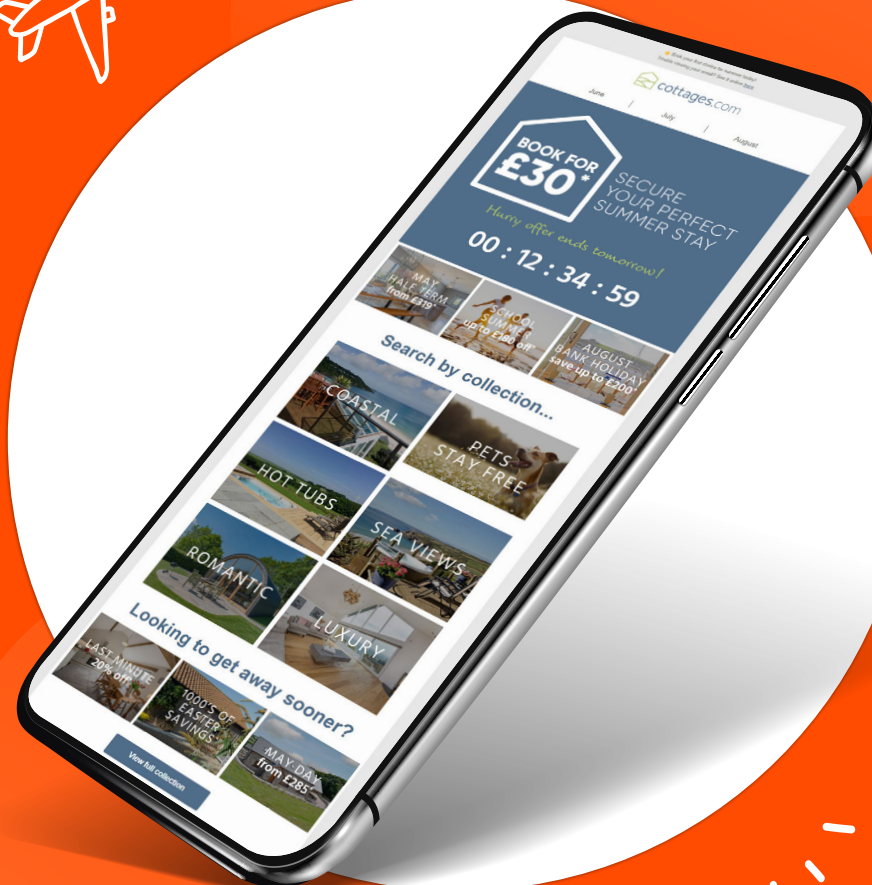


THE LOOKBOOK SERIES

TRAVEL

The best travel businesses convert more travelers and encourage loyalty through tailored campaigns based on behavioral and contextual data, making the customer experience as inspiring as the vacations on offer.

Read on to learn how seven travel businesses create seamless, tailored experiences that result in more revenue and happy travel-goers.



ACCOMMODATION

Triggered emails

Feature: Cart abandonment emails


Awaze triggers [cart abandonment emails](#) to entice travelers back to their Cottages.com and Hoseasons sites.

Impact: When browsing vacation accommodation online, a plethora of options combined with the fact it is typically a high-stake purchase means abandoned carts are inevitable. Timely cart abandonment emails that include details and imagery of the carted accommodation to jog shoppers' memories enable Awaze to react to high-intent behavior and secure bookings.

Cart abandonment recovery emails are a proven revenue booster, with the average Fresh Relevance client sending cart abandonment emails achieving a [6% sales uplift](#).

What's more, the average order value across Cottages.com and Hoseasons is [16% higher for cart and browse abandonment emails](#) compared to other marketing emails.

The emails also include the property's Reevo rating, as well as popularity messaging that shows how many other customers have recently viewed this property. These forms of [social proof](#) serve to boost trust and heighten urgency.



The screenshot shows a cart abandonment email from cottages.com. At the top, the website logo and navigation links for Wales, England, and Scotland are visible. The main heading reads "Thank you for visiting cottages.com" followed by "Don't miss out on Cwtych Ty Gwyn!". Below this is a large image of a swimming pool. To the right of the image, it states "516 people have recently viewed it", a rating of "8.4 / 10 reevoo", the property name "Cwtych Ty Gwyn", the dates "24-09-2021 for 7 nights", and the price "£655". A green button labeled "Complete my booking" is prominently displayed. Below the button, a note says "If you are unsure of anything please view our frequently asked questions. Please note, if you have already completed your booking you will receive your confirmation soon." A dark purple banner at the bottom of the email content area reads "HASSLE-FREE REFUND GUARANTEE Money back if your holiday plans are affected". The footer section includes an "Excellent" rating with five stars, "based on 26,587 reviews" from Trustpilot, and a "Reevo 97% would book again" badge. At the very bottom, four statistics are listed: "Over 1.45m happy customers", "Every property quality checked", "Trusted for over 40 years", and "Over 19,000 properties".

cottages.com

Wales | England | Scotland

Thank you for visiting cottages.com

Don't miss out on Cwtych Ty Gwyn!

516 people have recently viewed it

8.4 / 10 reevoo

Cwtych Ty Gwyn

24-09-2021 for 7 nights

£655

Complete my booking

If you are unsure of anything please view our frequently asked questions. Please note, if you have already completed your booking you will receive your confirmation soon.

HASSLE-FREE REFUND GUARANTEE
Money back if your holiday plans are affected

Excellent ★★★★★ based on 26,587 reviews ★ Trustpilot

Reevo 97% would book again

Over 1.45m happy customers | Every property quality checked | Trusted for over 40 years | Over 19,000 properties



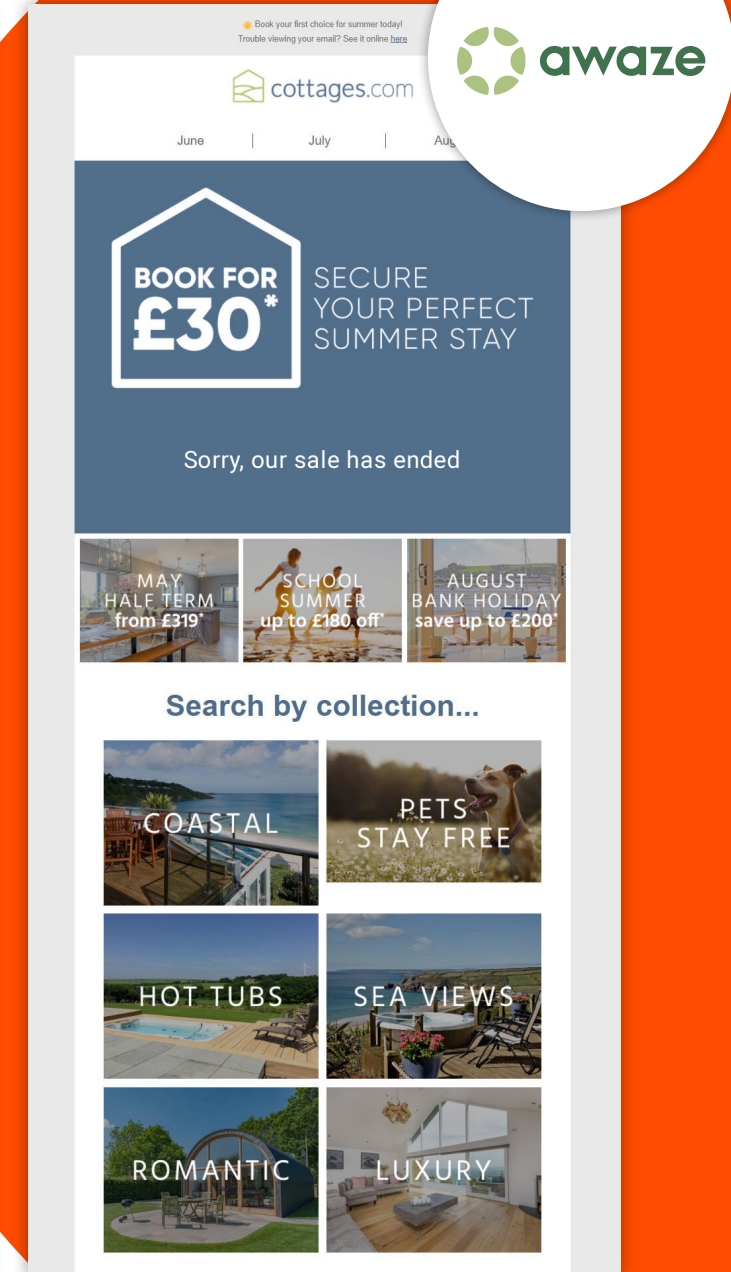
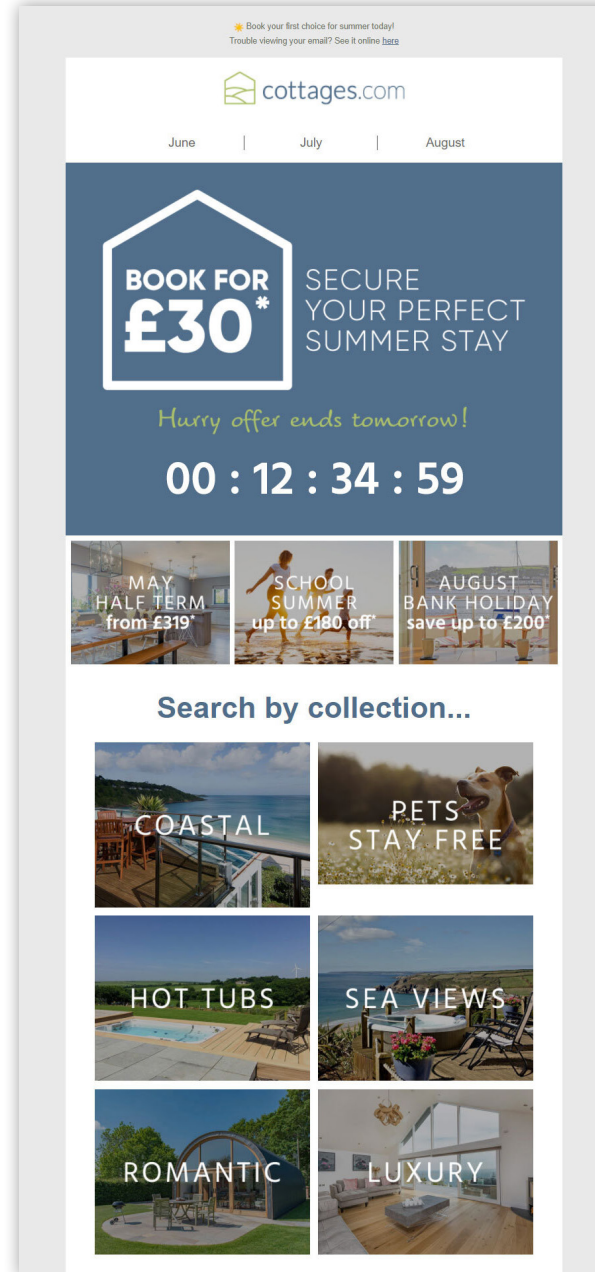
ACCOMMODATION

Dynamic content

Feature: Countdown timers

Awaze uses a dynamic countdown timer in their email marketing for Cottages.com and Hoseasons to draw travel bookers' attention to sale deadlines.

Impact: This type of **dynamic content** is a great way to drive excitement and urgency around sales and other important deadlines. In fact, Awaze has seen a **40% increase in conversion rates** across the two brands with dynamic countdown timers in emails.



CRUISES

Social proof

Feature: Ratings and reviews

Six Star Cruises highlights star ratings and reviews on their homepage and product pages.

Impact: A vacation is typically a considered, big-ticket purchase, and consumers need to be able to trust the provider they're booking with. That's where ratings and reviews come in. This form of social proof helps ease purchase anxiety and build trust, making it an essential tactic for all travel businesses.

SIX STAR
CRUISES
DISCOVER THE WORLD

EXCELLENT



4.79 Average 3489 Reviews



OUR AWARD-WINNING SERVICE

Amanda Edgar ★★★★★

My concierge Laura Wing is brilliant to deal with. She's very personable and always understands what cruise we are looking for and understands what's important to us .

Posted 14 hours ago

John Boyle ★★★★★

Dan,as usual most prompt and efficient. Our preferred travel agent! 😊

Posted 20 hours ago

Leonard Mogil... ★★★★★

Laura was most helpful with bookings that we made with both Celebrity and Oceania. I shall be booking again with Laura and Six Star Cruises

Posted 20 hours ago

CRUISES

Product recommendations

Feature: Popular products

Six Star Cruises combines high-converting social proof and [product recommendation](#) tactics on their homepage to inspire website visitors with their popular cruises.

Impact: By including popular products on the homepage, Six Star Cruises gives travelers a boost of inspiration and helps direct them to the product pages. Popular product recommendations can be particularly useful for shoppers who aren't sure of the type of vacation they want to book, allowing them to follow the wisdom of the crowd.

SIX STAR
CRUISES
DISCOVER THE WORLD


POPULAR CRUISE LINES



FROM £1299PP
VIEW CRUISES



SAIL BEYOND™
FROM £1019PP
VIEW CRUISES


Your World. Your Way.™
FROM £1419PP
VIEW CRUISES

MOST POPULAR SAILINGS


SEABOURN®
EXOTIC CARIBBEAN IN-DEPTH
19 FEB 2022 14 NIGHTS
SEABOURN ODYSSEY CARIBBEAN
CRUISE ONLY FROM
£5979PP
VIEW CRUISE


Regent
SEVEN SEAS CRUISES
AN UNRIVALED EXPERIENCE™
ISLAND IN BLOOM - MIAMI TO SAN JUAN
08 JAN 2022 7 NIGHTS
SEVEN SEAS NAVIGATOR CARIBBEAN
CRUISE ONLY FROM
£3909PP
VIEW CRUISE


SILVERSEA®
FORT LAUDERDALE (FLORIDA) TO BRIDGETOWN
25 JAN 2022 11 NIGHTS
SILVER SPIRIT CARIBBEAN
CRUISE ONLY FROM
£3219PP
VIEW CRUISE

VIEW ALL EUROPE DEALS

CRUISES

Data capture

Feature: Popovers

Six Star Cruises presents new visitors their site with a [popover](#) encouraging them to sign up for the company's updates.

Impact: The ability to provide a tailored email experience starts with collecting quality email addresses for your database. The use of a popover form on your website can contribute to this.

SIX STAR
CRUISES
DISCOVER THE WORLD

MOST POPULAR SAILINGS

*Anticipate
the journey*

EXCEPTIONAL SAVINGS ON
2022/2023 SAILINGS

SAVE UP TO £6,300 PER COUPLE

SIX STAR CRUISES
— EST. 2009 —

**Register today to receive our fantastic
cruise line deals & offers!**

Stay up to date with our latest cruise deals and promotions
to ensure you never miss out on the perfect sailing.

First Name

Last Name

Email Address

REGISTER NOW

By providing your email address and clicking 'Register Now', you consent to
us sending you cruise holiday deals by email. For further details, please see
our [Privacy Policy](#) here.

SEAS EXPLORE MEDITERRANEAN AZAMARA PURSUIT AFRICA SEABOURN ODYSSEY ALASKA

Product recommendations

contiki


Feature: Similar products

Contiki uses product recommendations on their product pages, displaying similar vacation packages to the one the shopper is currently browsing.

Impact: Displaying similar products enables Contiki to showcase a wider range of their packages, giving travelers an extra dose of inspiration and helping them find the right vacation for them.

Other Trips you might like

SAVE UP TO £524



Italian Espresso

★★★★★ 4.6

From **£1,184**
Price: £1,315

[Request More Info](#)

[VIEW TRIP](#)


📅 10 days

📍 11 places

🌐 1 country

✈️ 8 Inclusions & 7 Add-ons

SAVE UP TO £703



Italian Escape & Sicily

No reviews yet [NEW TRIP](#)

From **£2,056**
Price: £2,705

[Request More Info](#)

[VIEW TRIP](#)


📅 13 days

📍 10 places

🌐 1 country

✈️ 9 Inclusions & 12 Add-ons

SAVE UP TO £1,108



Ultimate Italy

No reviews yet [NEW TRIP](#)

From **£3,211**
Price: £4,245

[Request More Info](#)

[VIEW TRIP](#)

📅 22 days

📍 21 places

🌐 2 countries

✈️ 16 Inclusions & 19 Add-ons

[VIEW COMPARE](#)

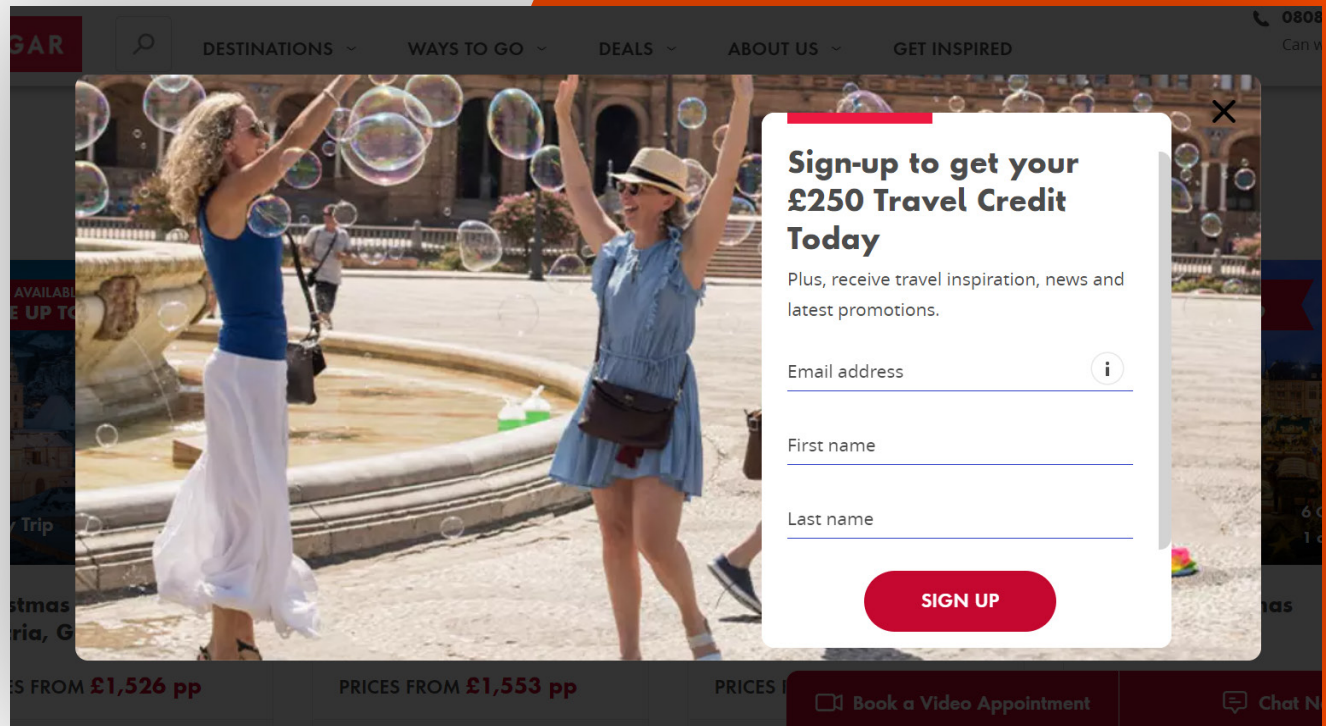
Data capture

TRAFALGAR

Feature: Popovers

Trafalgar Tours entices new visitors to their site to share their email address with a popover offering £250 credit to spend on a vacation.

Impact: Trafalgar Tours' popover serves two purposes: the visitor identifies themselves with their email address and they are tempted to make a purchase with the credit.



Social media

Feature: Instagram feed

Trafalgar Tours adds an Instagram feed to their emails, with a call-to-action button encouraging subscribers to follow them on the social media site.

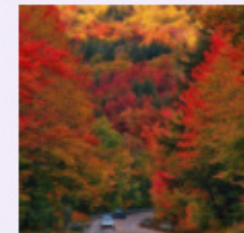
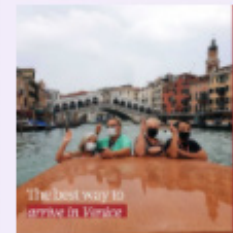
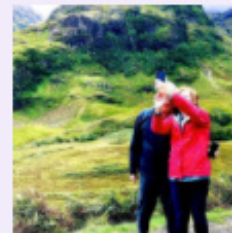
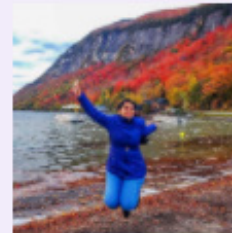
Impact: Adding live social feeds on web pages and in emails can help build a sense of community that travel businesses can benefit from.

User-generated content can be a great source of inspiration for travel bookers, providing the authentic content consumers crave and helping them make a purchase decision when choosing a vacation.

TRAFALGAR



See what these guests were up to...



FOLLOW US ON INSTAGRAM

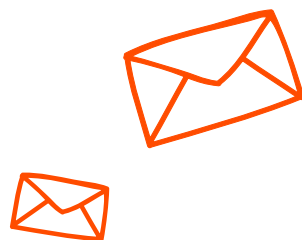
Triggered emails

Feature: Cart abandonment emails

Destin Florida triggers cart abandonment emails to entice travelers back to their site.

Impact: Booking a vacation is often a lengthy process, with shoppers browsing several travel providers at once to find the best fit for them. This means that abandoned carts are inevitable, as shoppers hop from one site to another or decide they need more time to make a decision. Timely cart abandonment emails that include details and imagery of the carted accommodation to jog shoppers' memories enable Destin Florida to react to high-intent behavior and boost bookings.

Destin Florida includes an attractive picture of the vacation property and highlights the benefits of booking directly with them.



Destin
FLORIDA.COM

Your vacation property is waiting...

Finishing booking your stay today while availability lasts!



House - 3 Bedrooms - 3 Bathrooms

["Sun and Sea", Southside of 30A](#)

Rosemary Beach - 30A, Florida

[View Property](#)

For more things Destin, join our Facebook Groups [here](#).

Why Book Direct?

Our site allows you to book directly with the property owner or manager. Booking direct with the owner or manager allows you to save up to 20% on your vacation vs booking on other large travel sites. We love our travelers and believe you should not be spending more when you do not have to.

Destin
FLORIDA.COM

Social proof

Feature: Popularity messaging

Sunwing uses popularity messaging on their product pages, displaying how many travelers have viewed the hotel the shopper is currently browsing.

Impact: Popularity messaging increases urgency and makes products seem more desirable. By displaying real-time information about how products are being interacted with on their website, Sunwing is able to spark interest in those particular products and boost urgency.

Popularity messaging works particularly well for travel businesses, where availability of accommodation, transport and activities is finite.


sunwing

 **Trending**



48 people are looking at this hotel



[Back](#) **1 Select** **2 Room(s)** **3 Flights & Upgrades** **4 Checkout**

[Need help? Call 1-877-786-9464](#)

Royalton Splash Punta Cana An Autograph Collection All Inclusive Resort and Casino ★★★★★

Punta Cana, Dominican Republic



 Recommended



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 **Trending**



48 people are looking at this hotel