



The Peak Season Owner Communication Checklist: What to Send, When, and How

5 Messages to Send During
Peak Season



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Introduction

Peak season tends to bring the same five owner conversations every year, so this checklist helps you send the message before the question arrives. Use each template as a starting point, add the figures that matter for the property and agree the next review date; the aim is not to explain every rate movement, but to give owners clear context, show what action is being taken and keep the conversation focused on performance.

Use the trigger, not the calendar: send an update when performance or market conditions change enough to affect the strategy. Use revenue per available night (RevPAN) as the primary performance measure, then use average rate and occupancy to explain what drove the result.

Every useful owner update should cover performance, context, action and the next review point.

01

Plan

Season launch

Send when the property's main peak booking window opens, or when demand begins to accelerate.

Check before sending

- ☐ Prior peak revenue performance and the target for this season
- ☐ Current pace against target and comparable market performance
- ☐ The strongest and softest date groups
- ☐ The reporting metric and update cadence you will use all season

Copy-ready message

Bookings for [PROPERTY] are now entering the main peak-season window, with revenue [AHEAD / ON TRACK / BEHIND] target while comparable properties are pacing [X% AHEAD / BEHIND] on [METRIC]. Demand is strongest for [DATES], while [DATES] need closer attention, so we are [ACTION] and will send the next update on [DATE].

02

Share

First performance checkpoint

Send when the property reaches an agreed milestone within its normal booking window, or when revenue pace changes materially.

Check before sending

- ☐ Revenue pace against target, with average rate and occupancy together
- ☐ Position against comparable properties
- ☐ Demand on the nights still open
- ☐ Where you are holding rate and where targeted action may be needed

Copy-ready message

[PROPERTY] is [X%] booked for peak at an average rate of [RATE], with revenue [AHEAD / ON TRACK / BEHIND] target and comparable properties currently [MARKET POSITION]. We are holding rate on [DATES] because demand remains strong, while [DATES] remain under review; I will send the next update on [DATE].

03

Explain

Material strategy change

Send when market conditions or booking pace lead to a significant change in pricing strategy, particularly on a date the owner is likely to watch closely.

Check before sending

- ☐ Prior peak revenue performance and the target for this season
- ☐ Current pace against target and comparable market performance
- ☐ The strongest and softest date groups
- ☐ The reporting metric and update cadence you will use all season

Copy-ready message

Bookings for [PROPERTY] are now entering the main peak-season window, with revenue [AHEAD / ON TRACK / BEHIND] target while comparable properties are pacing [X% AHEAD / BEHIND] on [METRIC]. Demand is strongest for [DATES], while [DATES] need closer attention, so we are [ACTION] and will send the next update on [DATE].

04

Act

Unexpected booking gap

Send when the gap is inside its normal booking window, with pace genuinely behind both target and the market.

Check before sending

- ☐ Days to arrival and pace against target, last year and the market
- ☐ Price, minimum stay, availability and distribution
- ☐ Whether the issue is property-specific or market-wide
- ☐ One targeted action and a clear review date

Copy-ready message

[DATES] at [PROPERTY] are currently [X%] booked with [N] days to arrival, which is [AHEAD / BEHIND] target and [AHEAD / BEHIND] comparable properties. We have checked price, minimum stay, availability and distribution, and the main issue appears to be [CAUSE], so we are [ACTION] and will review pickup again on [DATE].

05

Close

End-of-season recap

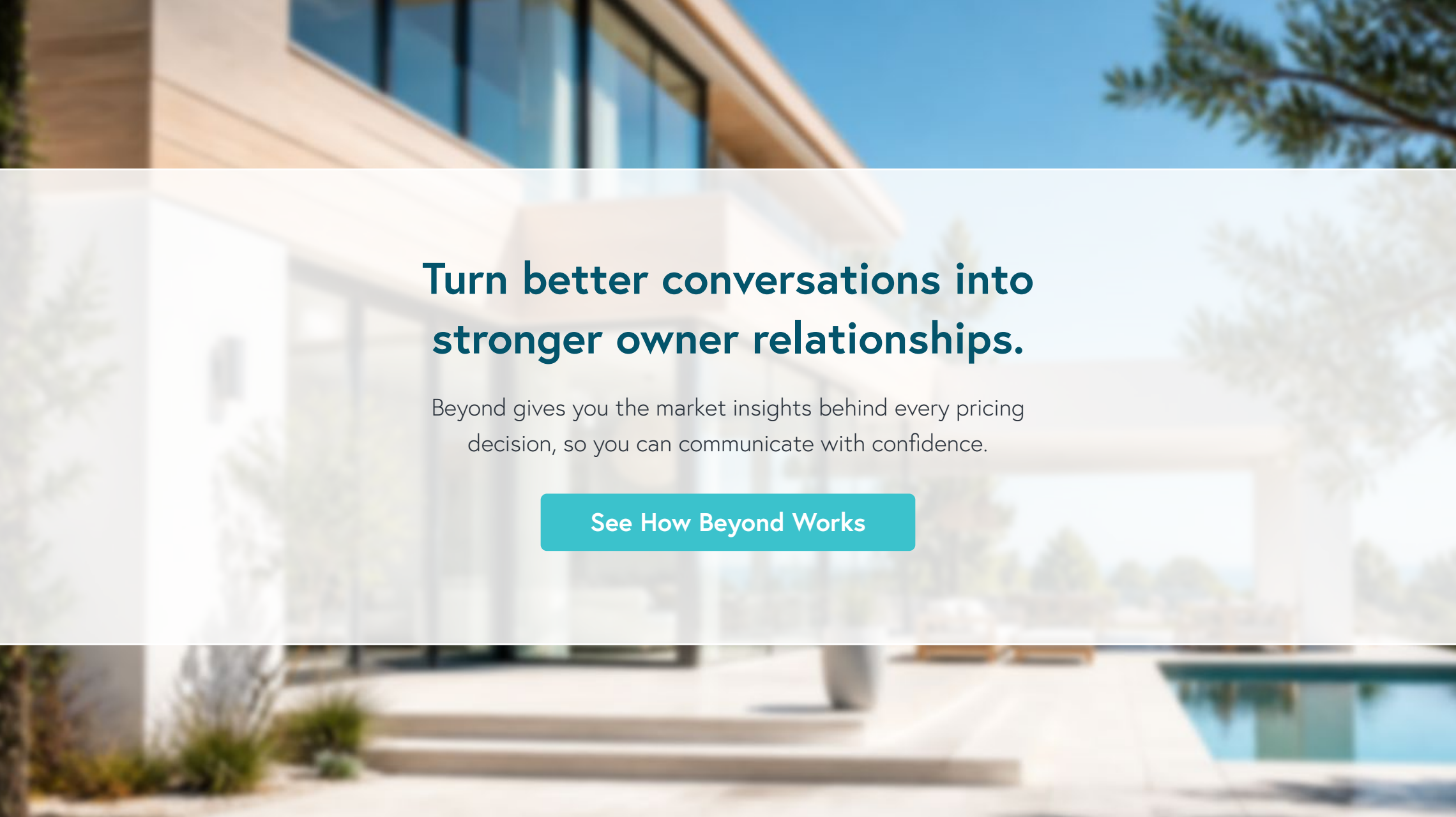
Send when the final peak stay is complete, once revenue, cancellations and adjustments have settled.

Check before sending

- ☐ Final RevPAN against target, last year and comparable properties, using the same revenue basis and availability rules for each comparison
- ☐ Average rate and occupancy as the explanation behind the RevPAN result
- ☐ The strongest commercial decision of the season
- ☐ The clearest opportunity and next action for next year

Copy-ready message

[PROPERTY] closed peak with RevPAN of [VALUE], compared with [VALUE] last year and [VALUE] for comparable properties, using the same revenue and availability definitions throughout. The strongest result came from [WIN], while the clearest opportunity for next season is [OPPORTUNITY], so we will [ACTION] and schedule a short review before planning opens for next year.

A blurred background image of a modern, light-colored house with large windows and a swimming pool in the foreground. The house has a clean, minimalist design with white walls and dark window frames. The pool is in the lower right corner, reflecting the sky. The overall scene is bright and sunny, suggesting a high-end residential property.

Turn better conversations into stronger owner relationships.

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