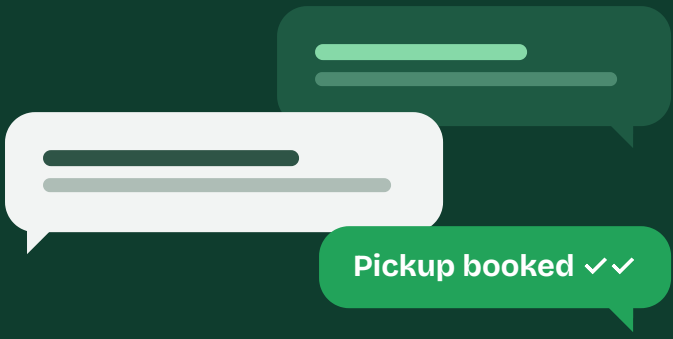
SAMWAD

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The Guest Messaging Playbook for Hotels and Travel Companies

How Indian hotels and travel companies use WhatsApp to confirm bookings, prepare guests for arrival, handle requests during the stay and win the next trip.

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5 stages
The guest journey, from booking to the next trip

3 automations
The first ones to switch on, step by step

6 metrics
A scorecard for front office and reservations

30 days
A week-by-week launch plan

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Arpneet AI Technologies Pvt. Ltd. · Built in India

EXECUTIVE SUMMARY

Guests call the front desk for answers a message could give.

Hotel and travel teams in India answer the same questions by phone: check-in time, directions, pickup, the itinerary. Requests during the stay go to whoever picks up, and after checkout most guests never hear from you again.

This guide shows how to run the guest journey on WhatsApp with SAMWAD: five stages from booking to the next trip, the first three automations, sample templates and a 30-day plan.

In this guide

- The five-stage guest journey, with one number to watch at each stage
- Three automations: booking confirmation, pre-arrival message and feedback request
- Sample Utility and Marketing templates, with buttons
- A scorecard, common mistakes and a 30-day plan

WHY NOW

The case for WhatsApp

9.15M

foreign tourist arrivals in India in 2025[1]

$52B

India's hotel industry projected for FY27, in US dollars[2]

Sources. 1, 2. IBEF (India Brand Equity Foundation), Tourism and Hospitality Industry in India, 2026, ibef.org/industry/tourism-hospitality-india.

The usual way

Phone, email and a front-desk logbook. Confirmations sit in email. Guests call for directions and timings. Room requests are passed on by phone and forgotten at shift change.

On WhatsApp

One chat, booking to next trip. The voucher arrives in the chat, add-ons are booked before arrival, requests go to the right team, and feedback is asked for after checkout.

THE FRAMEWORK

The guest journey on WhatsApp

Most hotels use WhatsApp for one step, usually the booking confirmation. Run all five stages in one chat and front desk, housekeeping and reservations see the same guest history.

See the full guest journey:
samwad.tech/industries/whatsapp-for-travel

Stage 01

Booking

A guest books a room, tour or package.

SAMWAD: Confirmation right after booking; the itinerary or voucher as a PDF; YARA answers booking questions.

Watch: Booking questions answered without a call

Stage 02

Before arrival

The trip is a few days away.

SAMWAD: Check-in reminders with timings; directions and web check-in links; add-ons such as airport pickup booked in the chat.

Watch: Add-ons booked per 100 bookings

Stage 03

During the stay

The guest needs something.

SAMWAD: Guests ask on WhatsApp instead of calling; requests go to front desk, housekeeping or the travel desk; staff reply from the shared inbox or mobile app.

Watch: Time to close a request

Stage 04

After the stay

The guest has checked out.

SAMWAD: A feedback request after checkout; unhappy guests go to the team; happy guests get your review link.

Watch: Feedback response rate

Stage 05

Next trip

A past guest may travel again.

SAMWAD: Offers for opted-in past guests; seasonal and festive packages; you choose who gets each offer.

Watch: Repeat bookings

DESIGN RULE

Fix it before they leave. A complaint that reaches your team during the stay can still be put right.

PLAYBOOK

The first three automations to switch on

01 · Booking

Confirmation

Trigger: a booking is made in your system.
Message: the confirmation and the voucher or itinerary as a PDF.
Next: YARA answers questions about the booking.

Watch: booking questions answered without a call

02 · Before arrival

Pre-arrival

Trigger: a few days before check-in.
Message: check-in time, directions, web check-in and a pickup option.
Next: pickup requests go to the travel desk.

Watch: add-ons booked per 100 bookings

03 · After the stay

Feedback request

Trigger: the guest checks out.
Message: a short rating question with buttons.
Next: unhappy guests go to the team; happy guests get your review link.

Watch: feedback response rate

SAMPLE TEMPLATES

What the messages look like

Illustrative examples. Each {{1}}, {{2}} is a variable filled in for each customer.

ILLUSTRATIVE

Hi {{1}}, your stay at {{2}} is confirmed from {{3}} to {{4}}. Your booking voucher is attached.

Get directions

Ask a question

Utility template · booking_confirmation

ILLUSTRATIVE

Hi {{1}}, see you on {{2}}. Check-in is from {{3}}. Would you like an airport pickup?

Book pickup

Yes please. We land at 6:40 pm.

Utility template · pre_arrival

ILLUSTRATIVE

Hi {{1}}, our {{2}} package for {{3}} is now open for booking. Tap below to see dates.

See dates

Stop updates

Marketing template · seasonal_package (opted-in only)

Which template is which

Booking confirmations, vouchers and check-in reminders are **Utility** templates: trip information only, no offers. Packages and seasonal offers are **Marketing** templates, sent only to guests who opted in. After a guest messages you, you can reply freely for 24 hours.

SAGE, SAMWAD's AI advisor, checks templates against Meta's rules before you submit.

WHAT GOOD LOOKS LIKE

What good looks like

Track a few numbers from week one, so you can see what WhatsApp is doing for your front desk, your reviews and your repeat bookings.

Your scorecard

Calls to the front desk Calls per day, before and after launch	Weekly
Add-on bookings Add-ons booked ÷ bookings	Weekly
Request close time Average time from request to done	Weekly

Feedback response rate — Monthly

Guests who answered ÷ guests asked

Issues fixed in stay — Monthly

Complaints closed before checkout ÷ all complaints

Repeat bookings — Quarterly

Bookings from past guests ÷ all bookings

Common mistakes

- Sending the feedback request days after checkout
- Leaving in-stay requests unassigned at shift change
- Sending festive offers to guests who never opted in
- Promising pickups or upgrades the team can’t confirm

Who answers at night

Decide which team owns WhatsApp after hours, and what YARA says when no one is on duty: when the guest will hear back, and the number to call if it is urgent.

YOUR FIRST 30 DAYS

A 30-day launch plan

WEEK 1

Connect and approve

Connect your WhatsApp Business number and booking system. Submit confirmation and pre-arrival templates to Meta.

WEEK 2

Confirm and prepare

Switch on booking confirmations with vouchers, and the pre-arrival message with pickup booking.

WEEK 3

Handle the stay

Route requests to front desk, housekeeping and the travel desk. Train staff on the shared inbox and mobile app.

WEEK 4

Ask and invite back

Switch on feedback after checkout. Send a first seasonal offer to opted-in past guests. Review the scorecard.

Before week 1: your systems

Connect your booking or property system through ready-made integrations, the API, webhooks or Zapier, so a new booking sends the confirmation. Agree who owns each kind of request.

BEFORE YOU GO LIVE

Consent and content checklist

- [ ] **Opt-in:** ask at booking or check-in, say what you'll send, and keep a record.
- [ ] **Template categories:** confirmations, vouchers and check-in reminders as Utility; packages and offers as Marketing.
- [ ] **Opt-out:** add a "Stop updates" button to Marketing templates and act on it straight away.
- [ ] **Quiet hours:** send offers in the daytime, and keep night messages to what the guest asked for.
- [ ] **Handover:** complaints, refunds and anything urgent go to a person with the full chat.

Five questions to ask any WhatsApp platform

1. Is it built on the official WhatsApp Business API?
2. Can it send vouchers and itineraries as PDFs?
3. Can requests go to different teams from one inbox?
4. Can staff reply from a mobile app on the floor?
5. Will someone help me write templates and get them approved?

Send your next booking confirmation on WhatsApp this week.

Book a demo and we'll set up your first automation from this guide with you, or start a free trial.

Demo calendly.com/avaneet-techelligenceai/book-a-demo
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