



The Brand Communication Toolkit

The Five Brand Defining Moments

Rate each from 1 to 5.

First Impression

Did your booking confirmation make guests excited?

☆ 1 2 3 4 5

Confidence

Did guests feel prepared before arrival?

☆ 1 2 3 4 5

Arrival

Did guests immediately feel welcomed?

☆ 1 2 3 4 5

Recovery

If something went wrong, did communication build trust?

☆ 1 2 3 4 5

Goodbye

Did checkout leave guests wanting to return?

☆ 1 2 3 4 5

The Brand Test

For every guest message, ask these questions: **Would this message...**

- ✓ Make a guest smile?
- ✓ Reduce stress?
- ✓ Save them time?
- ✓ Sound like our brand?
- ✓ Be memorable?
- ✓ Encourage a five star review?
- ✓ Encourage a direct booking next time?

If the answer isn't "yes" to most of these questions, the message should be improved.

The Brand Communication Samples

Booking Confirmation

{Company Logo}

Hi Sarah,

You're officially booked!

We're so excited to welcome you to **Turtle Cove** in Cannon Beach.

You just booked more than a place to sleep. You booked a few days to slow down, explore, eat really well, and make some memories. We'll take care of the details so you can focus on enjoying the trip.

Your stay

August 13 to August 17, 2026

Turtle Cove

Cannon Beach, Oregon

Your reservation number is **#48291**.

What happens next

There's nothing you need to do right now. We'll be in touch as your arrival gets closer.

7 days before arrival: We'll send your personalized arrival guide with everything you need for an easy check in, including directions, parking information, the door code, and a few of our favorite local recommendations.

1 day before arrival: We'll send a quick reminder with the important details for your stay.

During your stay: If you need anything, just reach out. We're here to help.

And if you have a question before then, **ask us**. No question is too small. We'd much rather help you before you arrive than have you spend your vacation trying to figure something out.

One little local tip

Since you're arriving on a Thursday, consider grabbing dinner at **Spork** on your first night. It's one of our favorite spots for casual food after a day of travel. Their Korean and Mexican inspired menu is definitely worth trying.

We'll save the rest of our favorites for your arrival guide. 😊

Until then, start getting excited.

You're going to have a great stay.

The Haystack Team

P.S. If this trip is celebrating something special, let us know. We love knowing what brings our guests to Cannon Beach, and if there's a simple way we can help make the occasion a little more memorable, we'll do our best.

Pre Arrival Sample

{Company Logo}

Hi Sarah,

One week until Cannon Beach!

Your stay at Turtle Cove is getting close, so we've pulled together the few things you'll want to know before you arrive.

Your arrival

Thursday, August 13

Check in: After 4:00 PM

Address: Turtle Cove, Cannon Beach, Oregon

Your personalized arrival guide has everything you'll need, including directions, parking, your door code, WiFi, and the details for an easy check in.

[OPEN YOUR ARRIVAL GUIDE]

Your door code will become active at **4:00 PM on August 13**, so you can head straight in when you arrive.

One thing we recommend

Don't overplan Cannon Beach.

Give yourself a little room to wander, grab a coffee, walk down to the beach, or enjoy a slow morning at the house. You'll have plenty of time to explore.

If you haven't made dinner plans yet, we're happy to share a few local favorites. Just ask.

And if plans change...

Travel doesn't always go exactly as planned. If your arrival time changes, you're running late, or you simply have a question, send us a message.

We'll be watching for you.

Safe travels, Sarah. We can't wait to welcome you.

The Haystack Team

P.S. Celebrating something while you're here? Let us know. We love a good excuse to make a stay a little more special. 😊

Mid Stay Sample

{Company Logo}

Hi Sarah,

How's the stay going?

By now, you should be settled in and hopefully starting to feel like a local.

We wanted to check in and make sure everything at Turtle Cove is just as you expected.

Is everything working well?

Is there anything you need?

If there's anything we can help with, from figuring out the thermostat to finding a great spot for dinner tonight, just send us a message.

We're happy to help.

One idea for today

If you haven't made it there yet, take the walking path that starts at NeCus' Park this afternoon. It's one of our favorite ways to experience Cannon Beach, and it's especially beautiful around sunset. Keep an eye out for the neighborhood elk and bunnies.

And if you've already packed your day full of activities, consider this your permission to cancel one of them. 😊

Sometimes the best vacation plan is no plan at all.

Enjoy the rest of your stay, Sarah.

We're glad you're here.

The Haystack Team

Post Stay Sample

{Company Logo}

Hi Sarah,

We hope you made it home with some great memories from Cannon Beach.

Thank you for choosing Turtle Cove for your getaway. We loved having you here.

We know there are plenty of places you could have stayed, and we don't take it for granted that you chose to spend your time with us.

We'd love to hear about your stay

If you enjoyed your time at Turtle Cove, would you take a moment to share your experience?

[SHARE YOUR EXPERIENCE]

Your feedback helps our team know what we're doing well and where we can make the experience even better for the next guest.

And if something during your stay wasn't quite right, **we'd love to hear about that too.** You can reply directly to this email. We genuinely want to know.

Until next time...

Cannon Beach will still be here when you're ready for another escape.

And when you are, **come back and stay with us again.**

We'd love to welcome you back, and as a returning guest, you'll always be part of the Haystack family.

Until then, keep exploring, keep making memories, and thank you again for staying with us.

We hope to see you again.

The Haystack Team

P.S. If you have a favorite photo from your trip, we'd love to see it. Reply to this email and send it our way. We might even feature it in our local guest gallery.