

# Three guest lists. Three countries.

## *One missing step.*

Illustrative case studies for boutique hotels in Southeast Asia, showing how past guests become repeat direct bookings.

## The problem every boutique hotel has

After checkout, hotels go quiet. Guest data sits idle in the PMS. No follow-up, no winback. So the next booking goes to an OTA, and the hotel pays commission to re-win its own guest.



With *Stay In Motion*, the same guest gets a thank-you, a review request, and a timed reason to book direct.

## What we do

We turn past guests into repeat direct bookings with hotel email marketing, post-stay flows, winback campaigns, and repeat-booking journeys built from PMS guest data.

|                       |                                        |         |
|-----------------------|----------------------------------------|---------|
| Free teardown         | Start the conversation                 | \$0     |
| Guest Lifecycle Audit | The opener: list health, consent, gaps | \$250   |
| One-month starter     | We build the core flows                | \$750   |
| Monthly retainer      | Run, test, and grow                    | Monthly |

The three examples that follow are modeled scenarios, one each from Bali, Vietnam, and Thailand. Each one starts at a different point in the ladder.

*Illustrative examples. Fictional, modeled scenarios for demonstration; not actual client results.*

# Villa Sawah Tenang

12-villa boutique property, Ubud **BALI, INDONESIA**

**22**

direct bookings in 90 days

**\$14.6K**

direct revenue attributed

**41%**

winback open rate

**\$2.6K**

OTA commission avoided

## Situation

About 2,800 past guests sat in the PMS, and the only email any of them received was a booking confirmation. Roughly 70% of bookings came through OTAs at about 18% commission.

### WHAT THE FREE TEARDOWN FOUND

No thank-you, no review request, no returning-guest offer. A guest who stayed in 2023 had never heard from the villa again.

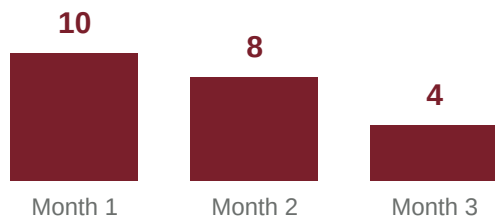
### WHAT WE BUILT (\$750 STARTER MONTH)

| Day 2              | Month 6        | Month 11          | 12+ mo  |
|--------------------|----------------|-------------------|---------|
| Thank-you + review | Come-back note | Book-direct offer | Winback |

- Winback campaign for guests lapsed 12+ months, segmented by source country and travel season.
- Post-stay flows triggered automatically from PMS checkout data.

## Direct bookings from lifecycle flows

Cumulative total: 22 bookings (avg 3.4 nights at about \$195)



# Hoi An Riverside Hotel

28-room boutique hotel, Hoi An **VIETNAM**

**7-12%**

repeat share of direct bookings

**34**

direct bookings from flows

**+12%**

direct vs OTA booking value

**6 mo**

time to result

## Situation

Strong dry-season occupancy, but guests from Australia and Europe rebooked at random, and the hotel had no idea when to reach them. Repeat guests were only about 7% of direct bookings.

### WHAT THE \$250 AUDIT FOUND

Most repeat stays came 11 to 14 months after the first stay, so timing was the lever, not volume.

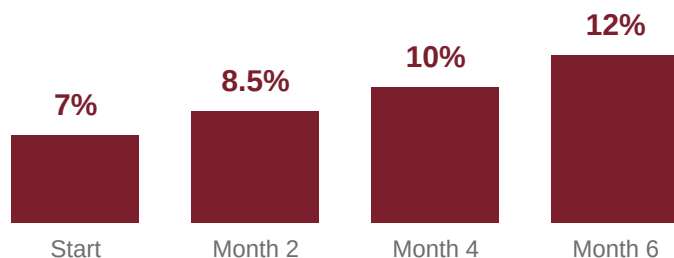
### WHAT WE BUILT (\$750 STARTER, THEN RETAINER)

| Australia         | UK / EU         | USA             | Groups 4+          |
|-------------------|-----------------|-----------------|--------------------|
| Mid-winter escape | Late-summer sun | Spring planning | Bring friends back |

- One flow per source market, timed to each market's holiday and booking window.
- A referral nudge for groups of four or more.

## Repeat share of direct bookings

Direct bookings also averaged about 12% higher in value than OTA bookings.



# Baan Sala Villas

9-villa boutique resort, Koh Samui **THAILAND**

**20-58%**

usable email capture on  
new guests

**~550**

real, usable guest emails

**60 days**

to first clean flow

**\$250**

audit that saved the build

## Situation

The owner believed she had about 1,300 guests to email. The \$250 Guest Lifecycle Audit showed otherwise.

### WHAT THE AUDIT ACTUALLY FOUND

About 58% of records held OTA relay addresses or no email at all.

| Measure                 | Count |
|-------------------------|-------|
| Guest records on file   | 1,300 |
| Real, usable email      | ~550  |
| Marketing consent given | ~190  |

### WHAT WE FIXED

| Pre-arrival     | Check-in       | In stay         | Post-stay        |
|-----------------|----------------|-----------------|------------------|
| Email + consent | QR direct perk | WhatsApp opt-in | First clean flow |

- Pre-arrival form to capture a real email and marketing consent.
- QR code at check-in offering a direct-booking perk in exchange for joining the list.
- Consent-based list building, with WhatsApp as a secondary opt-in channel, before any campaign launched.

*"The audit saved me from paying for a build on a list I didn't have. That's why I stayed on the retainer."*

WHAT THESE THREE HAVE IN COMMON

| Property                     | Entry point                  | Core insight                                            |
|------------------------------|------------------------------|---------------------------------------------------------|
| Villa Sawah Tenang<br>Bali   | Free teardown, \$750 starter | An idle list is the cheapest source of direct bookings. |
| Hoi An Riverside<br>Vietnam  | \$250 audit, then retainer   | Timing by source market beats blasting everyone.        |
| Baan Sala Villas<br>Thailand | \$250 audit on its own       | Many hotels don't have the list they think they have.   |

We own the post-stay end of the guest journey, *the part every hotel neglects.*

Start with a free teardown of your post-stay journey.

Reply to this message to request one.

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