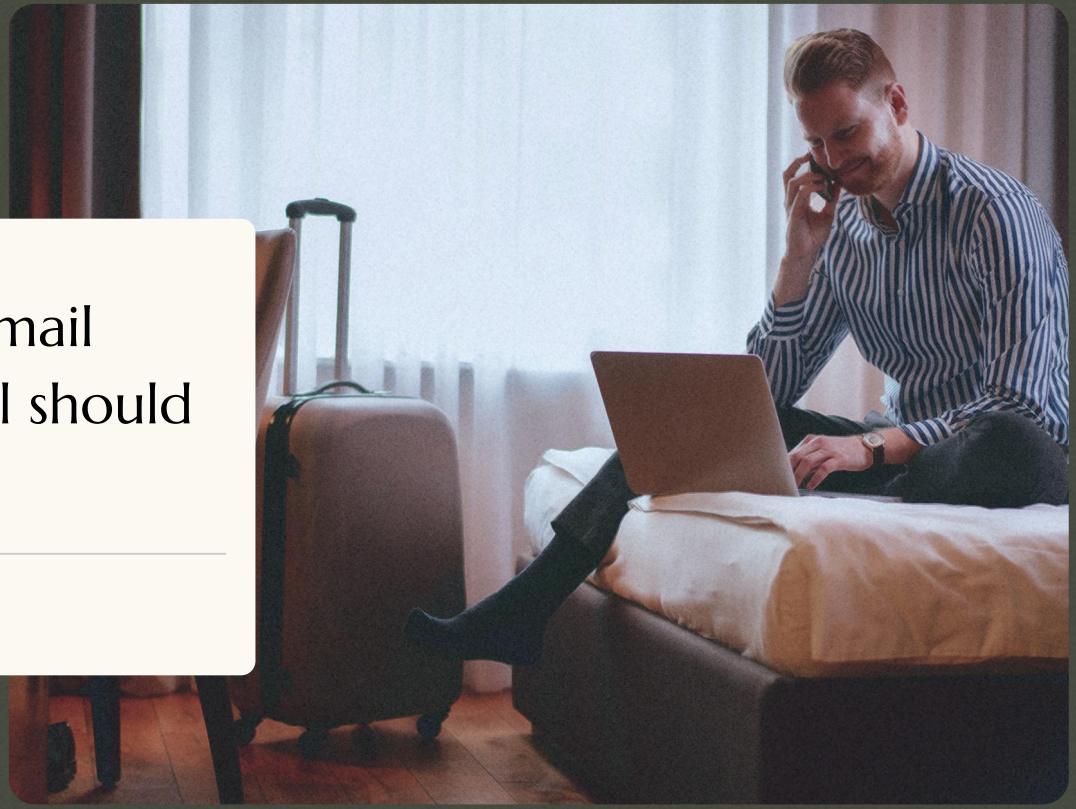
13 automated email types your hotel should be using

EMAIL MARKETING EBOOK



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Top automated email types for your property

Automated emails are more than operational messages, they're powerful marketing tools. By engaging guests throughout the entire journey, hotels can increase revenue, strengthen guest relationships, and turn one-time visitors into loyal repeat guests.

Top automated email types for hotels and resorts:

1. Confirmation
2. Pre-Arrival
3. We Miss You
4. Cart Abandonment

Transactional emails

gc.

Confirmation email

Why they're important

Confirmation emails are often the most-opened emails a hotel will ever send. Guests are actively looking for reservation details, making this a prime opportunity to reinforce your brand and set expectations for their stay.

What to include

- ✔Reservation details
- ✔Check-in and check-out information
- ✔Contact information
- ✔Property highlights and amenities
- ✔Links to manage reservations
- ✔Soft upsell opportunities

Don't treat confirmation emails as purely transactional. Include compelling imagery, destination inspiration, and subtle opportunities to enhance the guest's upcoming stay.

The Harbor House Hotel

Your Updated Reservation

Hi Sarah,

Your reservation at The Harbor House Hotel has been successfully updated.

Updated Stay Dates: August 13–16

We've made the requested changes, and your reservation is all set.

While you're planning your visit, don't forget to reserve a table at Harbor Kitchen or book a sunset sailing excursion before arrival.

Book an Excursion

Modification email

Why they're important

When a guest changes a reservation, they're looking for reassurance that everything is correct. A modification email provides clarity while keeping the conversation going.

What to include

- ✔Updated reservation details
- ✔Summary of changes made
- ✔Property contact information
- ✔Relevant upsell opportunities based on the updated stay

If a guest extends their stay, highlight experiences, dining options, or packages that align with their new itinerary.

Pre-arrival

Why they're important

Pre-arrival emails are among the highest-performing revenue-generating automations because guests are actively planning their trip and looking for ways to enhance their experience.

What to include

- ✓ Arrival information
- ✓ Local information
- ✓ Dining reservations
- ✓ Spa appointments
- ✓ Activity bookings
- ✓ Transportation options

Send multiple pre-arrival touch points. One email 14 days before arrival can focus on planning, while another 3-5 days before arrival can focus on final preparations and last-minute upsells.

Cancellation

Why they're important

A cancellation doesn't have to be the end of the relationship. It's an opportunity to preserve goodwill and potentially recover future business.

What to include

- ✔ Confirmation of cancellation
- ✔ Refund details (if applicable)
- ✔ Contact information for assistance
- ✔ Invitation to rebook in the future

Include a future booking incentive or showcase upcoming seasonal experiences to encourage guests to return when their plans change.

The Harbor House Hotel

Cancellation Confirmation

Hi Sarah,

This email confirms that your reservation at The Harbor House Hotel has been cancelled.

We're sorry your plans have changed, but we hope to welcome you in the future.

As a thank-you for considering us, **enjoy 10% off a future stay** when you book directly within the next six months.

Plan Your Next Stay

Safe Travels!

Lifecycle emails

gc.

Pre-arrival

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The Harbor House Hotel

For You, On Your Special Day

Hi Sarah,

Happy Birthday from all of us at The Harbor House Hotel!

To celebrate your special day, we'd like to offer you an exclusive birthday gift: **15% off your next stay** when booked by the end of the month.

Whether you're planning a romantic getaway or a weekend escape, we'd love to celebrate with you.

Claim Your Birthday Offer

Birthday

Why they're important

Birthday emails feel personal and help keep your hotel top-of-mind even when a guest isn't actively planning travel.

What to include

- ✔ Personalized birthday message
- ✔ Exclusive offer or discount
- ✔ Special package promotion
- ✔ Limited-time booking window

Focus on creating a sense of celebration rather than offering a generic discount.

We miss you

Why they're important

Many hotels invest heavily in acquiring new guests while overlooking previous guests who already know and trust the brand.

What to include

- ✔ Personalized message
- ✔ Recent property updates
- ✔ New experience or amenities
- ✔ Return guest offer

Trigger these emails based on stay recency. For example, send a win-back email 6-12 months after a guest's last stay if they haven't booked again.

The Harbor House Hotel

We Miss You

Hi Sarah,

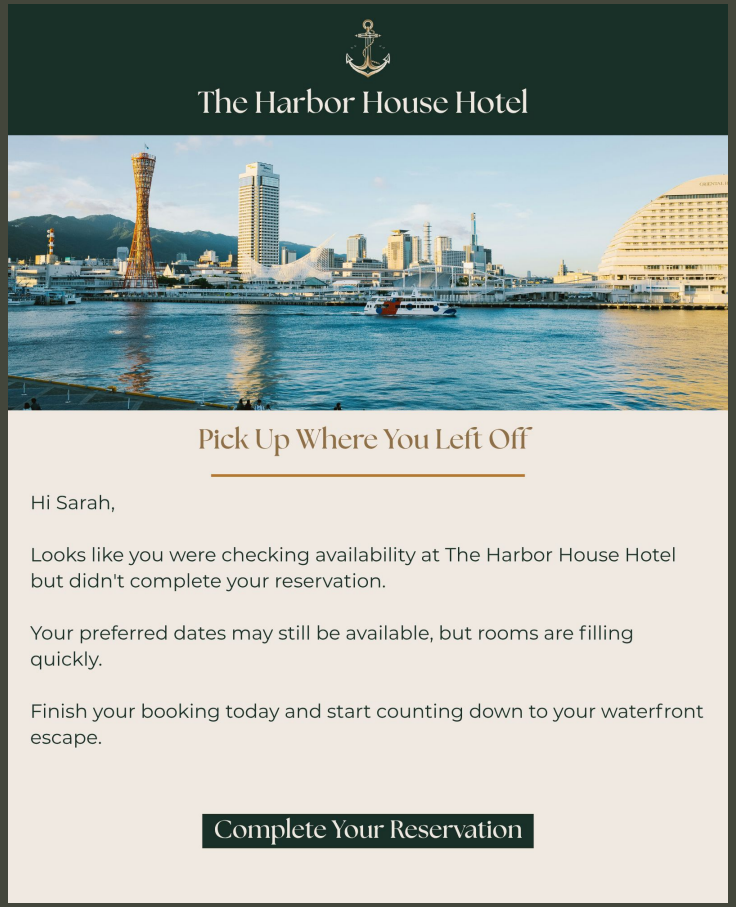
We noticed it's been a while since your last stay at The Harbor House Hotel.

Since your visit, we've introduced a new seasonal dining menu, refreshed guest rooms, and added curated local experiences.

We'd love to welcome you back with an **exclusive returning guest offer**.

Book Your Next Stay

Your next getaway is waiting!



Cart abandonment

Why they're important

Guests often start the booking process but leave before completing their reservation. Cart abandonment emails can help recover lost revenue by bringing those travelers back.

What to include

- ✓ Reminder of selected dates
- ✓ Property highlights
- ✓ Limited-time incentive (if appropriate)
- ✓ Direct booking benefits

Send the first reminder within a few hours of abandonment and test a follow-up email within 24-48 hours.

Post check-in

Why they're important

This automation allows hotels to address concerns while the guest is still on property rather than discovering issues in a post-stay review.

What to include

- ✔ Welcome message
- ✔ Contact information for guest services
- ✔ Dining, spa, and activity recommendations
- ✔ Quick satisfaction check-in

A simple "How is your stay so far?" message can help resolve issues before they impact guest satisfaction scores.

The Harbor House Hotel

We're Happy You're Here

Hi Sarah,

Welcome to The Harbor House Hotel!

We hope you're settling in comfortably. If there's anything we can do to make your stay more enjoyable, simply reply to this email or contact our Guest Services team.

Looking for recommendations? Our team would be happy to help with dining, activities, and local experiences.

See More

Enjoy your stay!

The Harbor House Hotel

Book Direct & Save

Hi Sarah,

Thank you for recently staying with us.

For your next visit, we'd love to welcome you back as a direct booking guest.

When you book directly through our website, you'll enjoy:
- Best available rates
- Flexible cancellation options
- Exclusive offers
- Personalized service

Start planning your next stay today.

Book Direct

OTA winback

Why they're important

Guests who originally booked through an OTA can become valuable direct-booking customers in the future.

What to include

- ✔ Thank-you message after their stay
- ✔ Benefits of booking direct
- ✔ Exclusive direct-booking offer
- ✔ Loyalty enrollment invitation

Focus on the benefits of booking direct rather than criticizing OTAs.

Upsells

Why they're important

Upsell emails can significantly increase supplementary revenue before and during a guest's stay.

Examples include

- ✔ Room upgrades, early check-in, or late check-out
- ✔ Spa services and dining experiences
- ✔ Transportation, packages, and custom add-ons

Personalized recommendations whenever possible based on booking type, length of stay, or guest preferences.

The Harbor House Hotel

Have Any Requests?

Hi Sarah,

Your arrival is almost here! Why not make your stay even more memorable?

Available enhancements include:
- Suite upgrades
- Champagne upon arrival
- Spa treatments
- Late check-out
- Private harbor tours

Add your preferred experiences before arrival to guarantee availability.

Customize My Stay

The Harbor House Hotel

Welcome!

Hi Sarah,

Thank you for joining our email community!

You'll be the first to hear about exclusive offers, seasonal packages, local events, and travel inspiration from our waterfront destination.

As a welcome gift, **enjoy 10% off** your first direct booking.

Explore Offers

We're glad you're here!

Welcome emails for new subscribers

Why they're important

The moment someone joins your email list is when engagement is typically at its highest.

What to include

- ✔ Brand introduction
- ✔ Property highlights
- ✔ Subscriber benefits
- ✔ Special welcome offer

Consider building a short welcome series rather than a single email to introduce your property and experiences gradually.

Post-Stay survey

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The Harbor House Hotel

Tell Us About Your Stay

Hi Sarah,

Thank you for choosing The Harbor House Hotel!

We hope your recent stay exceeded expectations. We'd love to hear your feedback so we can continue creating exceptional guest experiences.

The survey takes less than two minutes to complete.

Share Feedback

Thank you for your time and insights.

The Harbor House Hotel

Thanks For Being a Loyalty Member

Hi Sarah,

As a Harbor House Rewards member, you're only one stay away from unlocking complimentary room upgrades and exclusive member benefits.

Current Status: Gold Member

Book another stay before December 31 to enjoy even more rewards and perks.

View My Rewards

Thank you for being one of our most valued guests.

Loyalty

Why they're important

Loyalty members are often your most valuable guests. Automated communications can keep them engaged between stays.

What to include

- ✔ Points balance updates
- ✔ Tier status reminders
- ✔ Exclusive offers
- ✔ Member-only experiences

Celebrate milestones and achievements to reinforce the value of membership.

GCommerce Solutions

Thank you for reading