



FREE HOTEL EMAIL TEMPLATES

# Guaranteed to Optimise Guest Communication





BOOKING CONFIRMED



ENJOY YOUR STAY

All hoteliers know that the hotel experience begins long before the guests set foot. From the moment they create the booking, be it directly on the hotel's website or via OTAs (online travel agencies); guests want to feel welcomed and acknowledged.

**One way to do that is to communicate with them effectively via email.**

In this guide, you'll find actionable email templates that are carefully crafted so they're simple and easy to tweak for every stage of the guest journey - from booking confirmation to post-stay communication.



## CONFIRMATION EMAIL

A booking confirmation email is simply a hotelier's way of acknowledging a guest's booking and payment; this tells your guests that you see them, and that instils confidence and trust.

Your booking confirmation email should have all the necessary information, such as the amount paid, the room number, the room type, and how many nights the guest intends to stay at the hotel.



TEMPLATE 1

From: [reservations@hotelraccoon.com](mailto:reservations@hotelraccoon.com) ✓



## Your Upcoming Stay at [Hotel Name]

Dear [Name],

Thank you for choosing to stay with us at [Hotel Name]!  
We are pleased to confirm your booking for [dates].

Your reservation includes the following:

Room Type: [Room Type]  
Number of Guests: [Number of Guests]  
Number of Nights: [Number of Nights]  
Total Cost: [Total Cost]

To check-in, please remember to bring a government-issued photo ID. Our check-in time is [time] and checkout time is [time].

We look forward to having you as our guest. Please let us know how we can make your stay more comfortable.

Sincerely,  
[Hotel Name] Team

[SEND NOW](#)



## TEMPLATE 2

From: [reservations@hotelraccoon.com](mailto:reservations@hotelraccoon.com)

**Your booking via [Booking.com/ TripAdvisor/ relevant OTA] has been confirmed at [Hotel Name].**

### DID YOU KNOW?

With the right channel management software, you can send personalised booking confirmation emails to guests who booked via an OTA.

Hey there, [Guest Name]!

We're delighted to inform you that your booking is confirmed!

We look forward to hosting your stay, and this email serves as a confirmation of your reservation.

Gear up and get ready to create unforgettable memories because that's what we're known for at [hotel name]. We've made things easy for you and included your booking details in this email, which you can show us when you arrive.

**Date:** [date]

**Time:** [Check-in time]

#### **Guest details:**

[Name]

[Email]

[Phone number]

#### **Cancellation policy:**

[Your cancellation and refund policy]

We're looking forward to making your stay enjoyable!  
[Hotel Name].

## TEMPLATE 3

From: [reservations@hotelraccoon.com](mailto:reservations@hotelraccoon.com)

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**Your booking is confirmed  
at [Hotel Name].**

Hi [Guest Name],

We're excited to welcome you to [hotel name] on [date].  
Please find your booking information below.

**Customer details:**

[Name :]

[Email :]

[Phone number:]

[Number of guests:]

**[Hotel Address:]**

**[Map coordinates:]**

**[Parking information:]**

**[Directions & other relevant details:]**

**[Your Hotel's contact information:]**

We can't wait to see you!

The team at [Hotel Name]



## PRE-STAY EMAIL

A significant advantage of the pre-stay email is that it allows you to be proactive and anticipate your guests' needs. The pre-stay email is the perfect opportunity to upsell extra services and room upgrades to make their stay even more enjoyable.

From parking directions to providing information about local attractions or recommending restaurants, you can add value before your guest's arrival.

Most travellers today also expect the convenience of online check-in a day or two before arrival.

Statistics show that it reduces check-in times by over 60%, which has made online check-in a non-negotiable for hoteliers and hospitality businesses worldwide.



## TEMPLATE 1

Dear [Guest Name],

We are excited to welcome you to [Hotel Name] on [date] for your stay. We offer online check-in to make your arrival as pleasant as possible.

To begin the online check-in process, please click on the link below and enter your information. This way, you don't have to stand in line at the front desk upon arrival.

[\[Link to online check-in\]](#)

We look forward to seeing you soon!

Sincerely,  
[Hotel Name] Staff

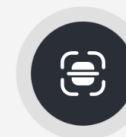
### DID YOU KNOW?

Online check-in software is widely used by some of the best hotels today. It allows guests to check in online before their stay, which relieves all of the front-desk hassles and ensures that the guest's expectations are set out in the pre-stay email.

This makes for a much smoother and stress-free experience for the guest and the hotel staff.



Studio Suites



#### ID Scanner

Scan passport or ID card to automatically fill in your details. >

Guest type \*

Gender \*

First name \*

Last Name\*

Language \*



## TEMPLATE 2

From: [reservations@hotelraccoon.com](mailto:reservations@hotelraccoon.com) ✓



### Are you ready for your upcoming stay at [Hotel name]?

Hi [Guest Name],

Your trip is only a few days away, and we hope you're as excited as we are. This email has everything you need for a seamless check-in process on [check-in date].

Skip the front desk queue and check in online before your arrival on this link [insert link]. You can also upgrade your room and choose from extra services we offer, such as a [welcome basket], [couples massage] and a [bottle of our best wine on ice prepared for your room].

#### Customer details:

Guest name: [Full Name]  
Number of nights: [nights]

Arrival date: [start date]  
Departure date: [end date]  
**Address:** [Your Hotel's address]

**Parking information:** [reserved parking you give to your guests]  
**Important information:** [policies, payment details, WiFi information, etc.].

Please check out our local guide for the best places to eat, visit, and explore. Should you have any changes to your booking (adding a mini-bar or scented candle), please call us at [phone number] or email us at [email address].


See you soon!  
The team at [Hotel name].

## UPSELLING

Powerful software like RaccoonUpsell has generated thousands in extra revenue for hotels worldwide.

RaccoonUpsell is an automated guest service menu that engages arriving guests with exciting ancillary services and room upgrades to enhance their stay.

With RaccoonUpsell, you can promote and sell anything from breakfast and a bottle of wine to tours and spa treatments.

 Feel like an Upgrade?



Seaview Double



Bicycle



Champagne



Chocolates



**With RaccoonUpsell, you can promote and sell anything from breakfast and a bottle of wine to tours and spa treatments.**



## TEMPLATE 3

From: [reservations@hotelraccoon.com](mailto:reservations@hotelraccoon.com)

**Tick tock - are you ready for  
your vacation?**

Hi [Full Name],

Our team at [Hotel name] is super excited to see you soon!

We want to give you the best possible experience, so you can always contact us via [phone number] to ensure we have everything you need before you arrive (did someone say welcome drinks?).

Remember, we're here to make your stay as relaxing as possible, so please don't hesitate to contact us with any questions or requests. We look forward to turning your trip into a truly memorable experience.

See you soon,  
Hotel Team.

## POST-STAY EMAIL

Communication should continue even after the guest leaves. The post-stay email conveys your gratitude to guests for choosing your hotel and is the opportune time to ask guests to leave a review on relevant channels like TripAdvisor or Booking.com. In today's digital world, reviews are especially important for social proof.

This email is also where you ask for guest feedback via a survey. Surveys have a two-

pronged approach - firstly, they highlight your areas of improvement and where you can enhance the guests' experience. Secondly, they show you where you're excelling.

And last, don't forget to use discount codes to entice past visitors to return!



## TEMPLATE 1

From: [reservations@hotelraccoon.com](mailto:reservations@hotelraccoon.com) ✓

We hope you loved your stay at [Hotel name].

Dear [Guest Name],

We hope you enjoyed your stay at [Hotel Name]. We truly appreciate your loyalty and business. As a token of our appreciation, we're delighted to offer you a 10% discount on your next stay when you book with us directly.

Use the code **"LOYALTY10"** at checkout to apply your discount. We look forward to welcoming you back soon.

Sincerely,  
[Hotel Name]



Come again soon!

Dear [Guest Name],

We hope you enjoyed your stay at [Hotel Name]. We truly appreciate your loyalty and business. As a token of our appreciation, we're delighted to offer you a 10% discount on your next stay when you book with us directly.



## TEMPLATE 2

From: [reservations@hotelraccoon.com](mailto:reservations@hotelraccoon.com)

**Thanks for your stay  
at [Hotel name].**

19 June 2022



**Gianna**

 Canada

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*We had an exceptional stay. The staff is friendly and extremely helpful. The breakfast buffet had delicious vegan options and the hotel is centrally located in the city centre.*

19 June 2022

**Reply**  - Your Hotel

Dear Gianna. Thank you for your stay in May and for taking the time to share such a positive review of your experience and the staff service. We're happy to hear that ....

Hi [Guest Name],

We hope your stay with us at [hotel name] was pleasant. We strive to ensure that all of our guests have a fantastic time, and it is always nice to hear feedback from those who have stayed with us.

We would be extremely grateful for a short review of your experience on [Booking.com/ TripAdvisor].

We thank you for letting us be part of your vacation experience, and we hope you'll come back and stay with us again.

Safe travels, and we hope to hear from you soon!  
[Hotel name].

From: [reservations@hotelraccoon.com](mailto:reservations@hotelraccoon.com) ✓

## How was your stay at [Hotel name]?

Dear [Guest name],

We hope you enjoyed your stay with us at [Hotel Name].

We value your opinion and would appreciate it greatly if you took the time to complete a survey about your recent stay with us.

Your feedback is essential for us to continually improve our service and ensure that all guests have the same great experience.

To fill out the survey, please follow the link below:  
[Link to survey]

We thank you for your time and look forward to hearing from you.

Best Regards,  
[Name]  
[Hotel Name]



### Hotel Name Guest Feedback

On a scale of 0 to 10, what is the likelihood that you would recommend us to friends and family?

0 1 2 3 4 5 6 7 8 9 10

Very Unlikely Very Likely

Please rate your overall satisfaction with the following aspects of your recent stay with us.

1 = poor, 5 = excellent. Please select N/A if you didn't use this facility.

Overall rating for this property

1 2 3 4 5 N/A

**GuestRevu** provides award-winning guest feedback and online reputation management tools tailor-made for the hospitality industry.



VISIT US AGAIN SOON



Emails remain a vital communication medium for the hotel industry.

**By taking advantage of technology, emails can be utilised to inform guests and interact with them throughout all stages of the guest journey.**

This allows for increased revenue, a greater understanding of customer needs and satisfaction, and the opportunity for necessary improvements that build a reputation for excellence.



ABOUT

# RoomRaccoon

[BOOK A DEMO](#)

RoomRaccoon was awarded the Best Hotel Management System (HMS) by Hotel Tech Report for 2020 and 2021 and was a finalist for the award again in 2022.

The fully integrated platform, preferred by over 10,000 users in Europe, Africa, and North America, is designed to promote and manage your accommodation.

