

Pre-booking Phase

Example 1: When they join the hotel website, after welcoming and greeting them, let them know that you have a Loyalty Programme and create a button to link to its explanation.

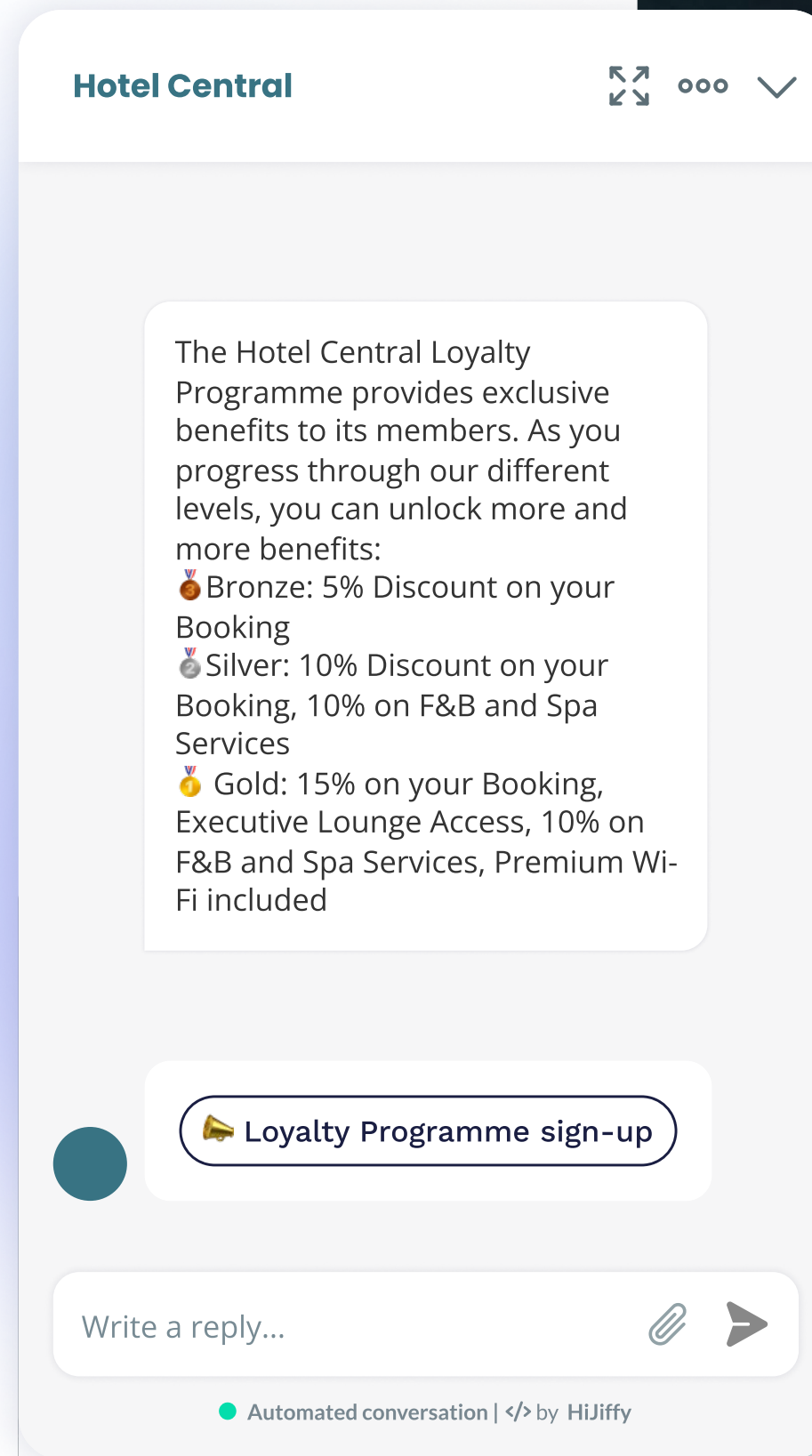
Target your client while they are in the initial phase of the hotel discovery.

When the potential client clicks the button, the chatbot will trigger the message on the chatbot explaining the benefits of your Loyalty Programme. Within this message, you should have a button linking directly to your Loyalty Programme sign-up page.

Spa & Restaurant

You can promote your Loyalty Programme through specific behavioural marketing. A good example would be if a guest is on your spa page, you can set a rule for the chatbot to push a notification message highlighting that they can get exclusive advantages for a specific service by being a loyalty programme member.

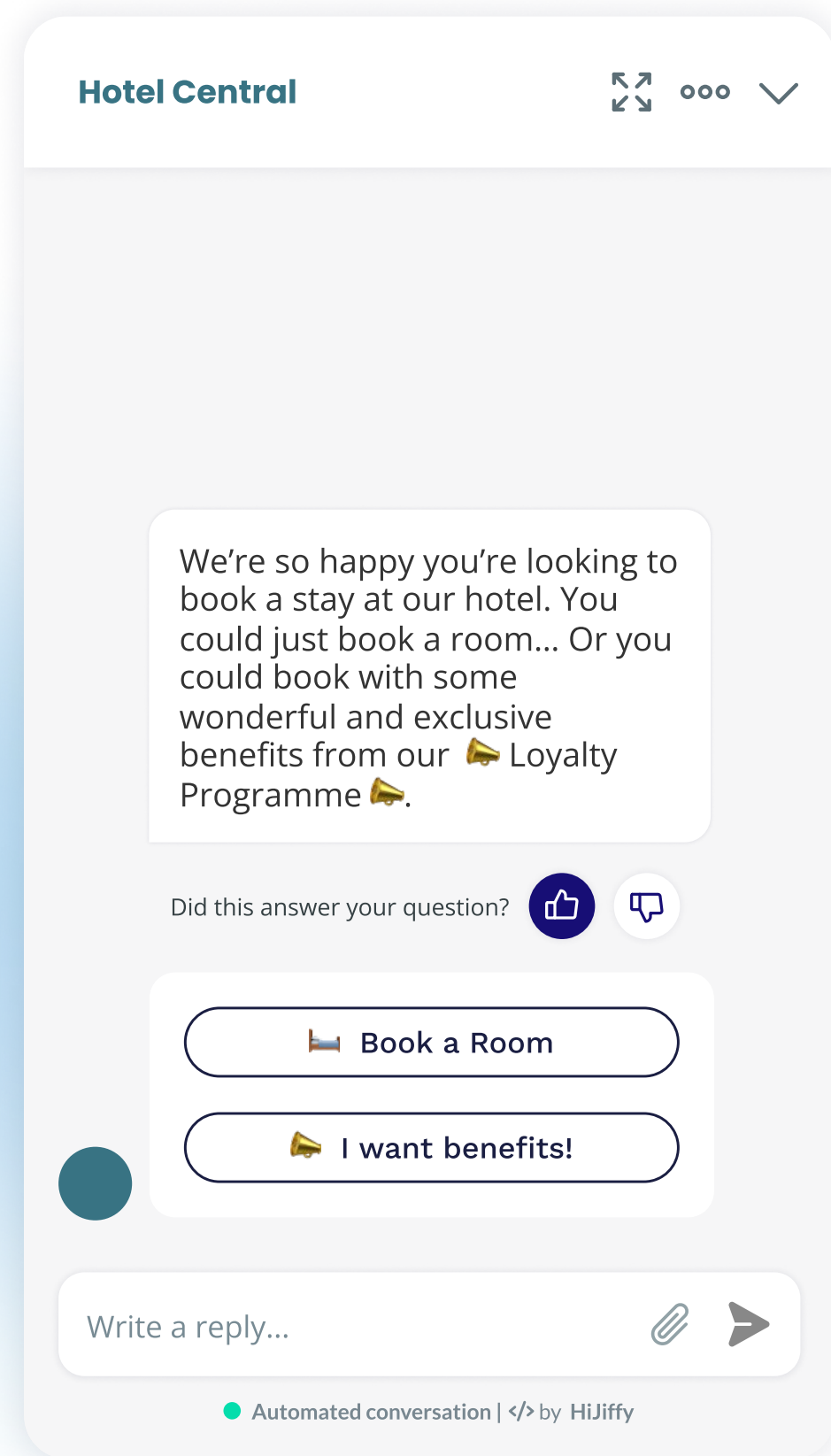
You're definitely not limited to just one page. There are endless possibilities to push your loyalty programme through notification messages on different website pages based on the preferences the potential guest shows while navigating.



Booking Phase

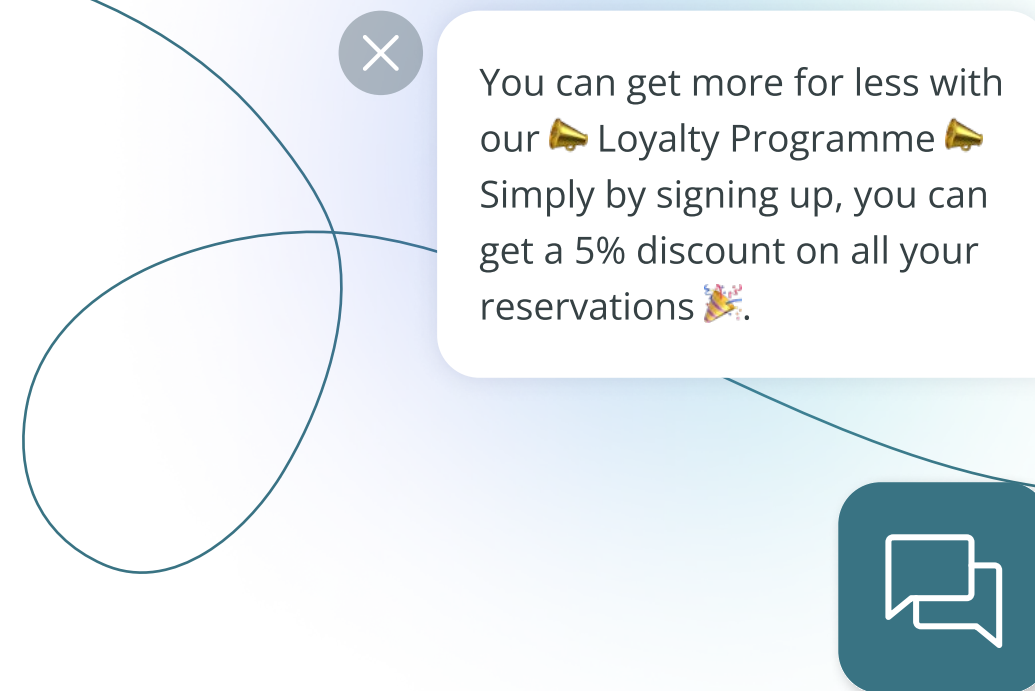
Explanation: Rather than having your guests go directly to your booking forms, you could, through a button, explain to them what they're missing out on if they don't sign-up to the **Loyalty Programme right before they book.**

Example 1:



Explanation: You could also have the **chatbot flash a notification** when your guest lands on the site's booking page. This could once again stimulate their need to sign-up to the Loyalty Programme.

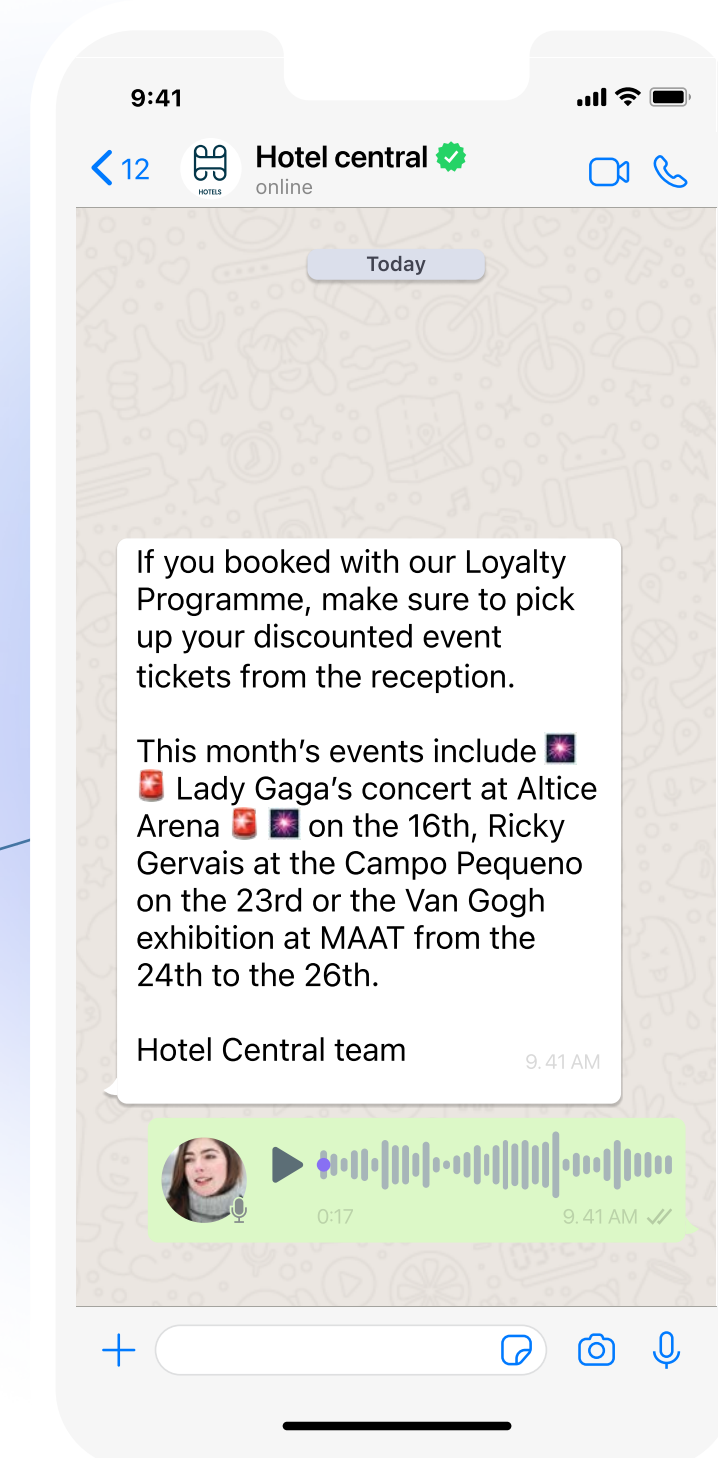
Example 2:



Pre-Arrival

Share a teaser about exclusive events, services, or amenities available only for loyalty members.

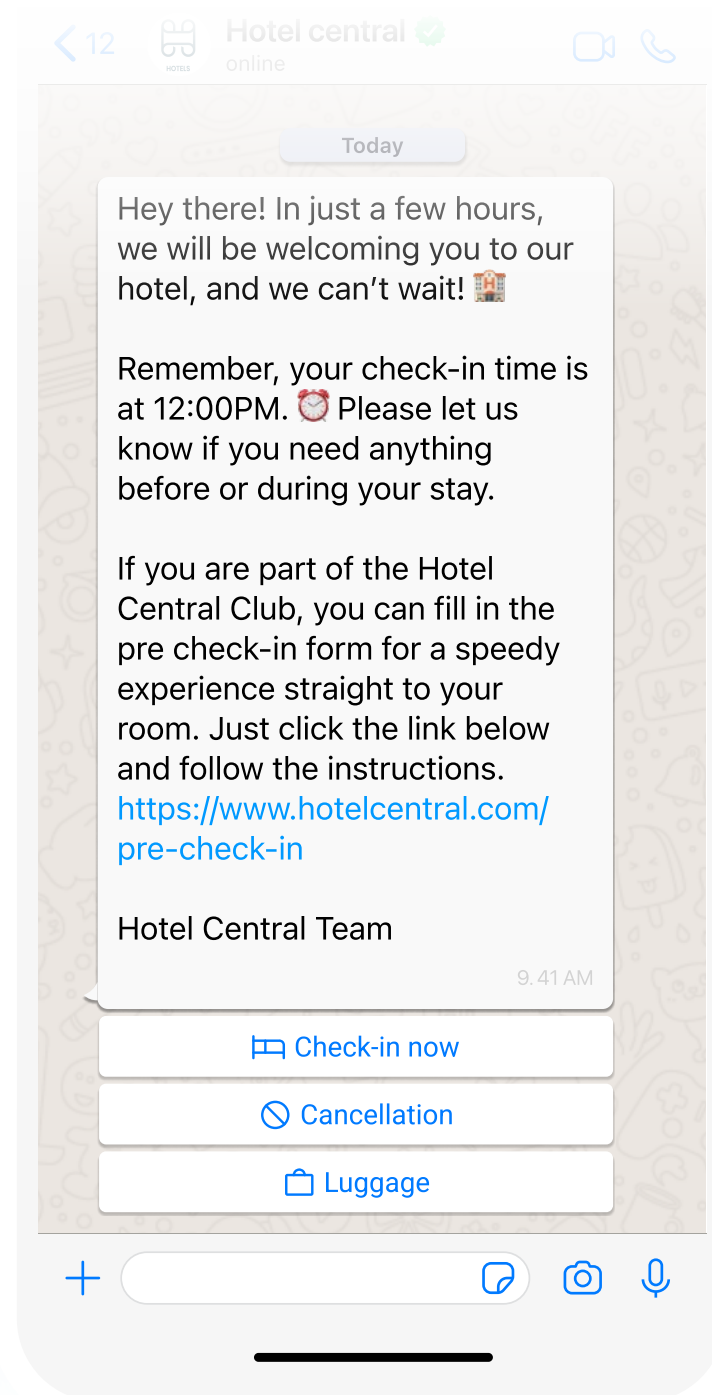
Example 1 - A week before they arrive



During the guests' stay

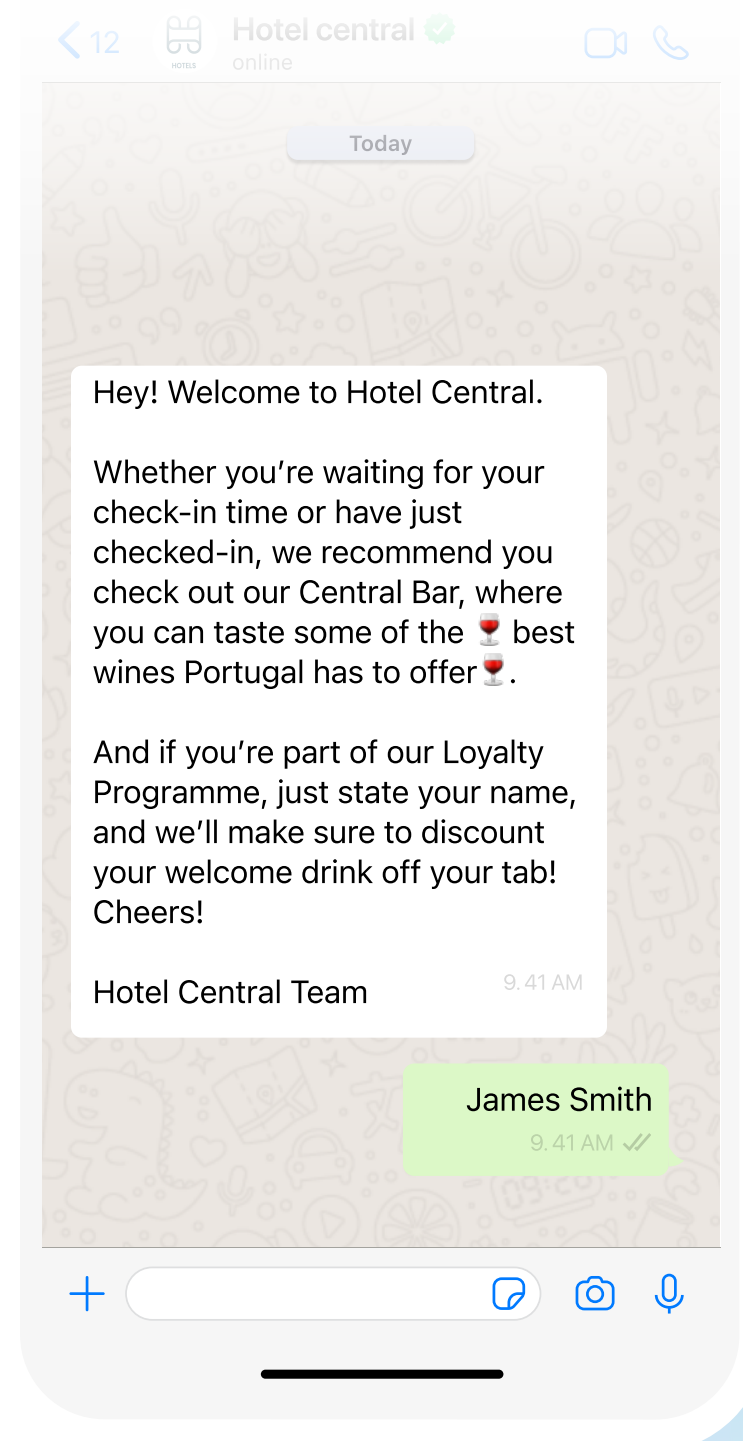
Make sure to push the benefits of your loyalty programme from the get-go. A great experience during check-in, a moment where guests are tired from their trips and just want to get settled in, can make all the difference. This is a **sure-fire way to benefit both your loyal guests and your reception staff in terms of time**. You don't always need to have loyalty sign-up buttons. **Just creating a little "FOMO"** for your non-loyalty guests goes a long way to getting them to inquire more about your programme.

Example 2: A day before they arrive - Early check-in campaign



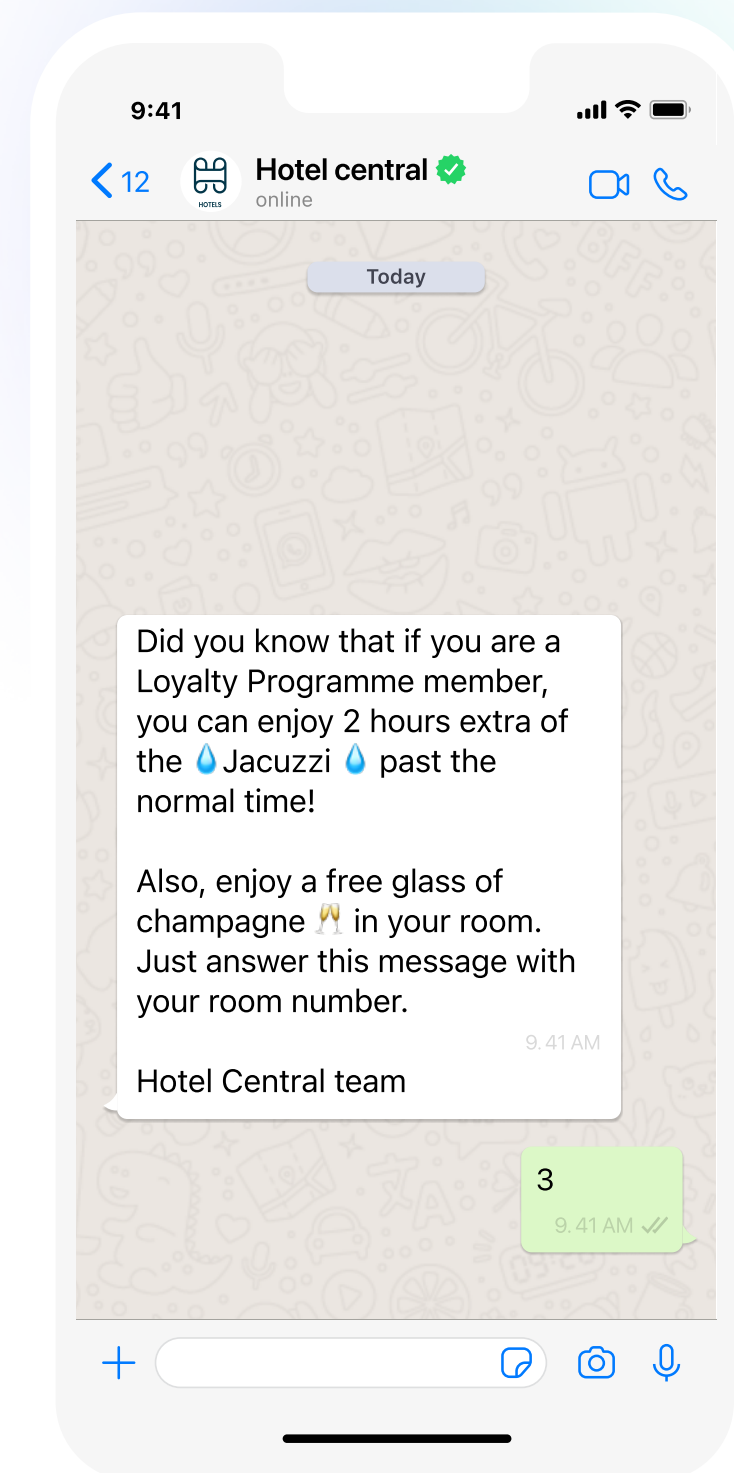
Deploy an online check-in campaign that highlights that Loyalty members or just Direct Booking Guests are entitled to a complimentary welcome drink. Make sure that the benefit creates a unique and memorable experience for the guest using it, as it really impacts how the programme and the hotel brand is perceived. It's all about making guests feel part of your community.

Example 1: Special Offer for Loyalty Member or Guests who book Direct



Use your in-stay campaign to suggest exclusive loyalty-member services like spa treatments, restaurant specials, or events.

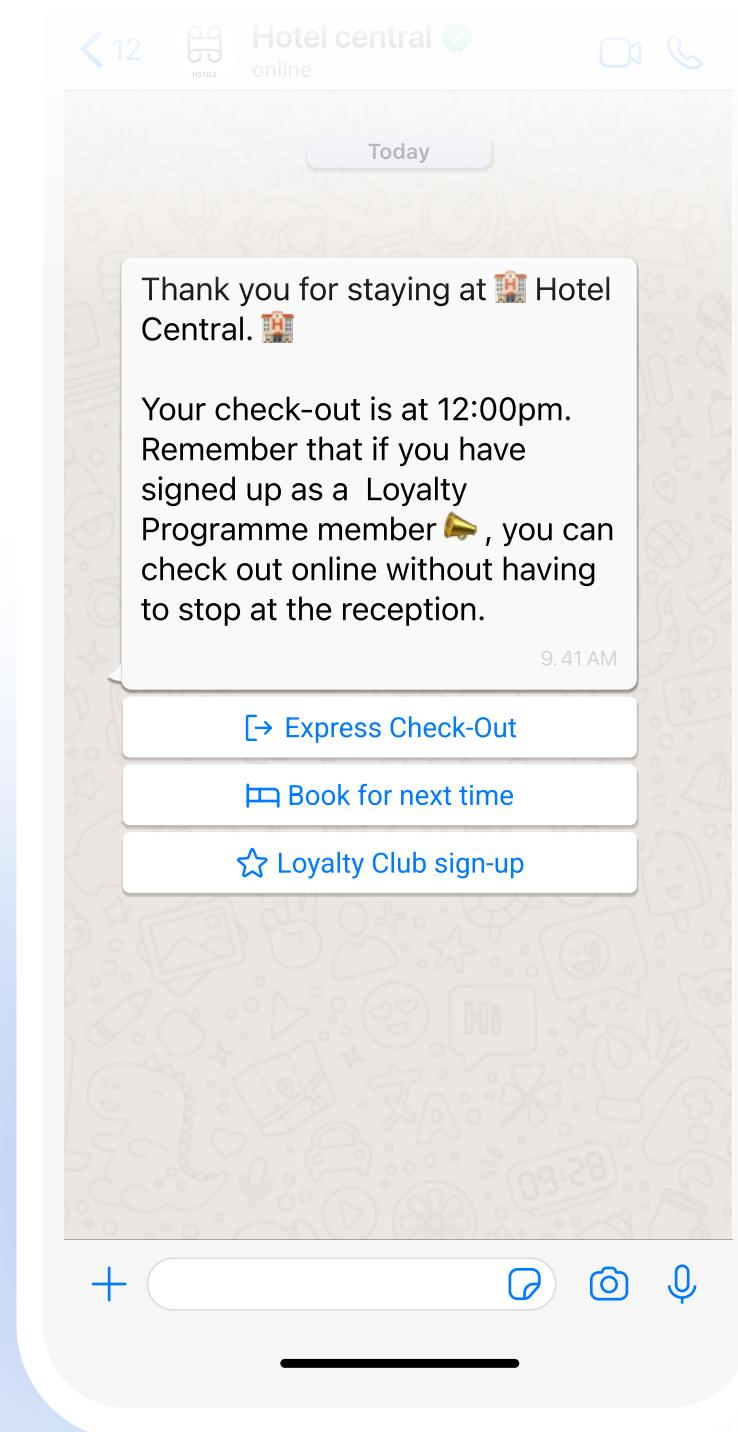
Exclusive Loyalty member or Direct Booking upselling campaign:



Pre-Departure

Offering an express or contactless check-out for loyalty members is a good way to get people signed-up or at least convince them that the next time they do, they should book as members of the Loyalty Programme. A hassle-free experience for a guest during their check-out is a great way to ensure a final positive lasting impression.

Example 1: Exclusive Streamlined Checkout with AI



Departure

Highlight the importance of guest reviews and use bonus points as a strong motivator. Incentivise loyalty members to leave reviews in exchange for bonus loyalty points or discounts on certain services if you are known more locally. A good case for this are hotels with spas, who get more regional visitors or repeat stays.

Example 1: Encouraging Reviews through Incentives

