EXPLORE FEST 23

Reenergize your marketing playbook

Tony Andoniou, Director of Marketing, Escapia

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Director of Marketing, Escapia

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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

Inspiration

When travelers first start thinking about a trip

Research and Planning

When travelers are browsing, narrowing options, and considering final options

Booking

Final step, when travelers make a purchase

Expedia Group research titled *The Path to Purchase* based on 5,713 travel bookers in the past 6 months

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

Expedia Group research titled *The Path to Purchase* based on 5,713 travel bookers in the past 6 months

How to easily market to past guests

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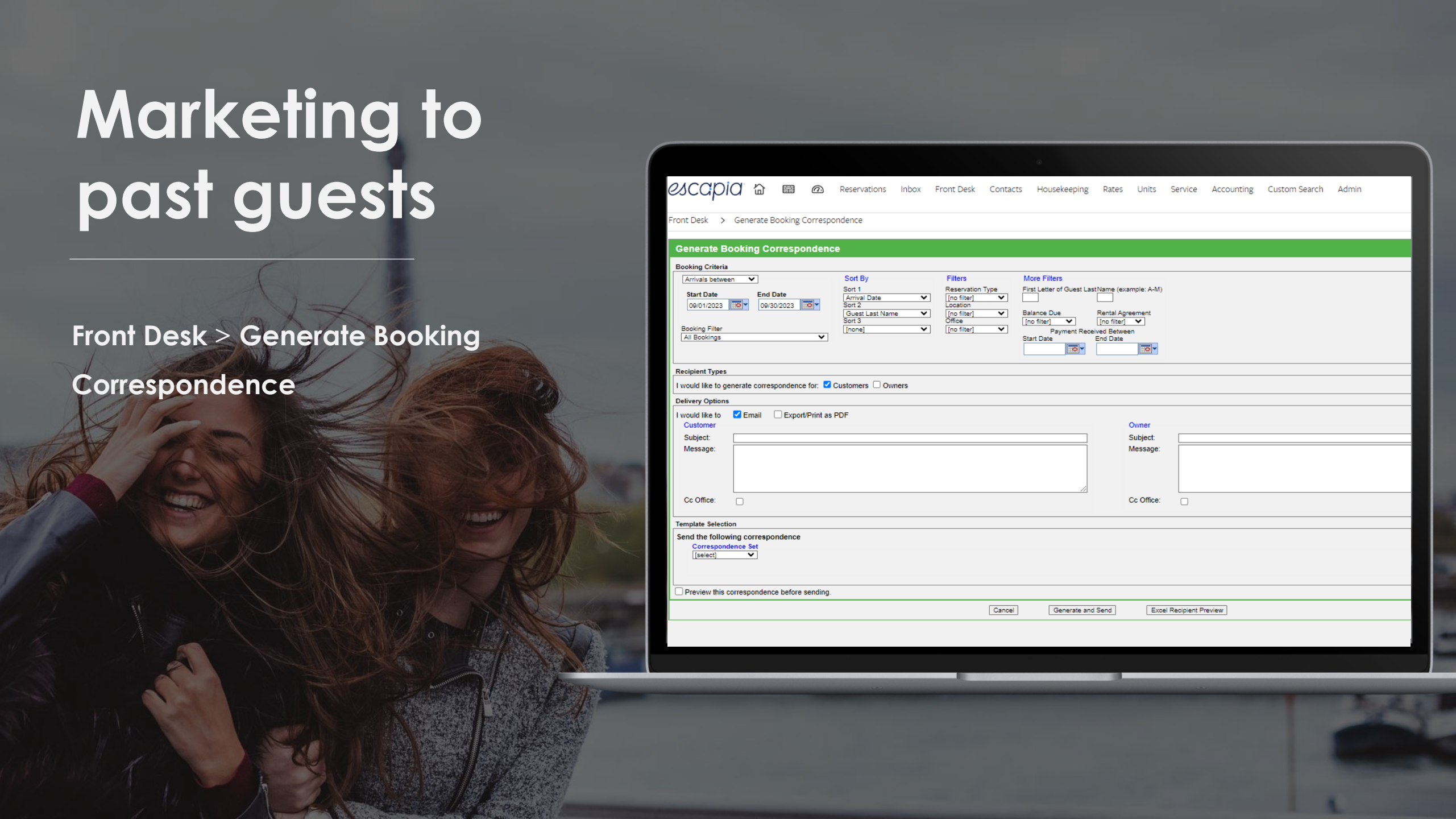
Marketing to past guests

Front Desk > Generate Booking Correspondence



How to automate marketing communications post-stay

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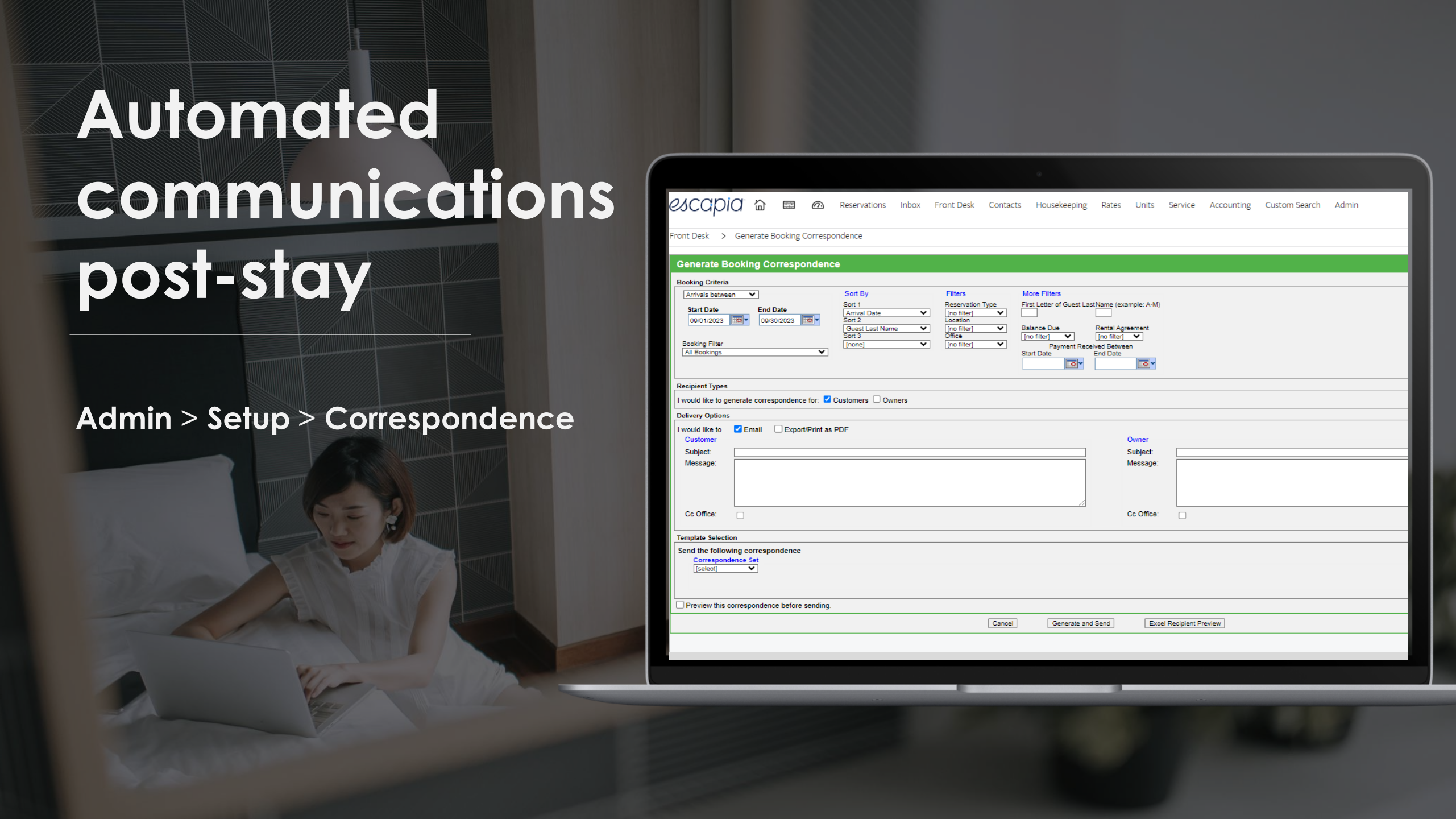
Automated communications post-stay

Admin > Setup > Correspondence



Automated communication post-stay

escapia

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

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Automated communications to current guests

Admin > Setup > Correspondence

Automated communication to current guests

escapia

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.

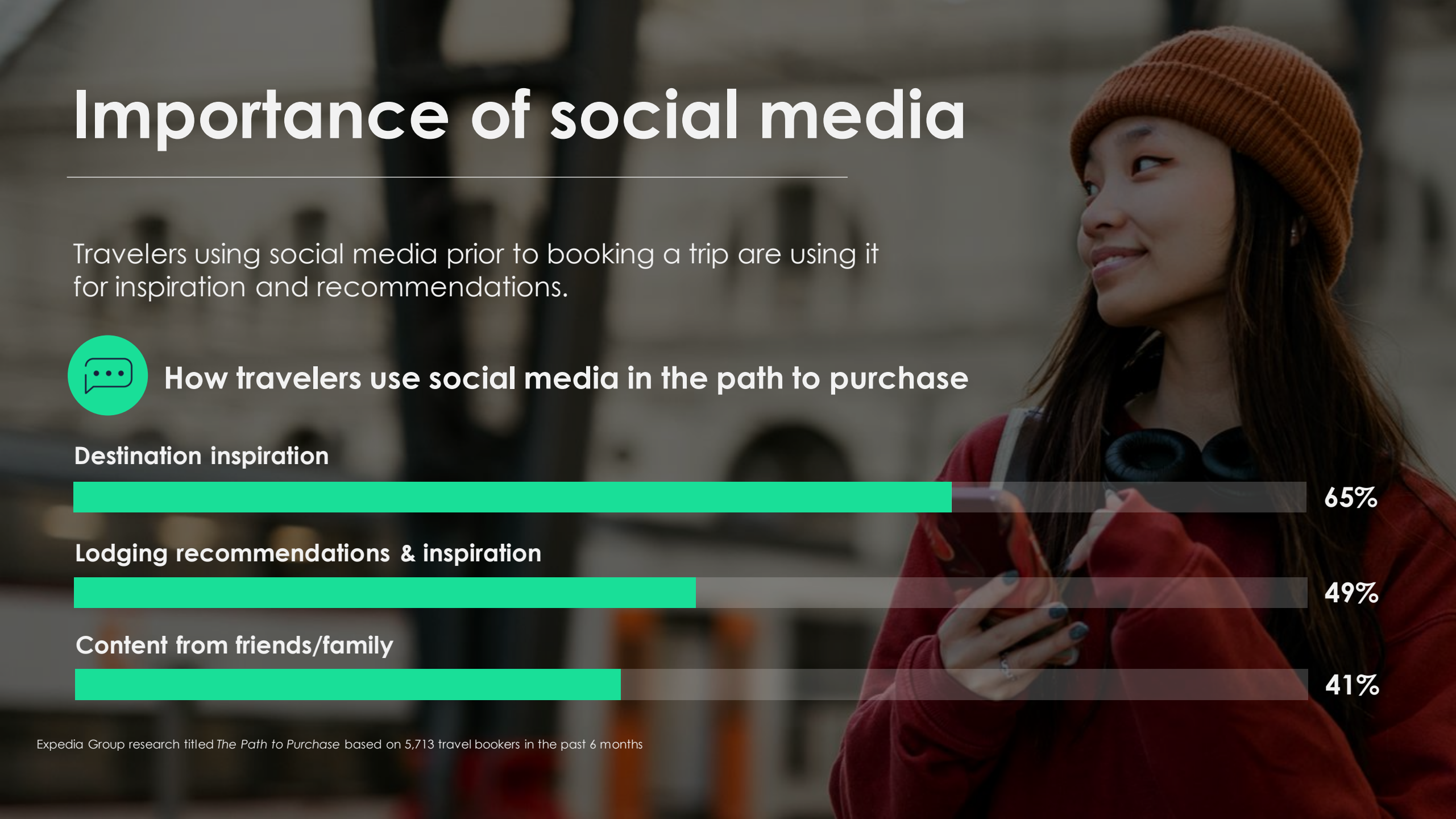
Once again, thank you for choosing us for your vacation, and we'd love to host you again soon. If you have any questions in the meantime, please don't hesitate to reach out to us.

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



Expedia Group research titled *The Path to Purchase* based on 5,713 travel bookers in the past 6 months

How to use coupon codes to great effect

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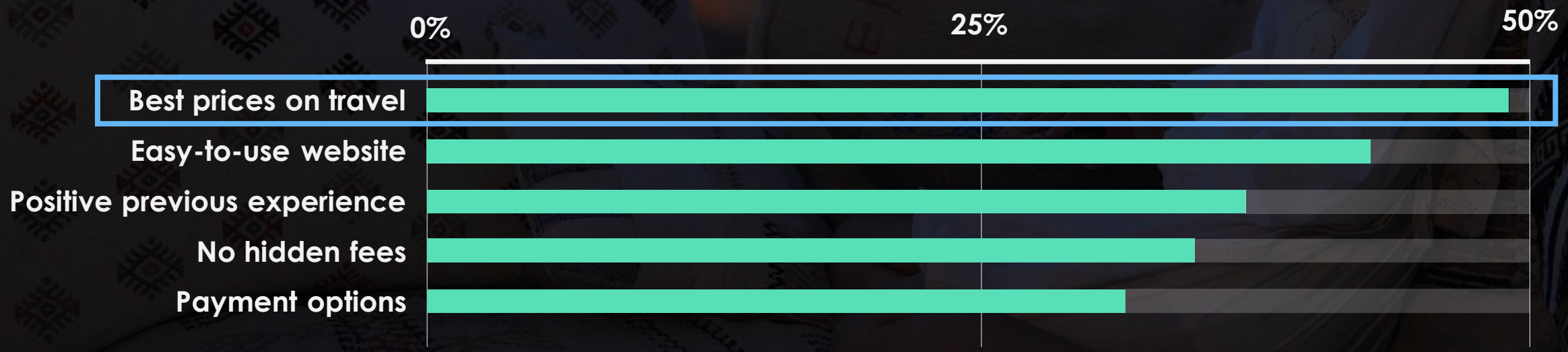
Price remains an important consideration when trip planning

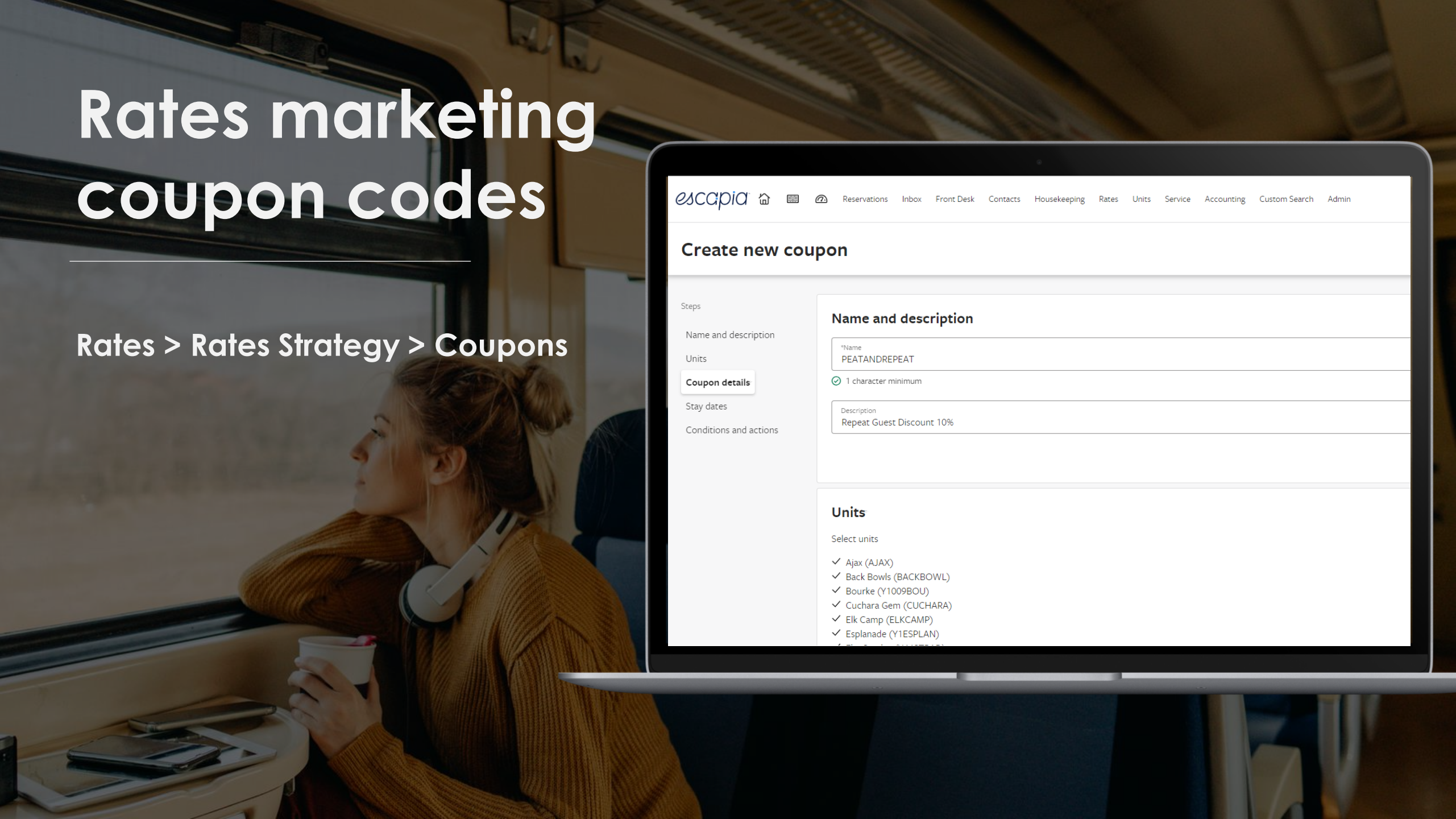
Important factors in choosing a travel brand to plan and book



Expedia Group research titled *The Path to Purchase* based on 5,713 travel bookers in the past 6 months

Rates marketing coupon codes

Rates > Rates Strategy > Coupons



Automated communication with coupon code

escapia

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.

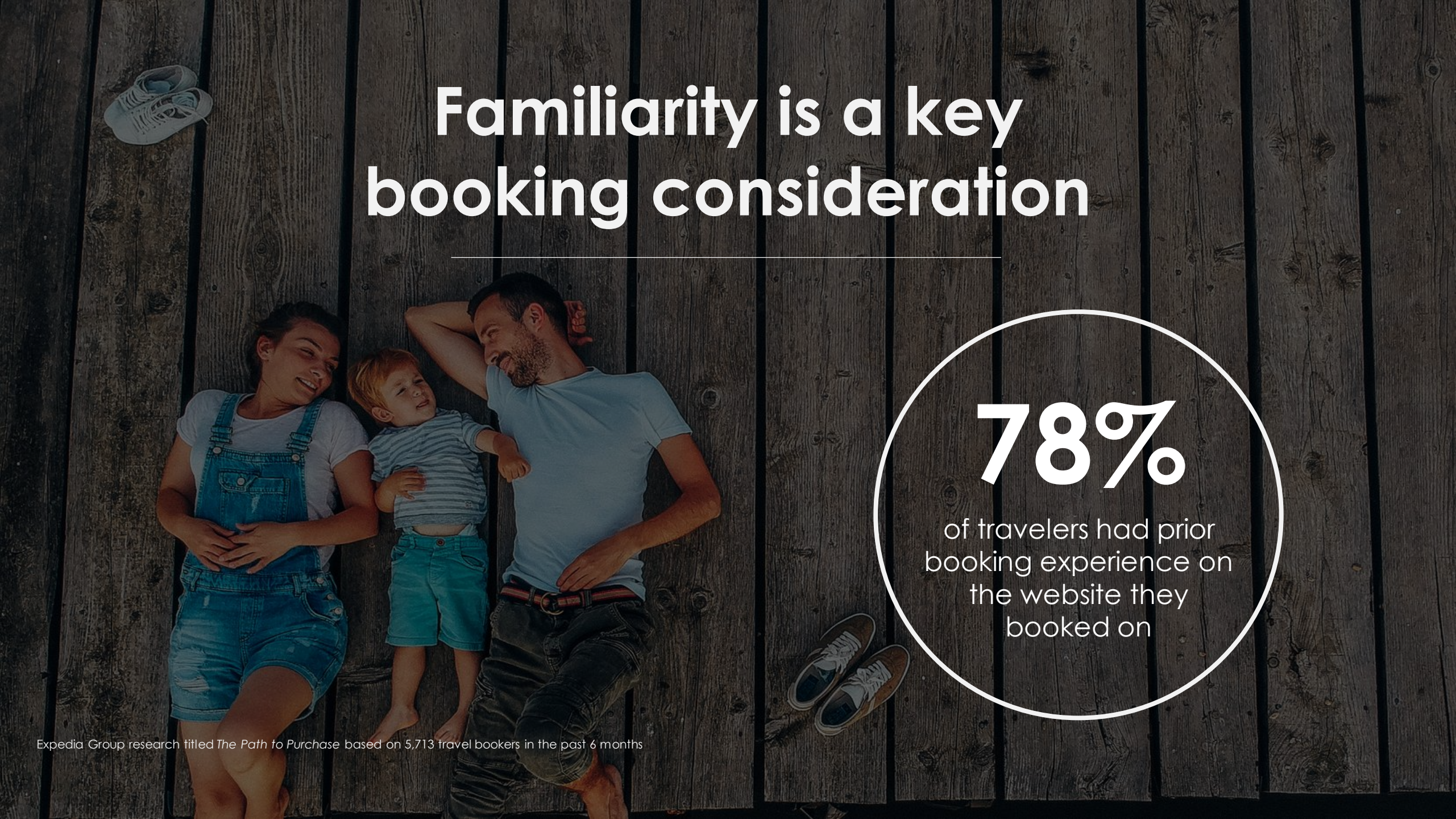
To check availability and make your reservation, please visit our website at <Business_URL>, or you can call us directly at <Business_Phone>. If you have any questions or need assistance with your booking, our friendly team is ready to assist you.

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

Expedia Group research titled *The Path to Purchase* based on 5,713 travel bookers in the past 6 months

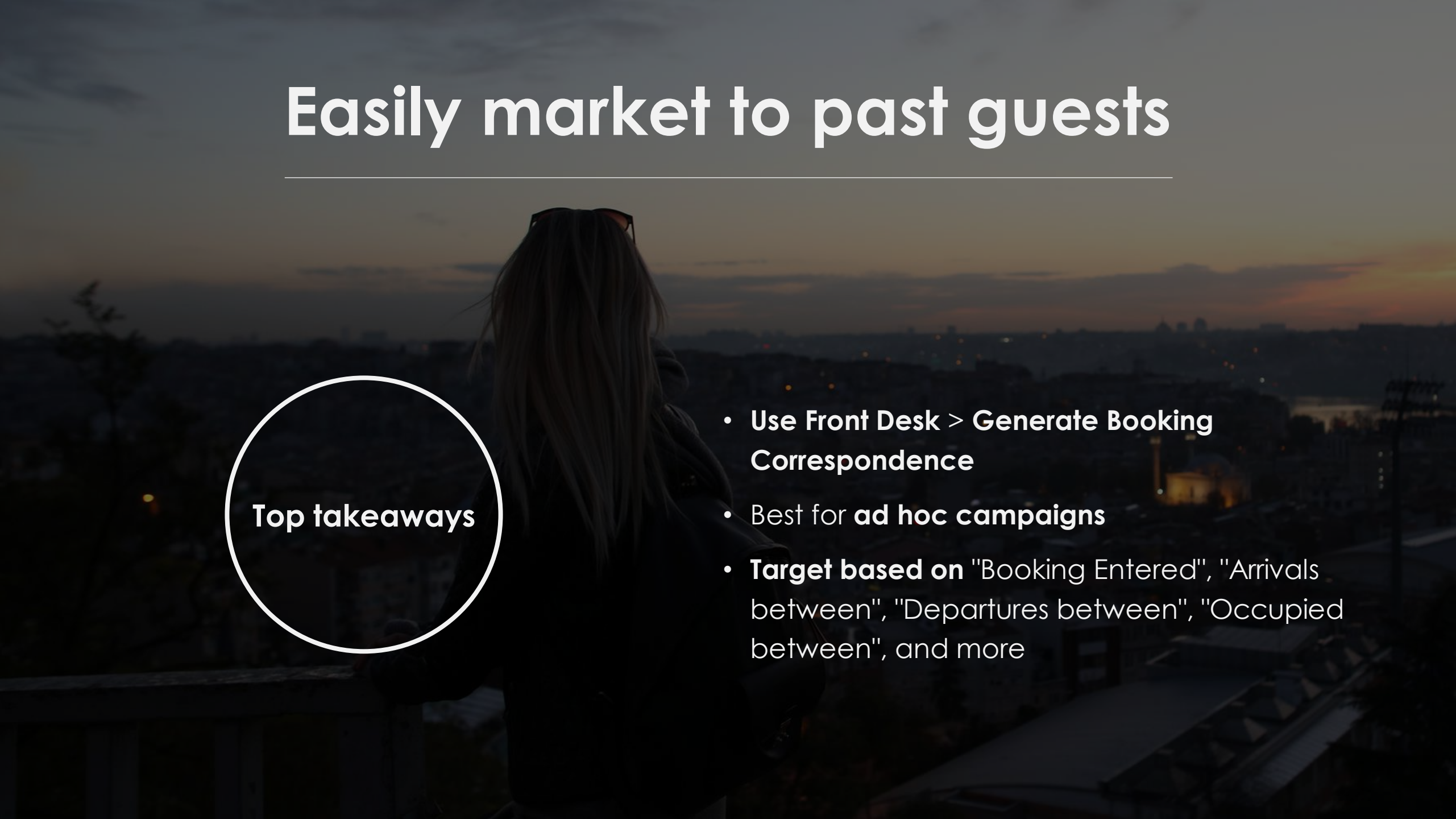
Bringing it all together

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**

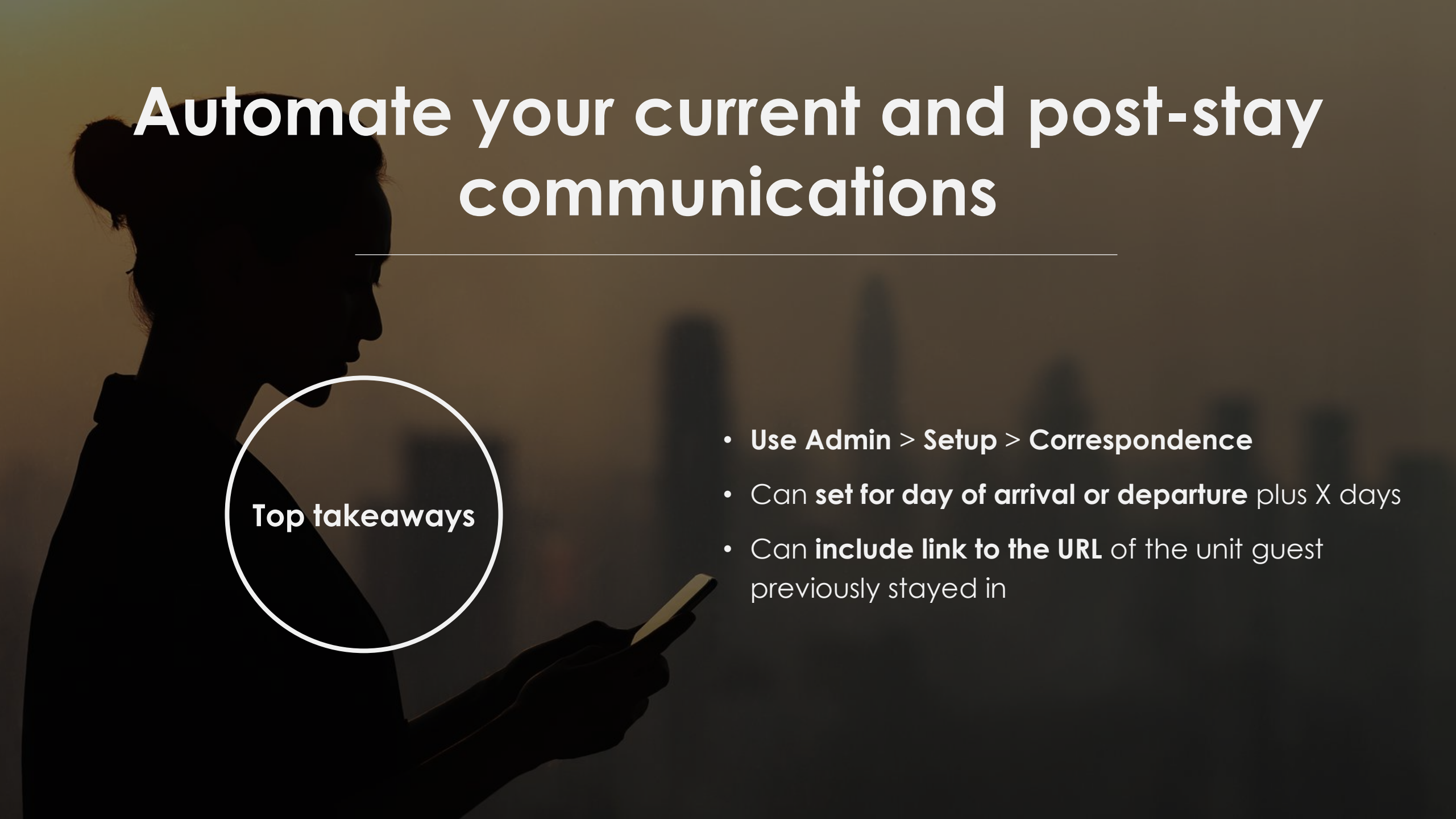
Easily market to past guests



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

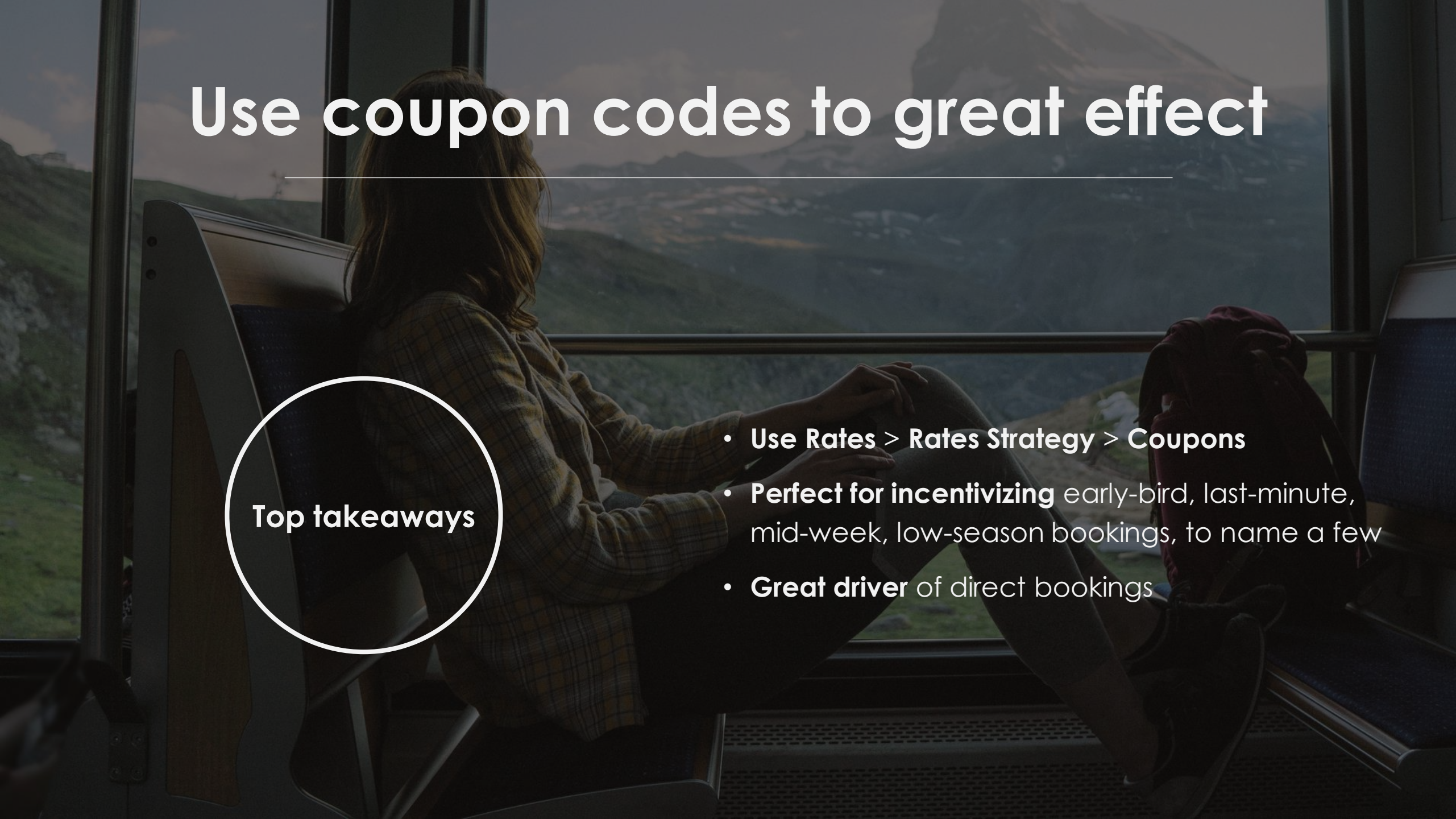
Automate your current and post-stay communications



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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