

Touchpoints That Matter:

10 Essential Emails to Guide Your Guest Journey

Ready to turn your guest communication into a well-oiled machine? We've got just the thing –the 10 must-have emails to send at every stage of your guest's stay. This guide will help you stay on top of things and wow your guests from booking to rebooking.

Pre-Arrival: Set the Tone, Build the Excitement

1 Booking Confirmation

Why it matters: You've sealed the deal! Now it's time to confirm all the details and make your guests feel reassured that they've booked the perfect stay.

What to include: Booking details, payment confirmation, and property info.

i Pre-Arrival Instructions

Why it matters: Help your guests plan ahead, so they can focus on looking forward to their trip, not stressing over logistics.

What to include: Directions, check-in time, key instructions, and any handy local tips.

3 Welcome Email

Why it matters: Build excitement and offer added convenience while highlighting extra services to enhance their stay.

What to include: Personalised welcome, key amenities, options for extras like produce, firewood, or equipment, plus contact info for any last-minute questions.

Arrival: Make It a Smooth Landing



Check-In Reminder

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Why it matters: A smooth check-in is a great first impression. Make sure your guests feel informed, not lost.

What to Include: Entry details, parking instructions, and who to call if things don't go as planned.

5

Welcome Guide

Why it matters: Once your guests are settled, they'll need the lay of the land – and fast!

What to include: Wi-Fi codes, appliance instructions, house rules, and some local hidden gems to explore.

During the Stay: The Extra Mile



Mid-Stay Check-in

6

Why it matters: For those longer getaways, it's nice to pop in and ask if everything's going smoothly.

What to Include: A simple, friendly "How's it going?" message, making sure all is well.

Departure: Time to Say Goodbye (For Now)

7

Check-Out Reminder



Why it matters: No one likes confusion on their way out. A quick reminder helps keep check-out stress-free.

What to include: Check-out time, what to do with the keys, and any special requests before they leave.



Post-Stay Thank You

8

Why it matters: Gratitude is everything! A heartfelt thank you wraps up their experience and leaves a great final impression.

What to include: A warm “thank you,” a link for feedback, and a gentle nudge to stay again.

During the Stay: The Extra Mile

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Feedback Request



Why it matters: Honest feedback helps you improve and boosts your property’s reputation. Plus, it shows you care.

What to include: A quick and easy link to a review form or platform, and maybe even a little incentive to leave one.



Rebooking Incentive

10

Why it matters: Keep the love going! Entice your guests to book again with a special offer.

What to include: A discount code or VIP perks, and a reminder that your place is just as perfect for their next escape.

Ready to Automate Your Guest Communication?

With SuperControl, you can set up all these emails to send automatically, so you never miss a beat. Using our automated email system you can set it up once, customise to your style, and let us take care of the rest—from booking confirmation to rebooking. Focus on what matters, while we handle the guest communication from the first click to the journey home.

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