



Click, Book, Smile: 5 Guest-Winning Strategies

(Made Easier with AI)

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Want happier guests and more bookings without burning out? These five strategies are easy to implement and even easier with a little AI support. Use the prompts below and customize them to match your property, tone, and guest style.

♥ 1. Respond to Feedback with Heart

Make guest reviews feel personal and professional. **Why it works:** Thoughtful replies show guests you're listening—and that you genuinely care about their experience.

Example: A guest leaves a 4-star review saying, "We loved the room and the view, but the check-in took longer than expected."

AI-Generated Response:

"Thank you so much for your kind words and thoughtful feedback! We're thrilled you enjoyed your room and the view at **[Property Name]**. We're sorry to hear that check-in wasn't as smooth as it should have been—we're reviewing our process to improve this for future guests. We'd love to welcome you back soon and offer a complimentary late check-out as a thank-you for your feedback."

Prompt:

"Write a warm, professional response from **[Property Name]** to a **[positive/mixed/negative]** guest review. The guest mentioned **[insert issue or praise]**. Keep the tone **[friendly/sincere/upbeat]**."

Pro Tip:

Add the guest's name, refer to a specific staff member or service, and close with an invitation to return.

🎁 2. Surprise and Delight Guests

Small, thoughtful gestures create loyal guests. **Why it works:** Returning guests remember the little things. Surprises show you're paying attention.

Prompt:

"Suggest a low-cost, thoughtful surprise for a repeat guest at **[Property Name]** in **[Location]**. They previously enjoyed **[mention preference]**."

Pro Tip:

Customize perks based on past behavior—AI can help brainstorm ideas you may not have thought of. Try small touches like a handwritten note, a welcome drink, a free late checkout, or a local treat tied to the season or guest interest.



3. Let a Digital Assistant Help Out

Free up your time by answering FAQs automatically. **Why it works:** Guests often ask the same questions—automating your answers saves you time and keeps them happy.

Prompt:

"Create a friendly automated response for FAQs at **[Property Name]**, including check-in time, Wi-Fi details, and parking info."

Pro Tip:

Use your most common guest questions to train your chatbot or script your auto-responses. For a quick start, try beginner-friendly tools like Tidio, [ManyChat](#), or [Chatfuel](#). These can be embedded on your site or connected to Messenger/WhatsApp.



4. Create Itineraries with Local Flavor

Offer guests curated local tips that feel personal. **Why it works:** Thoughtful local tips turn a good stay into a memorable one—and set you apart from the big-box competition.

Prompt:

"Build a 2-day itinerary for guests staying at **[Property Name]** in **[Location]**. They enjoy [interests like hiking, food, art]. Include a mix of popular spots and hidden gems."

Pro Tip:

Edit the AI-generated ideas to reflect your personal favorites or seasonal events. Consider linking to a custom Google Map, PDF guide, or branded itinerary page so guests can access directions and visuals with one click.



5. Send Proactive Pre-Arrival Messages

Set a welcoming tone and reduce pre-check-in stress. **Why it works:** A warm, well-timed message builds trust, reduces friction, and sets a positive tone before guests even arrive.

Prompt:

"Write a pre-arrival message from **[Property Name]** for guests arriving on **[Date]**. Include check-in details, a weather note, and any upgrade options."

Pro Tip:

Use automation to send this 48 hours before arrival—it feels personal but saves you time. Try tools like [Mailchimp](#), [ConvertKit](#), or your PMS (e.g., [Hostaway](#), [Guesty](#), [Lodgify](#)) to schedule these messages. You can also use [Zapier](#) to connect your calendar or booking platform to trigger emails automatically.

Final Note

AI isn't here to replace your personal touch—it's here to help you scale it. These small tweaks can lead to big wins in guest experience. Pick one to try this week, and build from there.

This is what we help clients with every day. From mapping guest journeys to aligning teams—we're here when you're ready.

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Smart Pineapple is a woman-owned consultancy focused on AI, marketing, and strategy for hospitality and tourism. We believe in supporting local economies, advancing education, and elevating independent properties and destinations through purposeful innovation. Smart Pineapple is a brand of Pineapple Innovate Inc.

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Disclaimer

The strategies, tools, and recommendations provided in this worksheet are intended to offer general guidance and inspiration for property owners, managers, and hoteliers. While we strive to provide accurate and up-to-date information, we cannot guarantee specific results or outcomes. We encourage you to tailor these strategies to your unique circumstances and to seek professional advice where necessary. By using this worksheet, you acknowledge that the implementation of any strategies or actions is at your own discretion.

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