

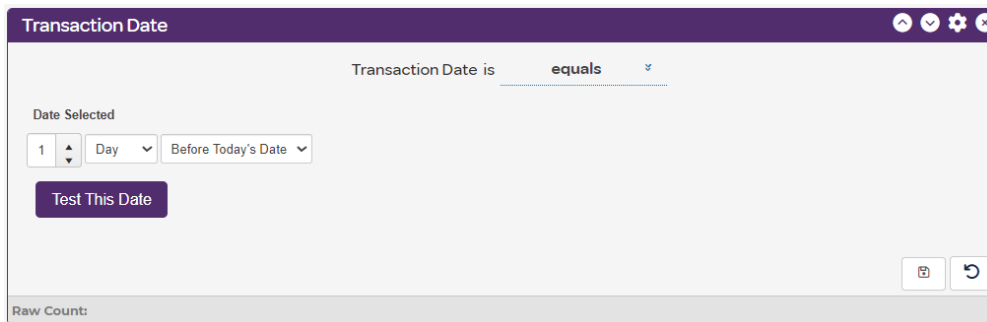
Using the CDP fields, Transaction Date and Event/Product Date, you can curate a pre-arrival email strategy to enhance the experience of your purchasers prior to their activity.

## Transaction Trigger

Use purchase date to send pertinent information regarding dated rental, lesson or activity products including mandatory waivers, complementary products and more.

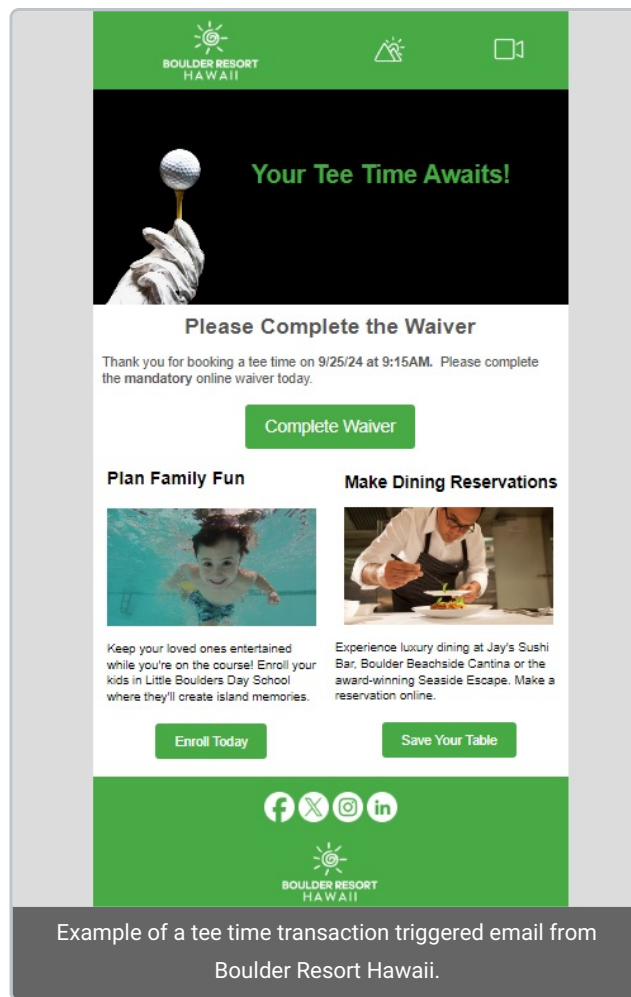
### Audience

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.



### Content

When strategizing content for Transaction 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.

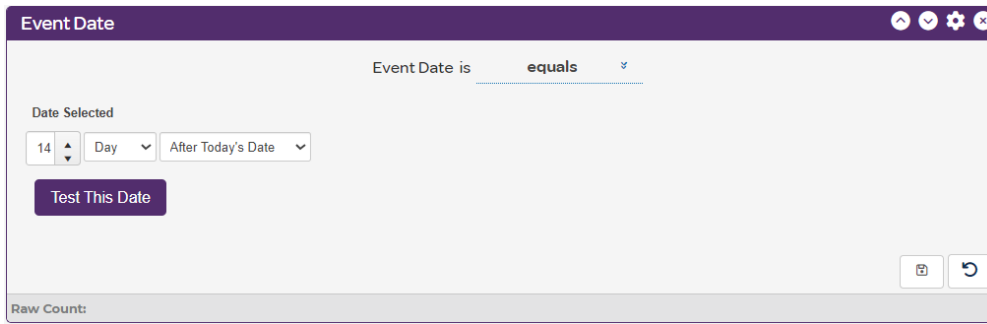


## Pre-Arrival Touchpoint

Depending on the booking window for your products, it makes sense to send another email to your guests between their transaction and event/product date. Take this as an opportunity to educate guests on what they can expect during their visit, important redemption instructions, like meeting times and registration, and to promote spend on advanced-purchase products.

### Audience

You can use the Event/Product Date field to target your Pre-Arrival Touchpoint and set the cadence depending on where you expect to be reaching a guest in their customer journey.



## 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-Arrival Touchpoints with different goals outside of revenue, such as engagement or education.

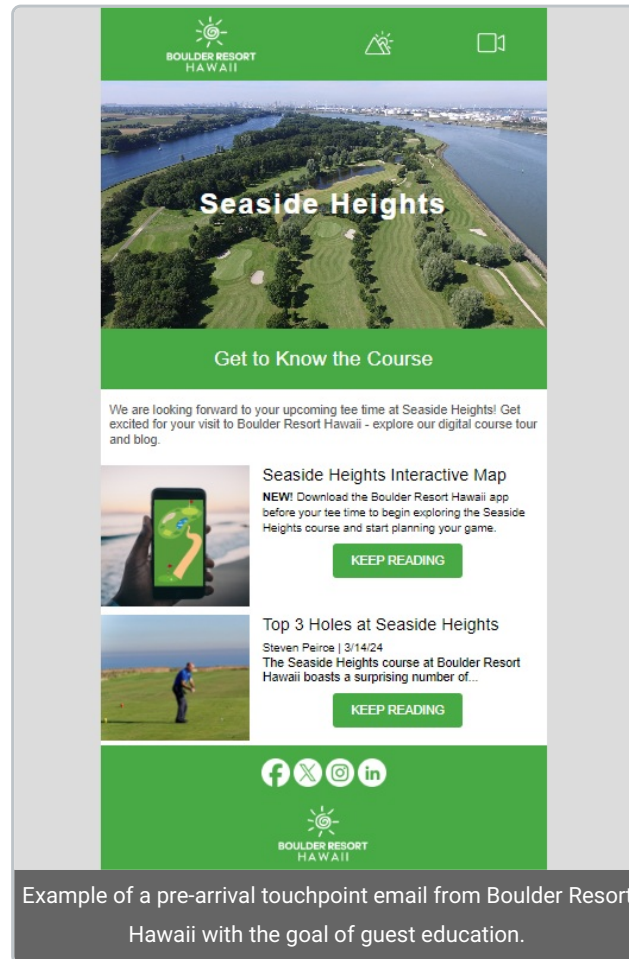
## Revenue

Inspire guests to purchase additional products or services prior to their planned visit.

Example of a pre-arrival touchpoint email from Boulder Resort Hawaii with the goal of revenue generation.

## 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.



## Check-in Day/Welcome

Consider your guest 1-2 days prior to their event/product date – potentially 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 their booked activity. 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 have a product date today or tomorrow. You can use the "Event/Product Date" field and "Enter Date Formula" to create an audience for a recurring email to contact product purchasers the morning of their dated activity.

Event Date

Event Date is equals

Date Selected

0 Day After Today's Date

Test This Date

Raw Count: 0

## Content

The welcome email is the perfect opportunity to elevate high-impact information relevant to your guests' arrival such as parking, arrival details and important rules. Consider a welcome email to communicate important details that might not be pertinent to your guests until they are close to their product date.

**Tomorrow's Tee Time**

We're looking forward to your tee time for 9:15 AM at Seaside Heights. Please review the following to enjoy an exceptional day of golf at Boulder Resort Hawaii.

**Parking**  
Golfers are permitted to occupy the loading zone to drop off golfers and gear for only 15 minutes. Paid parking is available in the main garage at \$15 per hour.

**Arrival Time**  
Golfers should arrive a minimum of 15 minutes prior to your tee-time. Late fees apply.

**Food & Drink**  
Outside food and drinks are prohibited while on the premises however, snacks and beverages can be purchased at the pro-shop and bar carts.

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BOULDER RESORT