BIMI (Brand Indicators for Message Identification) is that relatively new standard where your brand's verified logo appears right next to your emails in compatible inboxes (think Gmail, Yahoo, Fastmail, etc.).

Benefits for a resort using BIMI in email marketing

1. **Instant brand recognition in crowded inboxes**

   - Your official resort logo appears right next to the subject line, helping travelers immediately associate the email with your brand.

   - This can be especially powerful for seasonal offers, loyalty programs, or VIP guest newsletters.

2. **Higher trust and legitimacy**

   - BIMI requires strong email authentication (SPF, DKIM, DMARC), which signals to recipients (and spam filters) that your emails are safe.

   - This helps reduce the "Is this a phishing scam?" hesitation that can lower open rates.

3. **Potentially higher engagement**

   - Studies have shown a modest increase in open rates (sometimes 10–20%) after BIMI adoption, since the visual logo draws the eye.

4. **Competitive edge in tourism/hospitality**

   - Few resorts are currently using BIMI, so early adoption makes your brand stand out to prospective guests.

5. **Consistent visual branding across marketing channels**

   - Email branding aligns with your social media, ads, and booking website — reinforcing brand familiarity.

Drawbacks & considerations

1. **Setup cost and process**

   - You need to:

- Configure SPF, DKIM, DMARC (with p=quarantine or p=reject)

- Create an SVG version of your logo

- Obtain a Verified Mark Certificate (VMC) from a certificate authority like DigiCert or Entrust (can cost ~$1,000–$1,500/year).

2. **Not support by all email clients**

   - BIMI is not supported by all email providers. Most notably: **Apple Mail does not support BIMI logos**.

     - That means iCloud.com and Apple's Mail app will not show your BIMI logo — they may show profile images pulled from other sources (see below for alternatives).

3. **Maintenance**

   - Any changes to your logo, domain, or email infrastructure require updating BIMI records and possibly re-issuing certificates.

4. **Not a guarantee of inbox placement**

   - BIMI helps with trust and appearance but doesn't override poor sender reputation or bad content.

Pro Tip: For Gmail/Yahoo users, BIMI gives you an immediate brand pop. For Apple Mail users, consider pairing BIMI with a **"Save us to contacts" CTA** in your welcome or booking confirmation emails so your logo appears in Apple's environment too.

BIMI vs. Apple Mail Branding

Feature / Channel	BIMI	Apple Mail & iCloud Mail
Shows verified logo in inbox list	⬜ Yes, in supported providers (Gmail, Yahoo, Fastmail, AOL, etc.)	⬜ No — shows initials or generic icon unless recipient sets custom contact photo
Verification required	⬜ SPF + DKIM + DMARC (p=quarantine or p=reject) + Verified Mark Certificate (VMC)	⬜ None — branding is user-controlled, not sender-controlled
Where it appears	Inbox preview, message list, and sometimes message view	Only in message view if recipient saved contact image
Cost	Medium: VMC ~$1,000–$1,500/year	None (but no control over branding)

Feature / Channel	BIMI	Apple Mail & iCloud Mail
Logo source	SVG Tiny P/S logo hosted on your domain, verified via VMC	Recipient's Contacts app photo or Apple-assigned generic icon
Control over look	High — brand controls the exact image shown	Low — recipients can set/change image, sender has no direct influence
Alternatives for brand presence	N/A — BIMI is the main standard for inbox logo display	Encourage users to save your resort's contact info with your logo, use Apple Wallet passes, leverage Apple Business Connect profile for Maps/Siri exposure