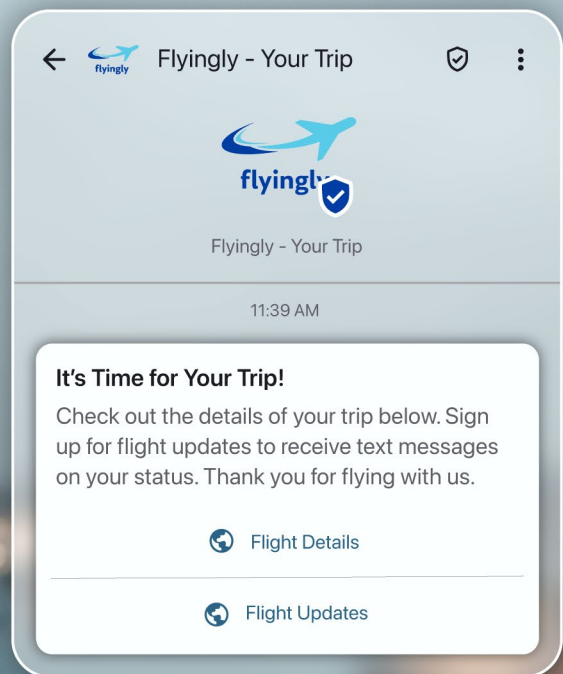
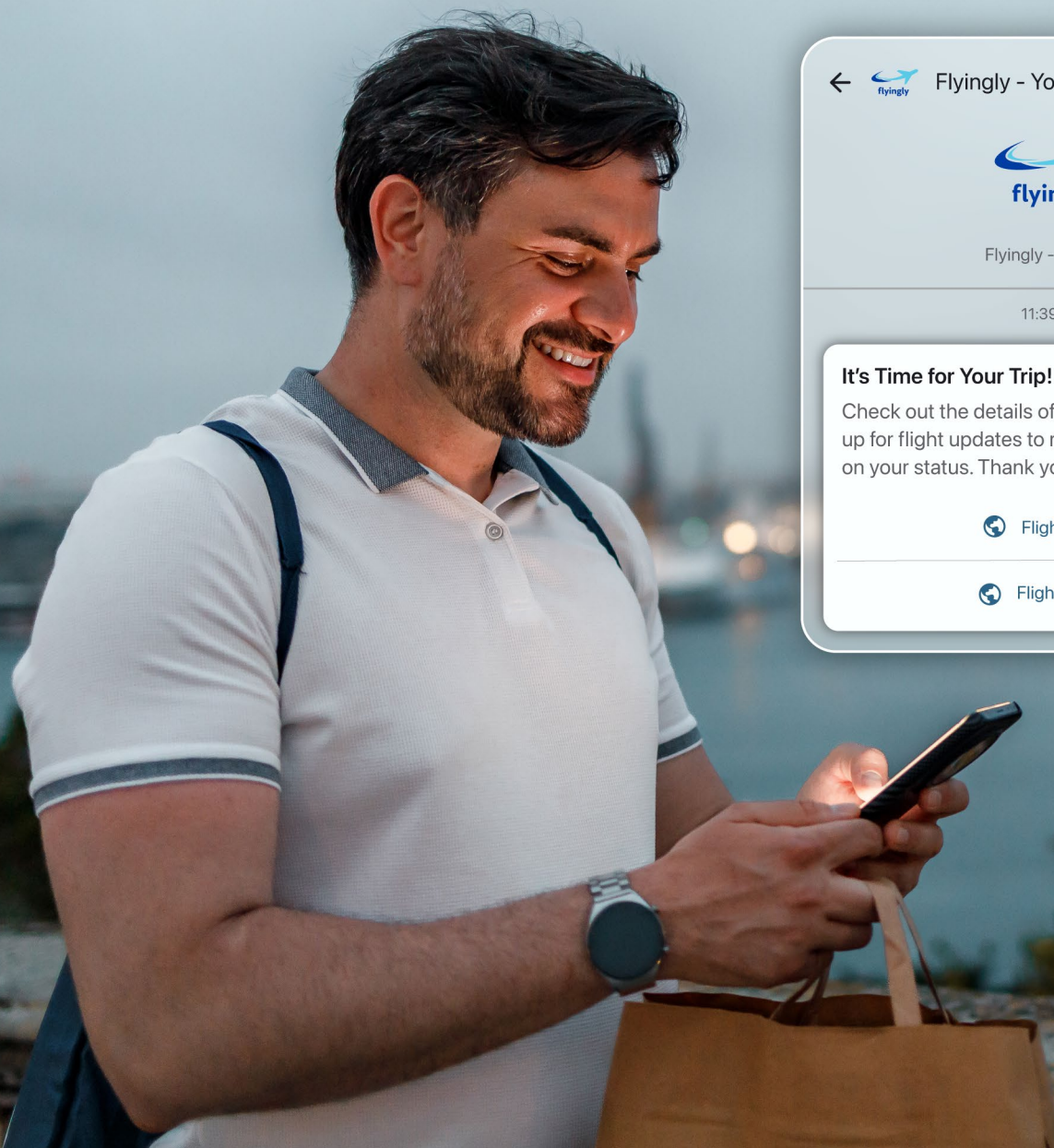


ENRICH[®] Branded Messaging for Travel Guide

Use Cases, Tips, and Real Message Examples



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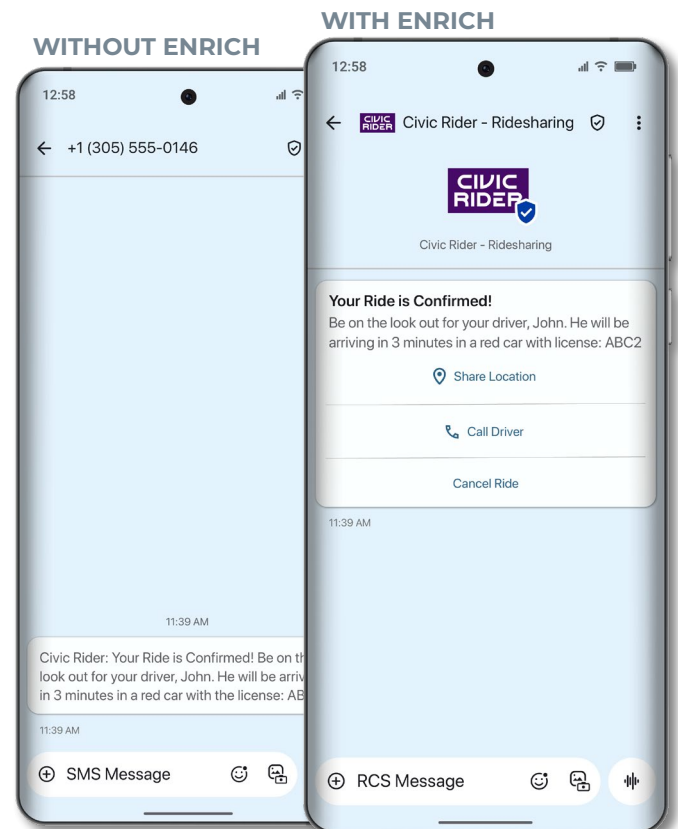
Travelers get plenty of messages during a trip: booking confirmations, check-in reminders, gate changes, and offers, some arriving from numbers they don't recognize. When a text shows up with no verified sender and no branding, travelers can't tell whether it's their airline, their hotel, or a phishing attempt. Many get ignored. Some get deleted. A few get reported as spam.

The problem isn't that travelers don't want these updates. A delayed flight notification or a boarding pass reminder is genuinely useful. The problem is that they can't confirm who sent it, so acting on it feels risky.

What Makes ENRICH Different From Regular SMS

Most travel texting today still runs on SMS: 160 characters of plain text, no sender verification, and no visual identity. A traveler receiving SMS from an airline or hotel sees a number, or at best a short alphanumeric sender ID, with no confirmation of who it belongs to.

[ENRICH® Branded Messaging](#) is built on Rich Communications Services (RCS), supported on all Android devices and iOS 18.1 and above across all major U.S. carriers. It lets travel businesses send verified, branded messages directly to a traveler's native messaging app, complete with business name, logo, rich media, and two-way conversation capability. No third-party app. No anonymous number. Just a trusted, recognizable message a traveler can act on immediately, which matters most when that message is about a departure time.



-  **Verified Sender Identity**
Your business name and logo appear with every message, so travelers know who's reaching out before they read a word.
-  **Two-way Conversations**
Traveler replies route back to your systems via webhook, enabling real dialogue rather than one-way broadcasts.
-  **Rich Media Support**
High-resolution images, boarding passes, maps, and itinerary attachments replace plain text.
-  **Native Delivery**
Messages arrive in the traveler's default messaging app with no app download, no login, no friction.

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The ENRICH Travel Messaging Framework

A trip has four stages, and each one puts different demands on a message. A booking confirmation and a gate change alert aren't interchangeable, even though both might travel over the same channel. Use this framework to map ENRICH messaging to where a traveler is in their journey, rather than treating every message the same way.

Journey Stage	What It Needs To Do	Where ENRICH Fits
Before the Trip	Build confidence and anticipation from the moment of booking through the days leading up to departure.	Booking confirmations, itinerary delivery, pre-trip prep reminders
Day of Travel	Reduce anxiety and cut down on service calls during the highest-stress window of the journey.	Check-in alerts, digital boarding passes, delay and gate change notices
In-Destination	Stay useful once the traveler has landed, without turning into noise.	Welcome messages, itinerary changes, concierge-style two-way support
After the Trip	Close the loop and set up the next booking.	Review requests, loyalty and status updates, personalized offers

The stages build on each other. A traveler who received a clearly branded booking confirmation is more likely to open a day-of-delay alert from the same sender. Trust compounds across the journey, but only if the identity behind each message stays consistent from booking to review request.

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Travel Use Cases for ENRICH Branded Messaging

Booking Confirmations and Itinerary Delivery

Travelers want confirmation that a booking went through, along with an itinerary they can reference without digging through email. With ENRICH, travel brands can send a verified confirmation with logo, flight or reservation details, and a trackable link to the full itinerary in a single rich message.

Check-In Alerts and Digital Boarding Passes

Check-in windows are easy to miss. ENRICH lets airlines and hotels send a branded check-in reminder with a direct link or attached boarding pass, so travelers can act without searching for a confirmation email or app login.

Azure Mountain Hotel - Your Stay

Your hotel room is ready for check-in. Visit the front desk to receive your room keys. Check your trip details below or contact customer service for help.

 Room Details

 Customer Service

Loyalty and Status Updates

Loyalty programs depend on travelers staying aware of points, tier status, and elite benefits. ENRICH supports personalized loyalty updates covering points balances, status milestones, and expiring perks, sent from a branded identity that reinforces the relationship.

Heritage Ocean Cruises - Rewards

Thank you for being a loyal member of Heritage Ocean Cruises. Enjoy this free voucher for room service during your trip. We hope you enjoy your cruise!

 Room Service Reward

 Your Loyalty Membership

In-Destination Support and Itinerary Changes

Once a traveler has landed, messages shift from transactional to service-oriented: a shuttle time, a room-ready notice, a shifted excursion time. The two-way capability means travelers can confirm, reschedule, or ask a question directly in the thread instead of calling a front desk or support line.

Delay, Gate Change, and Disruption Alerts

A gate change or delay notice from an unrecognized number is easy to dismiss as spam, and dismissing it has real consequences. ENRICH delivers disruption alerts with confirmed brand identity and lets travelers reply directly to ask about rebooking or next steps.

Post-Trip Reviews and Personalized Offers

Review requests and rebooking offers perform best when travelers recognize the sender. ENRICH lets travel brands follow up with verified identity, then use rich media to present a personalized next-trip offer built on past destinations or travel dates.

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Tips for Travel Businesses Using ENRICH

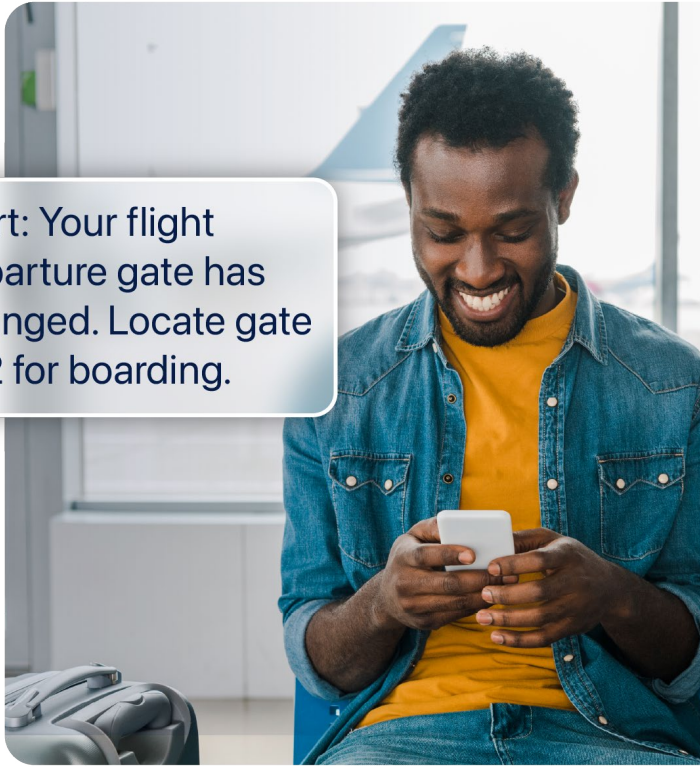
Match message type to the journey stage.

A transactional alert like a gate change carries different urgency than a promotional offer. Travelers who opted in for flight updates don't want a companion fare sale showing up in the same thread without context.

Keep copy tight, especially day-of. The best travel messages are direct. State who you are, what changed, and what the traveler should do, in that order and in as few words as possible. This matters most for time-sensitive alerts, where a traveler is scanning, not reading.

Use two-way capability intentionally.

ENRICH routes traveler replies back to your systems, which means you need a plan for what happens when someone responds to a delay alert asking about rebooking. Whether that's an automated flow or a path to a live agent, set it up before you send.



Alert: Your flight departure gate has changed. Locate gate A12 for boarding.

Don't over-message during a single trip.

A traveler on a multi-leg itinerary can receive several updates in one day. Set reasonable cadences, prioritize messages that require action over those that don't, and respect opt-out requests immediately.

Segment by trip type and loyalty status.

A first-time leisure traveler and a frequent business traveler need different messages at the same journey stage. Segment by loyalty tier, trip purpose, or booking channel before building campaigns, since targeted messages consistently outperform generic blasts.

Lead with brand identity, not the offer.

The verified sender display is the strongest trust signal ENRICH provides. Design messages so the brand name and logo carry the first impression, before the traveler reads a word of copy.



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Example Messages for Travel

Booking Confirmation

[Brand Logo] Blue Harbor Airlines: Your booking is confirmed. Flight 482 to Denver departs June 12 at 7:45 AM. [View Itinerary]

Check-In Alert

[Brand Logo] Marlow Hotels: Check-in opens now for your stay at Marlow Downtown. Add your arrival time to skip the front desk line. [Check In Now]

Delay Notice

[Brand Logo] Blue Harbor Airlines: Flight 482 is delayed 45 minutes. New departure: 8:30 AM from Gate C14. Reply if you'd like to see rebooking options. [View Updated Details]

Loyalty Status Update

[Brand Logo] Summit Rewards: You're 2 stays away from Gold status. Here's what changes once you get there. [View My Progress]

In-Destination Update

[Brand Logo] Marlow Hotels: Your room is ready. We've upgraded you to a partial ocean view at no extra charge. [Get Room Details]

Post-Trip Offer

[Brand Logo] Blue Harbor Airlines: Thanks for flying with us. Denver treated you well, here's 15% off your next trip there. [Claim Offer]

Getting Started

ENRICH integrates through First Orion's API, with an onboarding process designed to minimize technical lift. Once your sender identity is verified, messages go out through your existing systems and traveler responses route back via webhook.

For travel businesses that already use [INFORM® Branded Calling](#), ENRICH extends that branded communication strategy into the messaging channel, managed through a single provider across all three major U.S. carriers.

For travel brands ready to stop competing with anonymous texts for a traveler's attention, ENRICH is the channel to make every message, from booking to boarding to review, one worth opening.

