

EXPLORE 23

FEST

Reenergize your marketing playbook

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A person is standing on the peak of a large, light-colored rock formation in the foreground. The background features a vast mountain range with snow-capped peaks and dense evergreen forests. The scene is captured in a cinematic, slightly desaturated style with soft lighting.

What we'll cover

Your past guest database
is a gold mine

The vast majority have had a great experience with you

4.6

Average review rating on Vrbo*

83%

Premier Hosts on Vrbo**

*4.6 average review rating for Escapia listings on Vrbo, Vrbo data, July 2022-July 2023

**83% of Escapia users are Premier Hosts on Vrbo, Vrbo data, July 2022-July 2023

You have rich, historical data

When & where

they booked

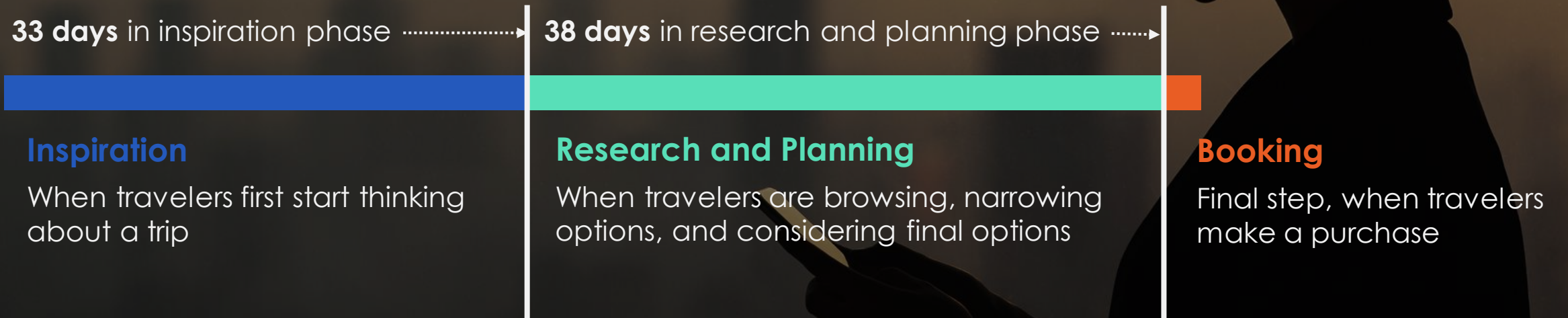
**When they
stayed**

and for how long

**How
many people**

and how much they spent

Get in front of them before they start shopping for their next vacation



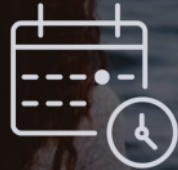
Past guests are great referrers

Initial trip inspiration



37%

Conversation with a family member



24%

Routine trip or holiday break



24%

Specific event or celebration



21%

Advertising, social media, or other content



17%

Conversation with a co-worker or friend

How to easily market to past guests

Marketing to past guests

Front Desk > Generate Booking Correspondence

escapia

Reservations Inbox Front Desk Contacts Housekeeping Rates Units Service Accounting Custom Search Admin

Front Desk > Generate Booking Correspondence

Generate Booking Correspondence

Booking Criteria

Arrivals between: [dropdown]

Start Date: 09/01/2023 | End Date: 09/30/2023

Booking Filter: [All Bookings]

Sort By

Sort 1: [Arrival Date] | Sort 2: [Guest Last Name] | Sort 3: [(none)]

Filters

Reservation Type: [no filter] | Location: [no filter] | Office: [no filter]

More Filters

First Letter of Guest LastName (example: A-M): [] | Balance Due: [no filter] | Rental Agreement: [no filter] | Payment Received Between: Start Date [] End Date []

Recipient Types

I would like to generate correspondence for: Customers Owners

Delivery Options

I would like to: Email Export/Print as PDF

Customer

Subject: [] | Message: [] | Cc Office:

Owner

Subject: [] | Message: [] | Cc Office:

Template Selection

Send the following correspondence: Correspondence Set [select]

Preview this correspondence before sending.

Cancel | Generate and Send | Excel Recipient Preview

How to automate marketing communications post-stay

Automated communications post-stay

Admin > Setup > Correspondence

The screenshot shows the 'Generate Booking Correspondence' page in the Escapia CRM. The page is divided into several sections for configuring the automated communication process.

- Booking Criteria:** Includes 'Arrivals between' (Start Date: 09/01/2023, End Date: 09/30/2023), 'Booking Filter' (All Bookings), 'Sort By' (Sort 1: Arrival Date, Sort 2: Guest Last Name, Sort 3: [none]), 'Filters' (Reservation Type, Location, Office), and 'More Filters' (First Letter of Guest Last Name, Balance Due, Rental Agreement, Payment Received Between).
- Recipient Types:** A checkbox for 'Customers' is selected, and 'Owners' is unselected.
- Delivery Options:** 'Email' is selected, and 'Export/Print as PDF' is unselected. There are separate fields for 'Customer' and 'Owner' with 'Subject' and 'Message' input boxes. 'Cc Office' checkboxes are present for both.
- Template Selection:** A dropdown menu for 'Correspondence Set' is set to '[select]'. A checkbox for 'Preview this correspondence before sending.' is unselected.

At the bottom right, there are three buttons: 'Cancel', 'Generate and Send', and 'Excel Recipient Preview'.

Automated communication post-stay

escapida™

Hi <Customer_First>,

We hope this email finds you well and that your memories of your last stay with us at <Reservation_UnitNames> still bring a smile to your face. We wanted to reach out to you with an invitation to return to our little slice of paradise for another unforgettable vacation.

At <Business_Name>, we take pride in providing exceptional experiences for our guests. We value your loyalty and would love to welcome you back for another memorable getaway. Whether you're seeking relaxation, adventure, or simply a change of scenery, we have amazing properties to make your next vacation extraordinary.

When you choose to stay with us again, you can look forward to the same luxurious accommodation, stunning views, exceptional amenities and personalized service, ensuring your stay is flawless.

Availability is limited, so we recommend securing your dates as soon as possible.

To check availability and make your reservation, please visit our website at <Business_URL>, or you can call us directly at <Business_Phone>. If you have any questions or need assistance with your booking, our friendly team is ready to assist you.

We can't wait to welcome you back to our paradise.

Warm regards,

<RentalAgent_First> <RentalAgent_Last>
Property Manager
<Business_Name>
<Business_Phone>
<Business_Email>
<Business_URL>

How to easily market to current guests

Automated communications to current guests

Admin > Setup > Correspondence

escapia

Reservations Inbox Front Desk Contacts Housekeeping Rates Units Service Accounting Custom Search Admin

Front Desk > Generate Booking Correspondence

Generate Booking Correspondence

Booking Criteria

Arrivals between [v]

Start Date: 09/01/2023 End Date: 09/30/2023

Booking Filter: All Bookings

Sort By

Sort 1: Arrival Date
Sort 2: Guest Last Name
Sort 3: [none]

Filters

Reservation Type: [no filter]
Location: [no filter]
Office: [no filter]

More Filters

First Letter of Guest LastName (example: A-M): [] []
Balance Due: [no filter]
Rental Agreement: [no filter]
Payment Received Between Start Date: [] End Date: []

Recipient Types

I would like to generate correspondence for: Customers Owners

Delivery Options

I would like to: Email Export/Print as PDF

Customer

Subject: []
Message: []

Cc Office:

Owner

Subject: []
Message: []

Cc Office:

Template Selection

Send the following correspondence

Correspondence Set: [select]

Preview this correspondence before sending.

Cancel Generate and Send Excel Recipient Preview

Automated communication to current guests

The logo for Escapida, featuring the word "escapida" in a lowercase, blue, sans-serif font with a trademark symbol.

Hi <Customer_first>,

We hope you've settled in nicely to your home away from home. We very much appreciate you choosing an <Business_Name> property for your vacation.

Should you choose to share some happy snaps around your vacation home with your social network, be sure to tag us @escapialuxuryrentals to **go in the draw for a \$200 travel credit**. We'll draw a lucky winner each month. This month, it could be you!

It's always our goal to provide our guests with a relaxing and memorable getaway. If you enjoy your stay, why not book your next stay now? Time gets away from us when we get back to the daily routine of home life, so the best way to get that *can't-wait-for-my-next-vacation* feeling is to have one booked!

To check availability and reserve an amazing property, please visit our website at <Business_URL>, or you can call us directly at <Business_Phone>. Our friendly team is ready to assist you.

Once again, thank you for choosing us for your vacation, and we'd love to host you again soon. If you have any questions in the meantime, please don't hesitate to reach out to us.

Warm regards,
<RentalAgent_First> <RentalAgent_Last>
Property Manager
<Business_Name>
<Business_Phone>
<Business_Email>
<Business_URL>

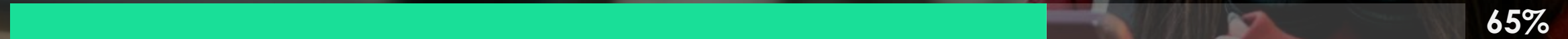
Importance of social media

Travelers using social media prior to booking a trip are using it for inspiration and recommendations.

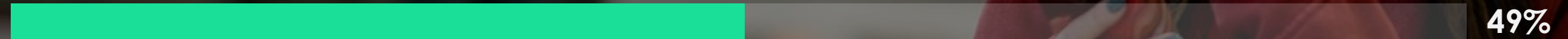


How travelers use social media in the path to purchase

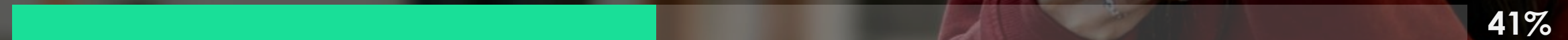
Destination inspiration



Lodging recommendations & inspiration



Content from friends/family



How to use coupon codes to great effect

Price remains an important consideration when trip planning



Important factors in choosing a travel brand to plan and book



Rates marketing coupon codes

Rates > Rates Strategy > Coupons

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Reservations Inbox Front Desk Contacts Housekeeping Rates Units Service Accounting Custom Search Admin

Create new coupon

Steps

- Name and description
- Units
- Coupon details**
- Stay dates
- Conditions and actions

Name and description

*Name
PEATANDREPEAT

1 character minimum

Description
Repeat Guest Discount 10%

Units

Select units

- Ajax (AJAX)
- Back Bowls (BACKBOWL)
- Bourke (Y1009BOU)
- Cuchara Gem (CUCHARA)
- Elk Camp (ELKCAMP)
- Esplanade (Y1ESPLAN)

Automated communication with coupon code



Hi <Customer_First>,

We hope this email finds you well and that your memories of your last stay with us at <Reservation_UnitNames> still bring a smile to your face. We wanted to reach out to you with an invitation to return to our little slice of paradise for another unforgettable vacation.

At <Business_Name>, we take pride in providing exceptional experiences for our guests. We value your loyalty and would love to welcome you back for another memorable getaway. Whether you're seeking relaxation, adventure, or simply a change of scenery, we have amazing properties to make your next vacation extraordinary.

When you choose to stay with us again, you can look forward to the same luxurious accommodation, stunning views, exceptional amenities and personalized service, ensuring your stay is flawless.

As a valued past guest, we are delighted to offer you an **exclusive discount of 15% off your next stay of 3 nights or more** with us. Simply use the promo code **RETURN15** when booking your reservation to unlock this special offer.

Availability is limited, so we recommend securing your dates as soon as possible.

To check availability and make your reservation, please visit our website at <Business_URL>, or you can call us directly at <Business_Phone>. If you have any questions or need assistance with your booking, our friendly team is ready to assist you.

We can't wait to welcome you back to our paradise.

Warm regards,
<RentalAgent_First> <RentalAgent_Last>
Property Manager
<Business_Name>
<Business_Phone>
<Business_Email>
<Business_URL>

Familiarity matters



Familiarity is a key booking consideration

78%

of travelers had prior booking experience on the website they booked on

Bringing it all together

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Your past guest database is a gold mine

Top takeaways

- They've had a **great experience** with you
- You have **rich, historical data**
- **Get in front of them** before they start shopping
- They are great **referrers**

Easily market to past guests

Top takeaways

- **Use Front Desk > Generate Booking Correspondence**
- Best for **ad hoc campaigns**
- **Target based on** "Booking Entered", "Arrivals between", "Departures between", "Occupied between", and more

A silhouette of a person's head and shoulders in profile, facing right, holding a smartphone. The background is a dark gradient with a faint city skyline.

Automate your current and post-stay communications



Top takeaways

- Use **Admin > Setup > Correspondence**
- Can **set for day of arrival or departure** plus X days
- Can **include link to the URL** of the unit guest previously stayed in

Use coupon codes to great effect

Top takeaways

- **Use Rates > Rates Strategy > Coupons**
- **Perfect for incentivizing** early-bird, last-minute, mid-week, low-season bookings, to name a few
- **Great driver** of direct bookings



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