



Welcome Message Templates

MAKE GUESTS FEEL AT HOME



Written welcome cards for guests, thank you notes, or apology letters are surefire ways to make sure guests are satisfied throughout their stay. By leaving a guest welcome message, you can increase guest satisfaction and make a great first impression.

Another way to add personal touches in the hospitality industry is through guest messaging. Send custom texts or digital messages to guests throughout their stay: to welcome them, to check in on their stay, to assist with express check out and thank them for their stay, or to address a complaint before it makes its way to TripAdvisor.

Using high touch digital messaging in hospitality—especially welcome messages—can increase guest engagement and lead to more efficient check-out processes, making turnover easier.



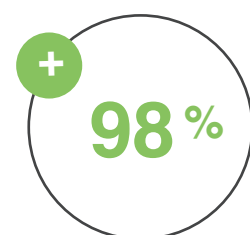
Boost in
TripAdvisor scores

after launching digital messaging



Lift in Overall
Experience

across all service levels



Response to Text
Messages

compared to emails

WELCOME TEMPLATES

Written Note 1

Dear MR/MRS/TITLE GUEST LAST NAME,

Welcome to HOTEL NAME!

We are delighted to have you as our guest and look forward to providing you an unforgettable stay. Please let me or anyone on the staff know if there is anything we can do for you throughout your time with us.

Best,
YOUR NAME

Written Note 2

Dear MR/MRS/TITLE GUEST LAST NAME,

We are delighted to have you with us at the HOTEL NAME. Thank you for choosing us as your home away from home! If there is anything you need at all during your stay, please do not hesitate to reach out.

Best,
YOUR NAME

Written Note 3

Hi GUEST FIRST NAME,

Welcome to the HOTEL NAME! We are so excited to welcome you to CITY and hope you enjoy your time here. Let us know if there is anything we can get for you!

Best,
YOUR NAME

Written Note 4

Hi GUEST FIRST NAME!

Welcome to the HOTEL NAME! We are so grateful that you have chosen to stay with us during your time in CITY and look forward to making this a memorable stay. Please let us know if there is anything we can do to ensure a wonderful experience!

Best,
YOUR NAME



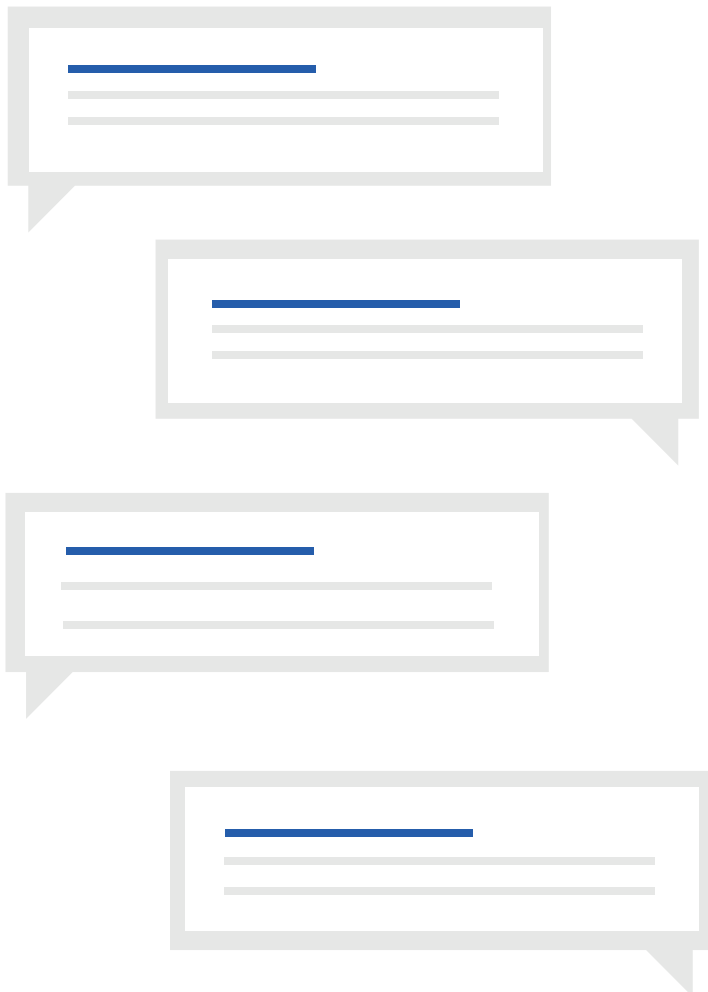
WELCOME TEMPLATES

Text Message 1

Hi, GUEST FIRST NAME! Welcome to HOTEL NAME. Thank you for staying with us! How is your room so far? -USER FIRST NAME

Text Message 2

Welcome back to HOTEL NAME! We are happy to have you with us again. Is there anything we can get for you right away? -USER FIRST NAME



Text Message 3

Good afternoon, MR./MRS. TITLE/LAST NAME. We are pleased to have you at the HOTEL NAME. Please do not hesitate to let us know of anything you may need during your stay. Is there anything we can get for you right away? -USER FIRST NAME

Text Message 4

#1: Welcome to HOTEL NAME! Thank you for being a <Loyalty Program Member>, GUEST FIRST NAME. Our executive lounge offers breakfast from 6am-10am and happy hour is from 5pm-7pm. Please enjoy your stay and let us know if we can do anything to enhance your experience! -USER FIRST NAME

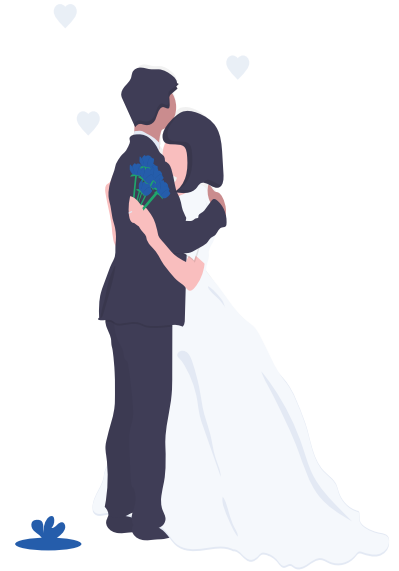
THANK YOU TEMPLATES

Wedding Written Note

Dear TITLE & TITLE COUPLES LAST NAME,

We are honored you have chosen HOTEL NAME for your special day! We are here to ensure everything is right for you and your guests. Please reach out to me with any questions or requests through your time with us. We are on standby to assist!

Congratulations on this wonderful milestone,
USER FIRST NAME



Wedding - Text Message

Thank you so much for choosing HOTEL NAME for this special experience! We are available for anything you may need and are honored to have you and your guests here. Is there anything we can help you with right away?
-USER FIRST NAME

Conference - Written Note

Dear GUEST FIRST NAME,

Thank you so much for choosing HOTEL NAME as your venue! We look forward to providing a stress-free day for you and your attendees and ensuring everything runs smoothly. Please let me know if there is anything at all I can do for you throughout the day.

Best,
YOUR NAME

Conference - Text Message

Thank you for hosting the CONFERENCE NAME at HOTEL NAME! We appreciate you choosing us for this experience and will make sure everything runs smoothly. Is there anything we can do for you right away?
-USER FIRST NAME



APOLOGY TEMPLATES

Text Message 1

Hi GUEST FIRST NAME, I sincerely apologize for this issue. What can I do to make it right for you? -USER FIRST NAME

Text Message 2

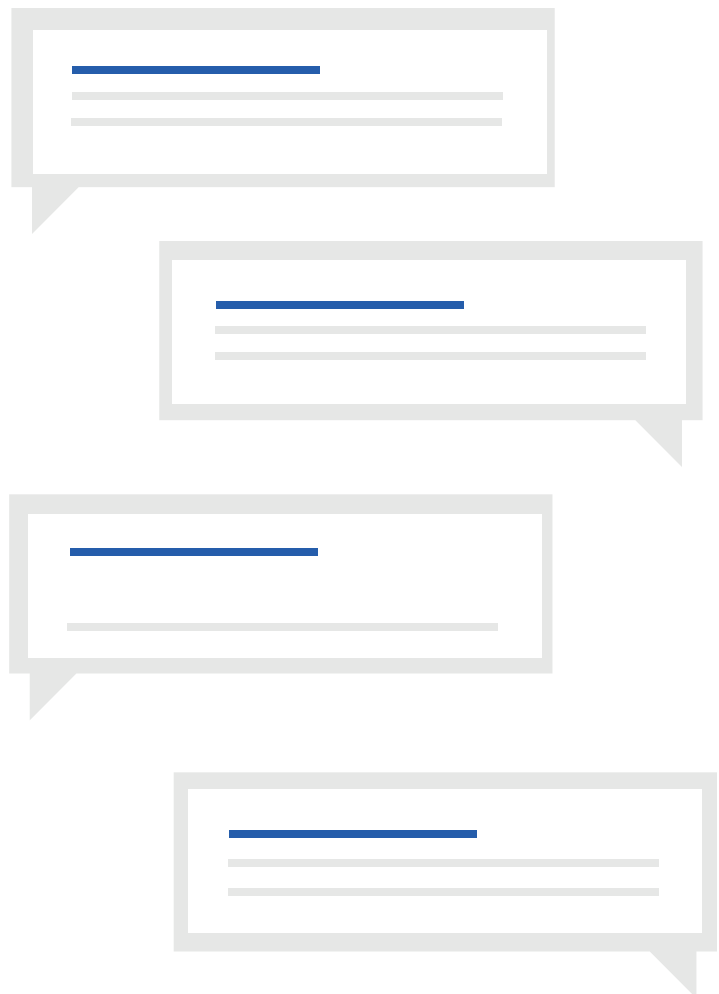
Hi GUEST FIRST NAME. I am sorry to hear SITUATION. I will send someone up to address that right away. Is there anything else we can get you in the meantime? -USER FIRST NAME

Response on Review Site 1:

Thank you for your feedback, GUEST FIRST NAME. We apologize for the inconvenience and will make sure this does not happen again at HOTEL NAME. Would you mind sending us a message at EMAIL ADDRESS to discuss your experience?

Response on Review Site 2:

On behalf of HOTEL NAME, we send our sincere apologies for this inconvenience. Please reach out to EMAIL ADDRESS so we can discuss your concerns further and make it right. Thank you for your feedback!



APOLOGY TEMPLATES

Written Note 1

Dear GUEST FIRST NAME,

On behalf of myself and the entire staff at the HOTEL NAME, I want to sincerely apologize for DESCRIPTION OF SERVICE FAILURE. This is an unacceptable experience and we have failed to provide the level of service that you should expect from our team. Please know that I have connected with the team on the issue and there should be no further disruption to your stay with us.

Best,
-USER FIRST NAME

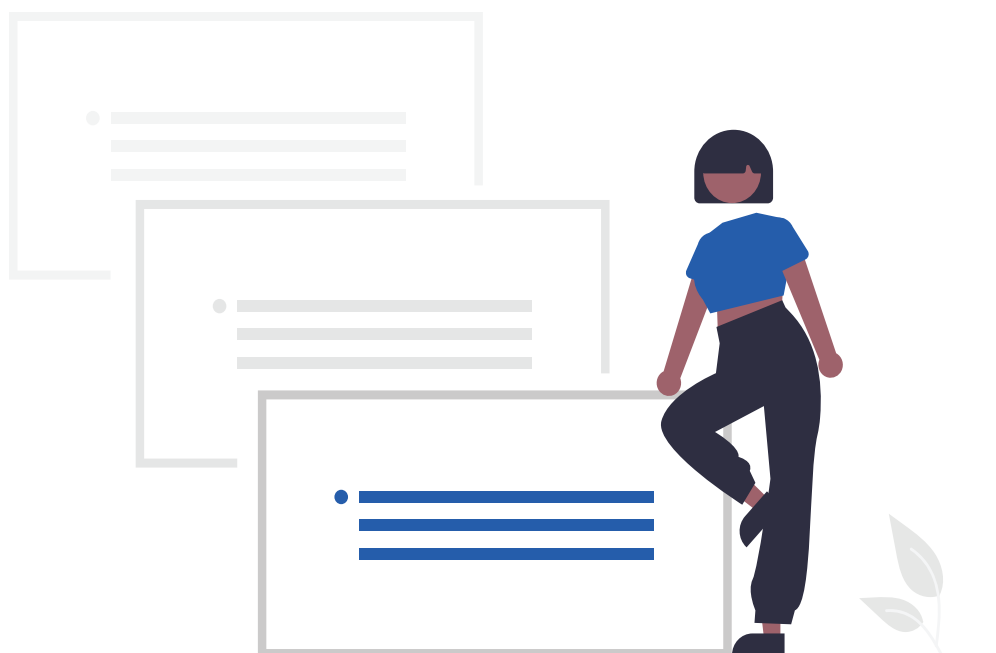
Written Note 2

Dear GUEST FIRST NAME,

Please accept my sincere apologies for the experience you have had so far during your stay. We aim to provide the best possible guest experience and so far we have not accomplished that. I have included a DESCRIPTION OF COMP for you—not to make up for where we have lacked, but as a gesture of the service you can expect going forward.

Let me know if there is anything else we can do for you at this time and we look forward to ensuring a great rest of your stay.

Best,
-USER FIRST NAME



FAREWELL TEMPLATES

Written Note 1

Dear GUEST FIRST NAME,

Thank you so much for choosing to stay with us during your time in CITY! Checkout is at 11am. Feel free to stop by the front desk for a copy of your receipt.

Best,
USER FIRST NAME

Written Note 2

Dear GUEST FIRST NAME,

We are sorry to see you go, but we're so glad you came to stay! Check out is at 11am, but if you aren't leaving CITY until later in the day you are more than welcome to store your luggage at the front desk. Just stop by and we can take care of everything for you.

If you would like to share your experience at the HOTEL NAME with others, please consider sharing a review on TripAdvisor.

Thank you again and safe travels,
USER FIRST NAME



FAREWELL TEMPLATES

Text Message 1

We hope you enjoyed your stay at HOTEL NAME! For a simple checkout process, please text us your email address when departing your room tomorrow and we will send your receipt. We hope to see you again soon! -USER FIRST NAME

Text Message 2

Thank you for staying with us at HOTEL NAME, MR/MRS GUEST LAST NAME! If you would like to share your experience, feel free to leave us a review on TripAdvisor or take this hotel survey: LINK. Come again soon!

Text Message 3

Thank you for staying with us at HOTEL NAME! Just a reminder that checkout is at 11am. Feel free to text us on your way out if you'd like to bypass the desk. We'd be happy to email your receipt. -USER FIRST NAME

Text Message 4

We hope you enjoyed your stay at HOTEL NAME. Please take a moment to let us know how we did by replying to this message with a 1-10 (10=excellent). Thank you and see you next time! -USER FIRST NAME

