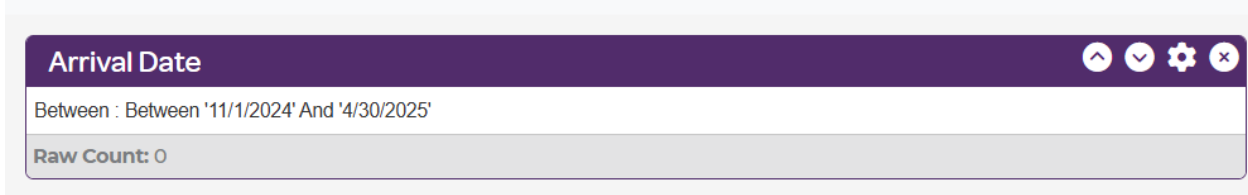


How to Build Lodging Pre-Arrival and Post-Departure Audiences

Best Practice Tip: Almost always add a NOT statement to exclude all cancelled reservations from the Lodging Audience

General OTB Audiences:

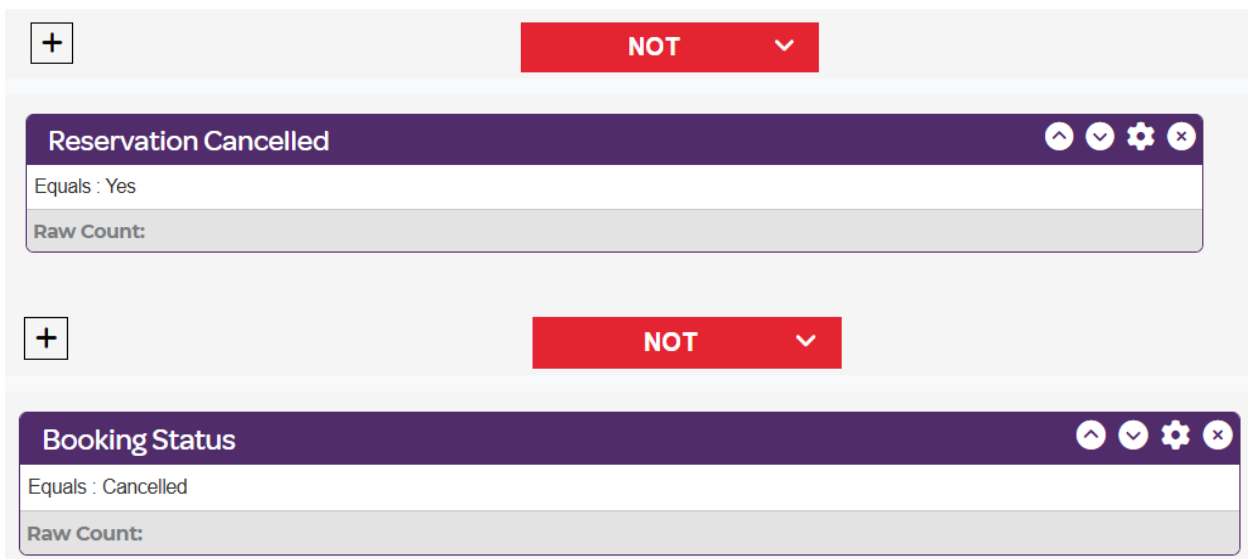
1. Bring in Date Field - most often Arrival date.



The screenshot shows a configuration box for the 'Arrival Date' field. The title bar is purple with the text 'Arrival Date' and four icons (up arrow, down arrow, gear, and close). The main area is white and contains the text 'Between : Between '11/1/2024' And '4/30/2025''. Below this is a grey bar with the text 'Raw Count: 0'.

2. Suppress anyone who canceled their reservation by choosing Reservation Cancelled or Booking Status. Add one of these options to add to the audience. You do not need both. Make sure you add it with a NOT statement.

- 3.



The screenshot shows the audience builder interface. It features a sequence of configuration boxes. The first box is a purple header with a '+' icon, followed by a red box with the text 'NOT' and a dropdown arrow. Below this is a configuration box for 'Reservation Cancelled' with a title bar, a white area containing 'Equals : Yes', and a grey bar with 'Raw Count:'. This is followed by another '+' icon, a red 'NOT' box, and a configuration box for 'Booking Status' with a title bar, a white area containing 'Equals : Cancelled', and a grey bar with 'Raw Count:'. Each configuration box has a purple header with its name and four icons (up arrow, down arrow, gear, and close).

4. Final audience will look like this:

- 5.

24/25 Winter Lodging OTB

Advanced Query ☐

Arrival Date
^ v ⚙ ×

Between : Between '11/1/2024' And '4/30/2025'

Raw Count: 0

+

NOT ▾

Booking Status
^ v ⚙ ×

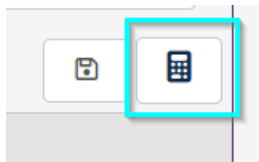
Equals : Cancelled

Raw Count: 0

Lodging Pre-Arrivals:

1. Bring in Arrival Date - make it dynamic by selecting the calculator button in the bottom right corner.

a.



2. Select Equals in the top drop down.
3. Select After Today's Date in the middle drop down. Then type your desired date. You will likely want a few versions of this audience. Many brands do 45-Day or 30-Day Pre-Arrivals, and either a 7-Day or 3-Day or 1-Day Pre-Arrival. You will likely want a few versions of this audience.

Arrival Date
^ v ⚙ ×

Arrival Date is **equals** ▾

Date Selected

10 ▴ ▾

Day ▾

After Today's Date ▾

Test This Date

📄
↺

Raw Count: 0

4. Lastly, suppress anyone who has cancelled their reservation by choosing Reservation Cancelled or Booking

Status. Add one of these options to add to the audience. You do not need both. Make sure you add it with a NOT statement.

The screenshot shows a sequence of two conditions in an audience builder. The first condition is 'Booking Status' equals 'Cancelled'. Below it is a 'Raw Count' field. The second condition is 'Reservation Cancelled' equals 'Yes', also with a 'Raw Count' field. A red button labeled 'NOT' with a dropdown arrow is positioned between the two conditions, indicating a logical 'AND' relationship.

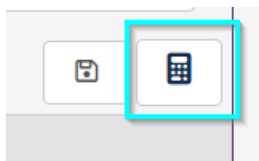
5. Your final audience will look something like this

The screenshot displays the final audience configuration. The title is '10 Day Lodging Pre-Arrival'. The first condition is 'Arrival Date' with a dynamic formula `:= dateadd(Day, +10, getdate())`. The second condition is 'Booking Status' equals 'Cancelled'. A red button labeled 'NOT' is between them. The 'Advanced Query' toggle is turned on.

Lodging Welcome Emails:

1. If you want to send an email to guests after they arrive as a welcome to the property you can build a 1 Day Lodging Post-Arrival Audience. This is ideal for guests who have booked more than one night at your property.
2. Bring in Arrival Date - make it dynamic by selecting the calculator button in the bottom right corner.

a.



3. Select Equals in the top drop down.
4. Select Before Today's Date in the middle drop down. Select 1 Day.

The screenshot shows a window titled "Arrival Date" with a purple header. Inside, the text "Arrival Date is" is followed by a dropdown menu set to "equals". Below this, under the heading "Date Selected", there are three input fields: a numeric spinner set to "1", a dropdown menu set to "Day", and another dropdown menu set to "Before Today's Date". A purple button labeled "Test This Date" is positioned below these fields. In the bottom right corner, there are two icons: a save icon and a refresh icon. At the bottom of the window, a grey bar displays "Raw Count: 0".

5. Bring in Number of Nights.
6. Select Greater than or Equal to in the top drop down. Then type 2 in the box.
- 7.

The screenshot shows a window titled "Number Of Nights" with a purple header. Inside, the text "Greater than or Equal" is followed by a dropdown menu set to "Greater than or Equal". Below this, there is a text input field containing the number "2". In the bottom right corner, there is a save icon. At the bottom of the window, a grey bar displays "Raw Count: 0".

8. Go to the top right corner of the audience builder and toggle on Advanced Query.

The screenshot shows a toggle switch labeled "Advanced Query". The switch is currently turned on, indicated by an orange circle and a white circle.

9. Then click the + button in between Arrival Date and Number of Nights. Make sure the statement between them is still AND in green.

Arrival Date

^

v

⚙

×

: = dateadd(Day, -1, getdate())

Raw Count: 0

+

AND v

Number Of Nights

^

v

⚙

×

: >= 2

Raw Count: 0

10. Next bring in Booking Status to suppress all cancelations. Change the Statement to NOT in red. Select Cancelled as the booking status.

+

NOT v

Booking Status

^

v

⚙

×

Configure Selection

Criteria

Equals v

Select Possible Values

Blocked Request
Booked

Selected Values

Cancelled

→

11. The final audience will look like this:

1 Day Lodging Post Arrival

Advanced Query ☐

Arrival Date

: = dateadd(Day, -1, getdate())

Raw Count: 0

+

x

AND

Number Of Nights

: >= 2

Raw Count: 0

+

NOT

Booking Status

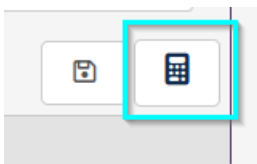
Equals : Cancelled

Raw Count: 0

Lodging Post-Departures:

1. Bring in Departure Date - make it dynamic by selecting the calculator button in the bottom right corner.

a.



2. Select Equals in the top drop down.
3. Select Before Today's Date in the middle drop down.
4. Decide how long after checkout you want to send a follow up. Likely, two versions of this audience. One for the day after checkout, one for a month later etc.

Lodging 1 Month Post Departure

Advanced Query ☒

Departure Date
⬆ ⬇ ⚙ ⬵

Departure Date is **equals** ⬇

Date Selected

1

Month

Before Today's Date

Test This Date

📅

↺

Raw Count: 0

+

NOT

⬇

Booking Status
⬆ ⬇ ⚙ ⬵

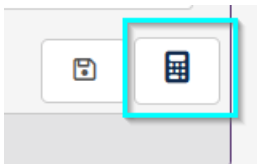
Equals : Cancelled

Raw Count: 0

Lodging Anniversary Reminder:

1. Bring in Arrival Date - make it dynamic by selecting the calculator button in the bottom right corner.

a.



2. Select Equals from the top drop down.
3. Select Before Today's Date in the middle drop down. Then type in your desired date. Some brands send it exactly 1 year later from their arrival date, others choose to send it a month or two ahead of their last arrival date giving the customer time to book in advance of their actual lodging anniversary. Both options shown below:
- 4.

Arrival Date

Arrival Date is equals

Date Selected

1

▲▼

Year

Before Today's Date

Test This Date

Sun Oct 13 2024

Arrival Date

Arrival Date is equals

Date Selected

31

▲▼

Day

Before Today's Date

Test This Date

Mon Dec 02 2024

- Suppress anyone who canceled their reservation by choosing Reservation Cancelled or Booking Status. Add one of these options to add to the audience. You do not need both. Make sure you add it with a NOT statement.

+

NOT

Booking Status

^

▼

⚙

✕

Equals : Cancelled

Raw Count:

+

NOT

Reservation Cancelled

^

▼

⚙

✕

Equals : Yes

Raw Count:

- The final audience will look like this:

1 Year Booking Anniversary - Lodging

Advanced Query ☒

Arrival Date

^
v
⚙
✕

:= dateadd(Year, -1, getdate())

Raw Count: 0

+

NOT
v

Booking Status

^
v
⚙
✕

Equals : Cancelled

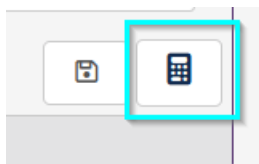
Raw Count: 0

Next week's bookings:

Plus, how to export an audience for internal use, like calling guests in advance of arriving.

1. Bring in Arrival Date - make it dynamic by selecting the calculator button in the bottom right corner.

a.



2. Select Between in the top drop down.
3. Select After Today's Date in the middle drop down.
4. Make the Start Date 7 Days After Today's Date and the End Date 14 Days After Today's Date

Arrival Date

^
v
⚙
✕

Arrival Date is

between
v

Start Date

7
Day
After Today's Date
v

Test This Date
Mon Oct 20 2025

End Date

14
Day
After Today's Date
v

Test This Date
Mon Oct 27 2025

5. Suppress anyone who canceled their reservation by choosing Reservation Cancelled or Booking Status. Add one of these options to add to the audience. You do not need both. Make sure you add it with a NOT

statement.

NOT

Booking Status

Equals : Cancelled

Raw Count:

NOT

Reservation Cancelled

Equals : Yes

Raw Count:

6. The final audience will look like this:

Arrival Date

: Between dateadd(Day, +7, getdate()) And dateadd(Day,+14, getdate())

Raw Count:

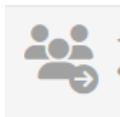
NOT

Booking Status

Equals : Cancelled

Raw Count:

7. If you need to share this audience with any internal teams, you can export it by selecting this image in audience builder:



8. Export to: File Management:

Fields Library

to

File Management

9. I'd like to Export to a File:

I'd like to

Export to a File

10. Name it as you'd like:

named

LodgingOTB_10.20-27.2025

11. Select your folder:

1235\235\Shared

Select Folder

12. File Type: Excel

of the file type

Excel

13. Then Edit you Output Fields:

« Edit Output Fields 

a. Move over any fields you need.

b. Since this is a file you will likely export frequently and will want the same fields everytime, you can save the fields by selecting this:

Create New... 



c. Then name it

d.

Save Field Configuration

Save the current fields and order for quick access later



Name

Weekly Lodging OTB

Cancel

Save

e. The next time you go to export this audience, you can then select that order of fields to export:

Weekly Lodging ▼