

THE GUEST JOURNEY / SELECTED PREVIEW

Thoughtful communication, from booking to return.

Sample created for the fictional property **Saltline House**, a relaxed coastal retreat in Northern New South Wales.

This preview contains a high-level journey map and selected excerpts only. A paid Guest Journey includes all twelve complete messages, eight quick replies, timing and trigger guidance, personalisation fields, gentle upsell opportunities and a ready-to-load folder.

WHAT THE SYSTEM IS DESIGNED TO DO

Answer the next question before the guest has to ask it. Keep practical details clear. Make useful extras feel like hospitality, not a sales script. Give every team member the same reliable words to work from.

01 | THE JOURNEY AT A GLANCE

The right message at the right moment

STAGE	MESSAGE PURPOSE	SUGGESTED MOMENT
01 Booking	Confirm the stay and make the next step clear	Immediately after booking
02 Planning	Help guests prepare and introduce useful extras	7-10 days before arrival
03 Pre-arrival	Remove arrival uncertainty	2-3 days before arrival
04 Arrival day	Share access details at the useful moment	Morning of arrival
05 Settling in	Check comfort and prevent small issues growing	First evening
06 During stay	Offer timely local help or a relevant extra	Based on stay length
07 Departure	Make checkout simple	Evening before checkout
08 Post-stay	Thank, request feedback and invite a return	1-2 days after departure

The paid journey contains twelve messages because several stages need more than one carefully timed communication. The final map is tailored to the property's booking flow, facilities and most common guest questions.

02 | THREE MESSAGE EXCERPTS

Clear, useful and unmistakably part of the stay

BOOKING CONFIRMATION

TIMING

Immediately

TRIGGER

Confirmed booking

PERSONALISE

Name / dates / room

Your stay at Saltline House is confirmed for [arrival date] to [departure date]. We will send everything you need for an easy arrival a few days before you travel. For now, simply reply if there is anything we should know before we prepare [room type] for you.

PRE-ARRIVAL

TIMING

3 days before

TRIGGER

Upcoming arrival

PERSONALISE

Name / time / room

The coast is almost yours. Check-in begins at 2 pm, parking is beside reception and the beach path starts at the pool gate. If you expect to arrive after 6 pm, send us your approximate time and we will make the handover easy.

POST-STAY

TIMING

2 days after

TRIGGER

Checked out

PERSONALISE

Name / stay detail

Thank you for spending a few coastal days with us. We hope the quieter mornings followed you home. If you have a moment, your review helps future guests decide whether Saltline House is right for them. And when the coast calls again, reply here - we would be glad to welcome you back.

03 | QUICK REPLIES AND A GENTLE EXTRA

Useful answers without the canned feeling

QUICK REPLY / EARLY ARRIVAL

We cannot promise the room before 2 pm, but you are welcome to leave your bags at reception from 10 am. The beach path begins beside the pool gate, and we will message as soon as your room is ready.

QUICK REPLY / DINNER NEARBY

For an easy walk, Juniper is five minutes away and serves dinner from 5.30 pm. For seafood by the water, Low Tide is a ten-minute drive and is worth booking ahead on Friday and Saturday nights.

GENTLE UPSELL / LATER CHECKOUT

TIMING

Day before departure

TRIGGER

Availability confirmed

PERSONALISE

Name / new time / fee

*If a slower final morning would suit you, we have a 12 pm checkout available tomorrow for **[fee]**. Reply before 7 pm and we will add it to your stay. No pressure - standard checkout remains 10 am, and reception can hold your bags afterwards.*

Why it works: the extra is relevant to the moment, the price and benefit are clear, and the guest can comfortably decline.

This four-page preview contains selected excerpts only. The finished Guest Journey supplies the complete property-specific system described in the package, ready for the client's team or existing platform support to load.