

WOWFree Report



# 47 IDEAS TO TRANSFORM YOUR ACCOMMODATION INTO A **WOW** EXPERIENCE

Proven strategies to  
increase direct bookings and  
reduce platform dependency

**WOW**Guests

Marketing for five-star guests





## CHAPTER 1:

# THE POWER OF THE FIRST IMPRESSION

## PRE-ARRIVAL STRATEGIES

### 1.1 | Tourism's Biggest Missed Opportunity

Ninety percent of small accommodations make the same mistake: **once a reservation is confirmed, the guest remains in “radio silence” until the day of arrival.**

This communication gap represents a missed opportunity for:

- › **Reduce cancellations:** since reservations with pre-arrival communication have 40% fewer cancellations
- › **Increase upselling:** by offering extra services, upgrades, and local experiences
- › **Create a positive expectation:** which predisposes guests to a superior experience without surprises
- › **Gather valuable information:** about specific preferences and needs to personalize their stay

### 1.3 | The Welcome Video: Your Secret Weapon

Creating a custom welcome video may cost very little time and money, but it's sure to have an exponential impact. Key elements:

**Duration:**

- between 2 and 3 minutes max

**Content:**

- Personal greeting from the owner or manager (30 seconds)
- Quick tour of the main facilities (60 seconds)
- Local highlights and recommendations (60 seconds)
- Farewell message with hope for seeing you again (30 seconds)

### 1.2 | The WOW Pre-Arrival Communication System

**RESERVATION WEEK:**

Send a personalized welcome email that includes:

- A specific thank you for choosing your property
- A brief history of your property (humanizes the experience)
- Basic practical information (address, phone number, hours)
- A link to a short welcome video from the owner/manager

**5-7 DAYS BEFORE ARRIVAL:**

Email with the subject line: “Preparing your unique experience at [Accommodation Name]”

- Weather forecast for your stay dates
- Personalized recommendations based on guest type (family, couple, business)
- Additional service options available
- Simple preference form (pillow type, room temperature, food restrictions and allergies, etc.)

**48 HOURS BEFORE ARRIVAL:**

WhatsApp or SMS with:

- Friendly reservation reminder
- Specific arrival instructions
- Direct number for emergencies or inquiries

**PRO-TIP:** Record seasonal releases to keep content fresh and relevant.



## CHAPTER 2:

## CREATING MAGICAL MOMENTS DURING THE STAY

## 2.1 | The Check-In Ritual That Makes the Difference

Check-in is your only opportunity to make a physical first impression.

**70% of the perception of service quality is formed in the first 15 minutes.**

## THE WOW CHECK-IN PROTOCOL:

## Before They Arrive:

- Room ready 2 hours before official check-in time
- Personalized Welcome Kit in the room
- Room temperature adjusted according to pre-communicated preferences
- Room fragrance adjusted according to pre-communicated preferences
- Soft background music (local playlist)

## Upon Arrival:

- Greet guests by name (use reservation information)
- Offer a welcome drink (this can be homemade flavored water or local natural juices)
- Efficient check-in (maximum 5 minutes)
- Personalized mini-tour focused on what interests them most

## 2.2 | The Details That Don't Cost But Are Worth Millions

## In the Room:

- Handwritten welcome note from the staff
- Curated local information (no generic brochures)
- Regional snacks (alfajores, facturas, mate cocido)
- Reusable water bottle with the accommodation logo
- Personalized map with highlighted recommendations

## Unique Local Experiences:

- Breakfast with local products (wines and oils; goat cheeses; artisanal chocolates)
- Seasonal activities (harvest, whale/birds watching, local carnival, etc.)
- Connections with local artisans for unique workshops

## 2.3 | Real-Time Satisfaction Monitoring

**DAY 1:** WhatsApp message: "Was everything perfect with your check-in? Is the room just as you expected? I'm available for anything you need."

**DAY 2:** Discreet visit from staff to check that everything is okay and offer assistance.

**LAST DAY:** Personalized check-out with a small farewell gift (a local postcard, regional herbal tea bags, or a small souvenir).



## CHAPTER 3:

# THE ART OF POST-CHECKOUT FOLLOW-UP

## 3.1 | The First 24 Hours: The Golden Window

Immediate post-departure follow-up is crucial.

Guests are at their “emotional peak” regarding their experience, and this is when they are most likely to:

- Leave positive reviews
- Recommend to family and friends
- Plan a next visit

### IMMEDIATE FOLLOW-UP EMAIL (within 4 hours):

- Subject: “Thank you for allowing us to be part of your trip!”
- Genuine and specific thanks
- Direct but friendly request for a review on Google and TripAdvisor
- Direct links to review platforms
- Exclusive offer for your next visit (15% discount for direct booking)

## 3.2 | The 12-Month Nutrition Sequence

**2 WEEKS:** Email with photos of your stay (if authorized) and a review reminder

**MONTHLY:** Newsletter with property updates and special offers

**QUARTERLY:** Updates on local events that may interest you

**BIRTHDAY:** Personalized greeting with a special offer

**ANNIVERSARY OF YOUR VISIT:** Emotional reminder with an invitation to return

## 3.3 | Turn Guests into Ambassadors

### REFERRAL PROGRAM:

**For each referral you bring, you both receive:**

- 20% discount on your next direct booking
- Free room upgrade (subject to availability)
- Premium Welcome Kit



## CHAPTER 4:

# STRATEGIC FEEDBACK AND REVIEWS MANAGEMENT

## 4.1 | The Proactive Collection System

**Don't wait for problems to escalate.** Implement a continuous feedback system:

### DURING THE STAY:

- Informal daily check-in (this could be housekeeping asking if they need anything)
- QR code in the room leading to a quick satisfaction form
- WhatsApp available 24/7 for immediate inquiries

### POST-STAY:

- Detailed satisfaction survey sent within 48 hours
- Telephone follow-up for stays of more than 3 nights
- Invitation to private Facebook/WhatsApp groups for VIP guests

## 4.3 | Online Review Optimization

### FOR GOOGLE MY BUSINESS:

- Respond to ALL reviews within 24 hours
- Use the name of the reviewer in your response
- For positive reviews: Thank you and invite a return visit
- For negative reviews: Public apology + invitation to private contact

### FOR TRIPADVISOR:

- Keep your profile updated with recent photos
- Proactively answer traveler questions
- Use Management Response as a marketing tool for future guests

## 4.2 | Crisis Management: Turning Problems into Opportunities

### THE SERVICE RECOVERY PROTOCOL:

#### STEP 1 - ACTIVE LISTENING:

- Never justify or defend yourself initially
- Allow the guest to fully express their frustration
- Take specific notes for each point mentioned

#### STEP 2 - ACCOUNTABILITY:

- Sincerely apologize for the experience
- Take responsibility without blaming others
- Explain what steps you will take to resolve the issues

#### STEP 3 - IMMEDIATE ACTION:

- Resolve the issue within 2 hours if possible
- If more time is required, communicate when the issue will be resolved
- Offer appropriate compensation (discount, upgrade, additional services)

#### STEP 4 - FOLLOW-UP:

- Verify that the solution was satisfactory
- Turn the negative experience into a story of excellent customer service



CHAPTER 5:

# ATTRACTING NEW GUESTS WITHOUT RELYING ON OTAS

## 5.1 | The Power of Local Direct Marketing

### REGIONAL STRATEGIC PARTNERSHIPS:

- Local restaurants: exchange recommendations
- Adventure tourism agencies: combined packages
- Local producers: unique gastronomic experiences
- Event centers: accommodations for wedding/conference guests

### PRACTICAL EXAMPLE - MENDOZA:

#### Partnership with a local family winery:

- Hotel guests receive a 20% discount on winery tours
- Winery visitors receive a 15% discount at the hotel
- Combined package: 2 nights + wine tasting tour + pairing dinner = unique premium experience

## 5.2 | Content Marketing That Generates Bookings

### STRATEGIC BLOG: Monthly content focused on:

- "Complete guide to visiting [your region] in [season]"
- "The 5 best-kept secrets of [your city]"
- "Unique experiences you can only have in [your area]"
- Stories from guests and their local adventures

### LOCAL SEO:

- Optimization for searches such as "boutique hotel [your city]" or "cabins with breakfast [your city]"
- Fully optimized Google My Business
- Presence in local and provincial tourism directories

## 5.3 | The Off-Season Strategy

### CREATIVE PACKAGES:

- "Winter Getaway": spa day + comfort food + game nights
- "Book Month": curated library + reading nooks + unlimited mate
- "Digital Detox": TV-free rooms + offline activities + meditation



## CHAPTER 6:

# INSTAGRAM-WORTHY DESIGN WITHOUT A BIG INVESTMENT

## 6.1 | The 5 Visual Elements That Generate Shares

### 1. STRATEGIC PHOTOGRAPHIC POINTS:

- Reading corner with perfect natural lighting
- Plant wall or local mural as a backdrop
- Photo-friendly breakfast setup
- Accessible panoramic view with a natural setting

### 2. PHOTOGENIC PROPERTIES:

- Colorful local textiles (regional blankets and fabrics)
- Low-maintenance native plants
- Warm lighting with LED garlands or candles
- Natural wood or local stone elements

### 3. SHAREABLE EXPERIENCES:

- Breakfast served on wooden trays with local flowers
- Mate/tea setup with a panoramic view
- Local musical instrument corner
- Curated library with books by regional authors

## 6.2 | Creating Your Visual Style Guide

### COLOR PALETTE:

#### Based on the natural colors of its region:

- Hills: earth, vineyard green, gold
- Desert Shore: glacier blue, stone gray, forest green
- Desert Valley: terracotta, corn yellow, quebracho green
- Coast: sea blue, sand white, sky blue

### CONSISTENT GRAPHIC ELEMENTS:

- Simple and memorable logo
- Mobile-readable typography
- Iconography that reflects local culture
- Frames and filters with their own identity



## CHAPTER 7:

# WORD OF MOUTH MARKETING - SYSTEMATIZED -

## 7.1 | Creating Stories Worth Telling

Guests don't share ordinary experiences.

They share extraordinary experiences.

Elements that generate viral word-of-mouth (organic):

### GENUINE SURPRISES:

- Appearance of the owner with a guitar for a guest's birthday
- Surprise breakfast in the garden, weather permitting
- Connection with a local artisan for a private pottery class
- Personalized evening tour to places only locals know about

### UNIQUE EXPERIENCES THAT CANNOT BE REPLICATED:

- Access to exclusive local events
- Family connections (dinner at a local family home)
- Unique seasonal experiences (olive harvest, sheep shearing)

## 7.2 | The Gamified Referral System

### AMBASSADOR LEVELS:

- **Bronze** (1 referral): 10% discount on your next booking
- **Silver** (3 referrals): Free upgrade + premium welcome kit
- **Gold** (5 referrals): Free night + local VIP experience
- **Platinum** (10+ referrals): Free full weekend stay

### FOLLOW-UP AND RECOGNITION:

- Physical "[Property Name] Ambassador" certificate
- Social media recognition
- Invitation to special property events
- Priority access to new experiences or renewals



## CHAPTER 8:

# PERSONALIZING THE GUEST EXPERIENCE

## 8.1 | The Guest Intelligence System

### DATA COLLECTION:

- Discreet and useful pre-arrival form
- Observation during the stay (schedule preferences, meals, activities)
- Post-stay feedback for future visits
- Monitoring of social media interactions

### GUEST CATEGORIZATION:

- › **Adventurous:** Seeking unique experiences, outdoor activities, and local authenticity
- › **Relaxed:** Prioritizing comfort, spa services, tranquility, and good food
- › **Cultural:** Interested in local history, art, traditions, and cultural events
- › **Family:** Needing convenience, children's activities, security, and space

## 8.3 | Simple Technology for Complex Personalization

### RECOMMENDED TOOLS:

- › **Basic PMS** (Property Management System) for tracking preferences
- › **Simple CRM** (can be Google Sheets initially) for guest history
- › **WhatsApp Business** for direct, personal communication
- › **Calendly or similar** for booking personalized experiences

## 8.2 | Scalable Personalization

### BASIC LEVEL (no additional cost):

- Greeting by name at check-in
- Remembered pillow preferences
- Recommendations based on identified profile
- Flexible breakfast hours based on observed habits

### INTERMEDIATE LEVEL (minimal investment):

- Personalized Welcome Kit based on interests
- Personalized printed itineraries
- Specific connections with local suppliers
- Automatic upgrade for returning guests

### PREMIUM LEVEL (unique experiences):

- Experiences designed specifically for the guest
- Access to private or exclusive events
- Personalized concierge service
- Creation of unique packages not publicly available



## CHAPTER 9:

# VISUAL IDENTITY THAT SELLS

## 9.1 | Why Your Logo Is Your Best Salesperson

Your visual identity isn't just about decoration. It's about strategic communication that:

- › **Justifies premium prices** (perception of professional quality)
- › **Generates immediate trust** (professionalism = reliability)
- › **Facilitates recognition** (more effective marketing)
- › **Creates experiential consistency** (from online to amenities)

## 9.3 | High ROI Practical Applications

### SIGNAGE AND WAYFINDING:

- Professional yet warm arrival directory
- Aesthetically consistent room signage
- Visually appealing service information
- Emergency signs that complement the visual harmony

### STATIONERY AND AMENITIES:

- Welcome letter with subtle yet present branding
- Service information cards
- Labels for homemade amenities (soaps, bath salts)
- Reusable cloth bags with logo for local purchases

### CONSISTENT DIGITAL PRESENCE:

- Responsive website that reflects offline identity
- Consistent social media templates
- Professional email signatures for all staff
- Templates for email marketing campaigns

## 9.2 | High Impact Visual Identity Elements

### LOGO AND BRANDING:

- Memorable design that works in small (social media) and large (signage) applications
- Adaptable versions: horizontal, vertical, single symbol, single ink
- Inspiration from local elements without falling into obvious clichés
- Testing in different contexts before finalization

### STRATEGIC COLOR PALETTE:

- **Primary color:** Reflects brand personality
- **Secondary color:** Complements and provides versatility
- **Accent color:** For calls to action and highlights
- **Neutrals:** Base for text and backgrounds

### CONSISTENT TYPOGRAPHY:

- **Main typography:** For titles and branding
- **Secondary typography:** For long text and information
- Ensure legibility on mobile devices
- Free availability or purchase of appropriate license



CHAPTER 10:

# REVENUE MANAGEMENT STRATEGIES

## 10.1 | Rate Optimization Without Expensive Software

### MANUAL COMPETITION ANALYSIS:

- Weekly monitoring of 5 direct competitors
- Tracking their promotions and special packages
- Identification of gaps in their offerings
- Strategic rate adjustment based on observed demand

### GUEST SEGMENTATION:

- › **First-timers:** Reservations made more than 30 days in advance (15% discount)
- › **Last-minute:** Reservations within 48 hours (10% premium for urgency)
- › **Returning guests:** Permanent special rate (10% discount)
- › **Seasonal packages:** Themed packages with added value

## 10.2 | Natural Upselling Strategies

### DURING YOUR BOOKING:

- Room upgrade for a minimal difference
- Premium breakfast with local products
- Pre-packaged local experience package
- Branded transfer services

### DURING YOUR STAY:

- Complimentary late check-out as a gesture, premium as a service
- Room service with local products
- Express laundry service
- Stay extension with preferential rate

## 10.3 | Creating High-Value Packages: REGIONAL EXAMPLES:

### WINEYARD – "SECRET VINEYARD" PACKAGE:

2 nights in a superior room  
Private tour of a boutique winery  
Pairing dinner with a local sommelier  
Transfer included  
Welcome kit with regional wine

**Hotel cost: \$150 USD | Retail price: \$450 USD**

### SNOW – "CHOCOLATE AND LAKE" PACKAGE:

3 nights in a cabin overlooking the lake  
Artisanal chocolate workshop  
Half-day kayak rental  
Premium breakfast with Patagonian products  
Outdoor survival kit

**Hotel cost: \$200 USD | Retail price: \$600 USD**



## CHAPTER 11:

# ACCESSIBLE TECHNOLOGICAL TOOLS

## 11.1 | Technology Stack for Small Hotels

### RESERVATION MANAGEMENT:

- › **Hostelworld for Business** (free up to a certain volume)
- › **Booking.com Connectivity** (direct, no intermediaries)
- › **Basic channel manager** like SiteMinder Lite

### GUEST COMMUNICATION:

- › **WhatsApp Business** (free, professional version)
- › **Mailchimp** (email marketing, up to 2,000 contacts free)
- › **Google My Business** (essential and free)

### ANALYTICS AND TRACKING:

- › **Google Analytics** (free web analytics)
- › **Google Search Console** (free SEO performance tracking)
- › **Basic Hotjar** (heatmaps and recordings, free plan available)

## 11.2 | Automatizaciones que Ahorran Tiempo

### AUTOMATED EMAIL SEQUENCE:

- Booking confirmation with helpful information
- Pre-arrival reminder with instructions
- Post-arrival welcome with recommendations
- Post-departure follow-up with request for a review
- Monthly newsletter with updates

### SIMPLE CHATBOTS:

- Answers to frequently asked questions 24/7
- Information about services and opening hours
- Initial complaint handling process
- Referral to WhatsApp for more complex issues



## CHAPTER 12:

# RESULTS MEASUREMENT AND KEY KPIS

## 12.1 | Metrics that Really Matter

### REVENUE METRICS:

- › **RevPAR (Revenue Per Available Room):** Revenue per available room
- › **ADR (Average Daily Rate):** Average daily rate
- › **Direct booking percentage:** Percentage of direct bookings vs. OTAs
- › **Repeat guest ratio:** Percentage of returning guests

### GUEST SATISFACTION METRICS:

- › **Net Promoter Score (NPS):** Likelihood of recommendation
- › **Online review average:** Average online rating
- › **Response rate to feedback requests:** Percentage of completed surveys
- › **Social media engagement rate:** Engagement on social media posts

### OPERATIONAL EFFICIENCY:

- › **Average check-in time:** Average check-in time
- › **Issue resolution time:** Time to resolve issues
- › **Staff productivity metrics:** Number of rooms serviced per employee/hour
- › **Cost per acquisition:** Cost of acquiring a new customer

## 12.2 | Free Measurement Tools

### PERSONALIZATION WITH GOOGLE ANALYTICS:

- Goal setup for booking conversions
- UTM tracking for specific campaigns
- Audience segments for different types of visitors
- Conversion funnel analysis

### REVIEW MONITORING:

- Google Alerts for brand mentions
- TripAdvisor Management Center
- Booking.com Partner Hub analytics
- Social media native analytics

## 12.3 | Actionable Monthly Reports

### MONTHLY REPORT TEMPLATE:

- Revenue performance vs. targets
- Occupancy trends and seasonality patterns
- Guest satisfaction scores and feedback topics
- Marketing channel performance
- Operational issues identified and resolved
- Action items for the following month



CHAPTER 13:

# 90-DAY IMPLEMENTATION PLAN

## 13.1 | The First 30 Days - Fundamentals

### WEEK 1: COMPREHENSIVE AUDIT

- Analysis of current situation (occupancy, ADR, reviews, competition)
- Full guest journey mapping
- Identification of high-impact, quick-win opportunities
- Definition of SMART objectives for the next 90 days

### WEEK 2: BRAND IDENTITY AND MARKETING

- Defining the brand personality
- Design/redesign of logo and core branding elements
- Creation of color palette and typography
- Initial application to key marketing materials

### WEEK 3: TECHNOLOGY SETUP

- Optimization of Google My Business profile
- Basic email marketing setup
- Creation of communication templates
- Implementation of WhatsApp Business

### WEEK 4: BASIC GUEST EXPERIENCE

- Defining the welcome experience
- Creation of curated local information
- Basic staff training on new protocols
- Testing of new processes with real guests

## 13.2 | Days 31-60 - Optimization

### MONTH 2 FOCUS: MARKETING AND ACQUISITION

- Launch of email marketing campaigns
- Creation of social media content
- Partnerships with local businesses
- Website optimization for conversions
- Implementation of a feedback system

## 13.3 | Days 61-90 - Escalation

### MONTH 3 FOCUS: REFINEMENT AND GROWTH

- Analysis of results and necessary adjustments
- Implementation of advanced personalization strategies
- Launch of premium packages and experiences
- Planning of long-term strategies
- Celebrating successes and learning from challenges



## CHAPTER 14:

# RETURN ON INVESTMENT AND JUSTIFICATION

## 14.1 | Calculating Return on Investment

### TYPICAL INITIAL INVESTMENT:

- Visual identity and branding: \$800–1,500 USD
- Technology setup and tools: \$100–300 USD/month
- Initial marketing materials: \$300–600 USD
- Staff training: Equivalent to \$200–400 USD
- **TOTAL INITIAL INVESTMENT: \$1,400–2,800 USD**

### EXPECTED RETURNS IN 12 MONTHS:

- Increase in direct bookings: 35–50% (savings on OTA commissions)
- Increase in ADR: 20–40% due to improved perceived value
- Increase in occupancy: 15–30% due to improved reputation and marketing
- Reduction in acquisition costs: 25–45%

### PRACTICAL EXAMPLE:

- 20-room hotel, current ADR \$100 USD, occupancy 60%:
- Current annual revenue: \$438,000 USD
- With WOW improvements (ADR +30%, occupancy +20%): \$681,720 USD
- **ROI: 8,600% in the first year**

## 14.2 | High-Value Intangible Benefits

### BRAND EQUITY:

- Reconocimiento de marca que permite pricing premium
- Lealtad de clientes que reduce dependencia de intermediarios
- Posicionamiento que atrae mejor talento y socios estratégicos

### OPERATIONAL EFFICIENCY:

- Procesos estandarizados que reducen errores y retrabajos
- Personal más motivado y con menor rotación
- Sistemas que escalan sin incremento proporcional de costos

### MARKET POSITIONING:

- Diferenciación clara de competencia commoditizada
- Autoridad en nicho específico que genera premium pricing
- Base sólida para expansión futura



# CONCLUSION: YOUR NEXT STEP TOWARDS TRANSFORMATION

## The Cost of Not Acting

Every day that passes without implementing a differentiated guest experience strategy, your property:

- Loses potential guests to more proactive competitors
- Leaves money on the table with online travel agencies (OTAs) that could be direct bookings
- Maintains an expensive cycle of dependence on paid marketing
- Limits its growth and profitability potential

## The Way Forward

Transforming customer experiences into truly memorable ones doesn't require a huge budget.

It requires:

- › **A clear vision** of what you want to achieve
- › **A consistent strategy** that connects all customer touchpoints
- › **The consistent implementation** of small, meaningful changes
- › **Continuous measurement** to optimize what works

## Its Unique Competitive Advantage

As a small accommodation, you have advantages that large chains cannot replicate:

- › **Flexibility:** You can implement changes immediately
- › **Personalization:** You get to know each guest personally
- › **Authenticity:** You offer genuine, local experiences
- › **Agility:** You can quickly adapt to feedback and new opportunities

## The Time is Now

The tourism market is undergoing a transformation.

Post-pandemic travelers are seeking authentic experiences, genuine connections, and accommodations that offer more than just a place to sleep.

This shift presents a perfect opportunity for small-scale accommodation providers who are willing to:

- Invest in memorable experiences
- Differentiate themselves through local authenticity
- Build genuine relationships with guests
- Implement professional yet personalized systems



IMMEDIATE ASSISTANCE:

## ADDITIONAL RESOURCES

### | Immediate Implementation Checklist

#### THIS WEEK:

- ☐ Optimize your Google My Business page with current photos and complete information
- ☐ Create a welcome email to send after a booking
- ☐ Identify 3 unique features of your property that your competitors don't offer
- ☐ Implement WhatsApp Business for direct communication

#### THIS MONTH:

- ☐ Design a basic welcome kit with local products
- ☐ Partner with at least one complementary local business
- ☐ Implement a guest feedback system during their stay
- ☐ Start a monthly newsletter for your guest database

#### NEXT 3 MONTHS:

- ☐ Develop a consistent visual brand identity
- ☐ Create unique seasonal packages
- ☐ Implement a referral program
- ☐ Optimize your website for direct bookings

### | Templates to implement today

#### EMAIL TEMPLATES:

- ☐ Value-added booking confirmation
- ☐ Pre-arrival email sequence (3 emails)
- ☐ Post-stay follow-up
- ☐ Basic monthly newsletter
- ☐ Standardized responses for reviews

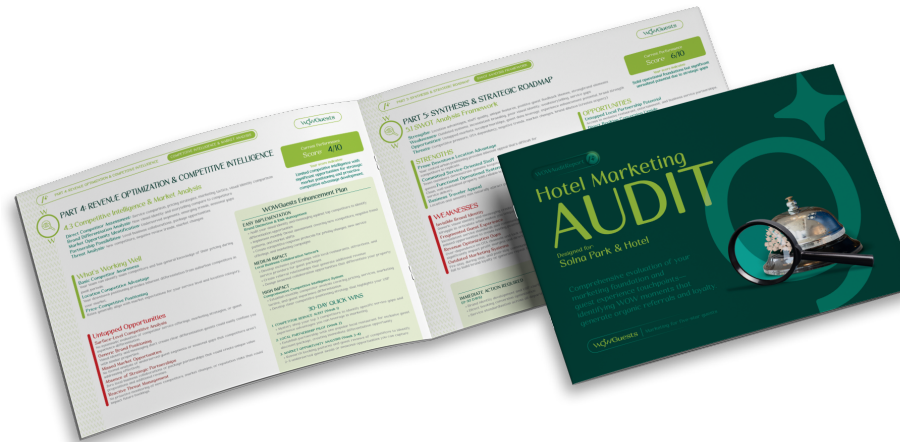
#### SOCIAL MEDIA TEMPLATES:

- ☐ Posts highlighting property features
- ☐ Story templates for daily experiences
- ☐ Monthly content calendar
- ☐ Hashtag strategy (general and regional)

#### OPERATIONAL TEMPLATES:

- ☐ Guest feedback form
- ☐ Staff training checklist
- ☐ Basic partnership agreement
- ☐ Emergency contact procedures

# WOWGuests offers you The First Step



## Free Personalized Analysis

- ★ **Digital Presence Audit** (website, social media, reviews, etc.)
- Competitive Analysis** of your specific market
- ★ **Guest Journey Assessment** identifying missed opportunities
- Personalized Action Plan** with priorities and implementation phases
- Projected Return on Investment** tailored to your property

*and how to improve it step by step, TOGETHER.*

WOWGuests

WOWGuests.com

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# Turning your Guests into your **Ambassadors**

## Branding and Identity

- (re)Brand design
- Visual Identity manual
- Institutional stationery
- Signage
- Posters

## Positioning

- Differentiation strategy
- Competitor analysis
- Unique Value Proposition
- Online Presence
- Implementation plan

## Guest Experience Design

- Personalized Welcome Kit
- Loyalty Programs
- Pre-During-Post Strategies
- Event material
- Feedback/review templates

## Printed Design

- Brochures, Posters
- Menus
- Gift Cards and Vouchers
- Personalization of amenities
- Presentations

## Communication

- Guest Journey
- Email Marketing
- Seasonal Campaigns
- Content Calendar
- Communication and Press

## Online Presence

- Web Design
- Banners
- Social Media Posts
- Online Promos
- Newsletters



Make every guest feel so valued  
they'll recommend you  
before they even check out!



 **WOW**Guests.com