

3 STEPS TO HAVE GUESTS COMING BACK TO YOUR VILLA.

WHY GUEST RETENTION MATTERS

Most villa owners focus on acquiring new guests, but the real profitability lies in retaining the guests you already have. Repeat guests:

- Spend more than new guests.
- Complain less and require less management.
- Are more likely to book directly, reducing OTA fees.
- Act as brand ambassadors by referring high-value friends.

This playbook outlines a structured approach to creating a guest experience that encourages repeat bookings and long-term loyalty.

STEP 1: THE PRE-CHECK-IN CHECKLIST

A seamless, personalized pre-check-in experience sets the tone for a five-star stay.

1. Gather Guest Preferences

- Send a pre-arrival form via email or WhatsApp.
- Ask about food preferences, drink choices, allergies, and special occasions.
- Offer additional services such as airport transfers or private experiences.

Example: "We would love to personalize your stay. Do you prefer coffee or tea? Any must-have snacks we can stock for you?"

2. Create a Personalized Welcome Plan

- Address guests by name in all communications.
- Prepare a customized welcome gift based on their preferences.

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- If celebrating a special occasion, arrange a small surprise.

Example: A handwritten note stating, "Welcome, John & Sarah! We have prepared your favorite wine on ice—enjoy!"

3. Send a Pre-Arrival Email (24-48 Hours Before Check-In)

Subject: Your Villa Stay is Almost Here

Body:

Dear [Guest Name],

We are excited to welcome you to [Villa Name]! Here is what to expect:

- Check-in time: [Time]
- WiFi details: [Code]
- Your welcome gift: [Custom Detail]

Please let us know if there is anything you need before arrival.

See you soon!

[Your Name]

[Villa Name]

STEP 2: THE POST-CHECK-IN CHECKLIST

1. Personal Welcome Experience

- If possible, greet guests in person.
- Offer a welcome drink upon arrival.
- Provide a short villa walkthrough to highlight key features.
- Introduce exclusive services such as spa treatments, private chefs, or yacht rentals.

If unable to greet in person, send a pre-recorded video message via WhatsApp.

2. Mid-Stay Check-In (Non-Intrusive)

- Send a quick message on the second day.
- Ask if they need anything without being intrusive.
- Offer recommendations based on their interests.

Example: "Hi [Guest Name], I hope you are enjoying your stay! If you love sunset views, I highly recommend visiting [Hidden Beach] tonight."

3. Surprise and Delight Before Check-Out

- Before guests leave, provide a small farewell gift.
- Examples: A local souvenir, a handwritten thank-you note, or a framed Polaroid photo from their stay.

Example: "We noticed you loved our [local tea/wine]. Here is a bottle to take home as a memory."

STEP 3: THE GUEST FOLLOW-UP STRATEGY

Many villas lose repeat guests due to lack of follow-up. This section outlines a system to keep guests engaged after their stay.

1. Thank You Email (Sent 24-48 Hours After Check-Out)

Subject: Thank You for Staying at [Villa Name]

Body:

Dear [Guest Name],

We loved hosting you at [Villa Name] and hope your stay was unforgettable.

To show our appreciation, we would like to offer you an exclusive VIP returning guest discount for your next visit: [XX% OFF].

- Book within 7 days to receive a special rate.
- Refer a friend and earn a free upgrade on your next stay.

[Direct Booking Link]

We would also love your feedback. Please take a moment to share your experience:

- [Google Review Link]

[Airbnb Review Link]

We look forward to welcoming you back soon.

[Your Name]

[Villa Name]

2. Ongoing Guest Engagement (Every Three Months)

- **Three Months Later:** "We miss you! Here is an exclusive offer for your next stay."
- **Six Months Later:** "Discover new experiences at [Villa Name]—VIP guests receive first access."
- **One Year Later:** "Happy anniversary! Come back and relive the memories with a special gift."

TURNING GUESTS INTO PROMOTERS

1. Encourage Social Media Sharing

- Set up an Instagram-worthy photo spot in your villa.
- Offer a small perk for guests who tag your villa in their posts.
- Run a giveaway for the best guest photos.

Example: "Tag us in your best [Villa Name] memories and win a free VIP upgrade on your next stay."

2. Implement a Referral Program

- Reward guests who refer friends with discounts or special perks.
- Provide a unique referral code for easy tracking.
- Offer a complementary experience (spa treatment, private dinner) for referrals.

READY TO BUILD A LUXURY GUEST EXPERIENCE?

Following this Guest Retention Playbook will:

- Increase repeat bookings without additional marketing expenses.
- Turn past guests into brand advocates.
- Reduce dependency on OTAs by driving more direct bookings.

For a personalized Guest Experience Strategy for your villa, contact [Your Name] at [Your Contact Information].

WORK WITH US TO ELEVATE YOUR VILLA BUSINESS

Are you tired of relying on OTAs, losing money on commission fees, and wondering why your luxury villa is not getting the repeat bookings it deserves? The problem is not your property—it's the **guest experience** strategy.

We have helped villa owners like you maximize revenue, increase guest loyalty, and create high-end, seamless experiences that make guests **want** to return.

WHAT WE OFFER:

- ✓ Proven guest retention strategies that increase repeat bookings and drive **direct revenue**.
- ✓ Direct booking optimization so you can stop losing money to third-party platforms.
- ✓ High-end experience design that positions your villa as a luxury brand guests remember.
- ✓ A full hospitality consultation tailored to your villa's unique needs.

LET'S TAKE YOUR VILLA TO THE NEXT LEVEL

Schedule a free strategy call with us today and learn how to transform your villa into a **highly profitable luxury retreat**.

Have questions? Contact us at fabrice@infinitylifestyleasia.com or www.infinitylifestyleasia.com/contact. Let's build a sustainable, high-luxury ecosystem that keeps guests coming back.

YOUR SUCCESS STARTS HERE.