

Practical Tips for Collecting Guest Emails



PRE-STAY

Collecting emails is vital for marketing, operations and guest feedback – here are some tips for getting as many as possible:

#1

Confirm the reservation

Tell guests you will send them a reservation confirmation email to encourage them to share their address and check the mail goes through

#2

Ask twice and repeat

If you collect emails over the phone, repeat the email address back to the guest to check for errors

CHECK IN / IN-STAY

#3

Check in and check out

Ask your guests for their email addresses when they check-in and again when they check-out. It gives you a chance to catch any errors, and, if a guest gives you two different email addresses, you can ask which they would prefer for you to use

#4

Mark it as a required field

Whether you allow guests to check in online, or make it part of your indemnity form, make sure the email field is required

#5

Use your Wi-Fi account

Ask your Wi-Fi provider to require an email address from your guests to login – they can then share the addresses with you

POST-STAY

#6

Be honest

Most guests will be happy to tell you how their stay was, and delighted that you care enough to ask. If you want their email address so you can send them a questionnaire, tell them

#7

Email bills

Many people, especially business travellers, use their emails for record-keeping, and will appreciate an invoice sent electronically

#8

Be trustworthy

Follow basic email ethics – if guests said that they didn't want your promotional material, don't send it to them and never pass on your guests' email addresses

#9 WHEN YOU COLLECT EMAILS, EVERYONE WINS

Collecting email addresses frequently and accurately is a team effort!

If you are collecting emails so that you can gather guest feedback and improve your hotel's offering, it is in the best interests of everyone on the team to contribute to the success of the business

