcoming vacation.

Audience

You can use the same field to target your Pre-Stay Touchpoint and set the cadence depending on your customers behavior and your preferences.

Arrival Date is equals

Date Selected

14 Day After Today's Date

Test This Date

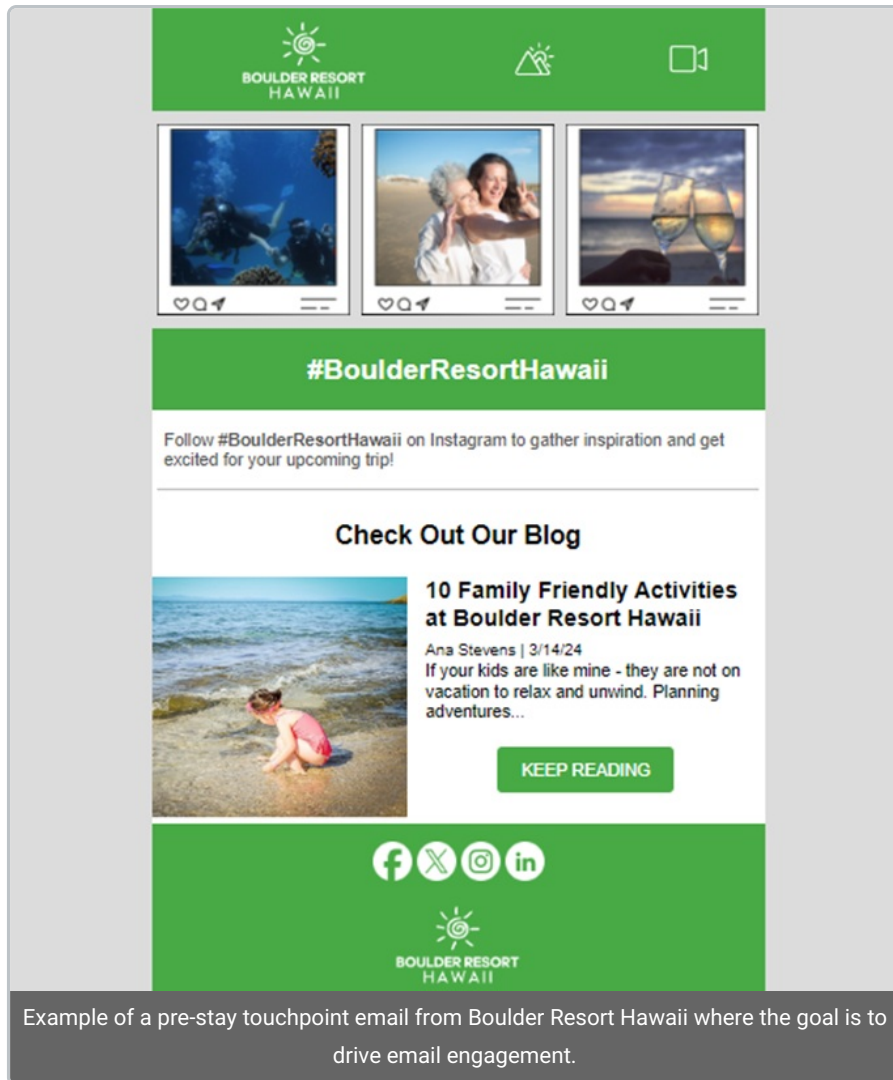
Raw Count:

Content

Utilize the Pre-Stay Touchpoint to showcase additional services, ticketed events and extra activities to round out your guest's itinerary. Depending on your customers' typical booking window, it might make sense to have multiple Pre-Stay Touchpoints with different goals outside of revenue, such as engagement or education.

Engagement

User-generated-content and blog posts can be an effective way to engage guests in your email and increase engagement metrics.



Example of a pre-stay touchpoint email from Boulder Resort Hawaii where the goal is to drive email engagement.

Education

Entice guests to click through to your website by offering up interesting information about your property. Send this email enough in advance of arrival so that time allows for additional products to be booked.

BOULDER RESORT HAWAII

Vista Summit

Blue Cove Golf Course

Boulder Resort Clubhouse

Meet Boulder Resort Hawaii!

Prepare for your upcoming stay at Boulder Resort Hawaii by getting to know the lay of the land.

Blue Cove Golf Course
Golf at the world-famous course alongside breathtaking views.

Vista Summit
Experience beautiful Vista Summit - perfect for a guided or self-lead excursion.

Boulder Resort Clubhouse
Golf at the world-famous course alongside breathtaking views.

DISCOVER

DISCOVER

DISCOVER

BOULDER RESORT HAWAII

Example of a pre-stay touchpoint email from Boulder Resort Hawaii where the goal is guest education.

Check-in Day/Welcome

Consider your guest 1-2 days prior to their arrival date – traveling to their destination and full of anticipation! A welcome email is the perfect place to direct guests to ancillary spend locations including dining, retail, and event venues near your destination. You can also include timely information that may be top of mind at this stage in the customer journey including check-in details, parking, or weather.

Audience

The audience for a welcome email can vary, but typically you will look for guests who are arriving to their lodging

location in 1-2 days. You can use the “Arrival Date” field and “Enter Date Formula” to create an audience for a recurring email.

Arrival Date

Arrival Date is **between**

Start Date: 1 Day After Today's Date

End Date: 2 Day After Today's Date




Test This Date

Test This Date

Raw Count:

Content

Your welcome email is the 21st century version of the “in room guide” where you can maximize onsite spend by educating your guests on all the fun places they can dine, shop and recreate during their stay. Showcase lodging benefits to make your guest aware of amenities like guest discounts, onsite concierge, spa offerings and more.






Welcome to Boulder Resort Hawaii!

The fun is here waiting for you! Here is your guide to Boulder Resort Hawaii. While you're on your way, here are some important details for check-in day

- Check-in Time: 4pm or later
- Check-in Location: [Front Desk, 6262 Kahala Ave, Honolulu, HI 96816-5471](#)
- Parking: Valet service is available 24 hours a day, overnight garage parking is available for \$35/night

Your Guest Guide



Island Flavors


Our valued guests receive **10% off** at any resort dining location! Explore menus, locations and make reservations online today.

EXPLORE

Resort Events





Browse the daily activities available at the resort on our online calendar. Explore a variety of activities for couples, kids or families.


EXPLORE



Onsite Amenities

- Your onsite concierge service is here to help with itinerary planning
- Bring your suit and sunscreen to lounge by the infinity pool
- Join us on the patio for a daily sunset toast



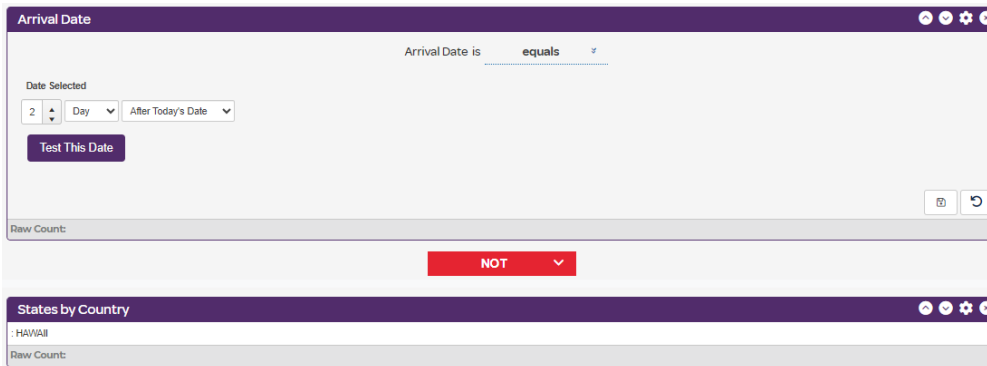
Example of a welcome email from Boulder Resort Hawaii.

Additional Segmentation

If the travel needs of your guests vary greatly, you might consider further audience segmentation to accommodate their differences.

- Destination guests

- These guests typically travel longer distances to your destination, consider their travel itinerary and when they are likely to be sitting at their airport or in a vehicle on their way, likely to check their email.
- Use geographic fields to identify guests that are traveling from out of state to your destination. For example, Boulder Resort Hawaii can target destination guests using the following audience:



- Drive Markets

- It may make sense to send a welcome email to drive market guests the day before or the day of their arrival, depending on what you know about the travel patterns of these guests and the typical duration of traveling by car, bus or train.
- For example, Boulder Resort Hawaii has high-speed shuttles and ferries that will take in-state guests to their destination and they can target these individuals using the following audience:

