

The Definitive Guide to

# COMPILING A GUEST WELCOME PACK

*Ideal for: Hotels, Serviced apartments, Vacation rentals, Airbnbs.*

**HOPEC**  
HOTEL PERSONAL CONCIERGE



# INTRO

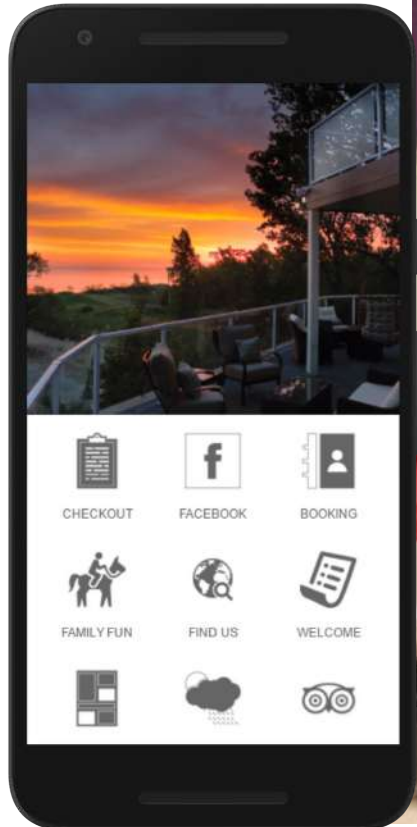
A great welcome book or pack will be appreciated from your guests. Consider the information they **need** and the information they **want**.

Basic elements such as contact details, how to work everything, how to get there, House rules or the Wi-Fi password must be included to ensure everything goes smoothly for your guests.

Make sure to offer the **local experience** that they want by adding your recommendations of restaurants, activities and places to visit.

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**Essential information to include**



Contact details



Booking information



Emergency services



Wi-Fi password



Transports



House rules



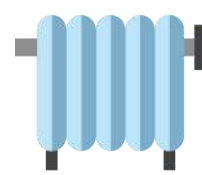
Checkout



Security information



Accessibility



How to work appliances





## Essential information to include



### Contact details

It is important that your guests can contact you easily. In your contact detail section, make sure to include the following:

- Address
- Phone number
- Out of hours contact
- Email address
- Website
- Social Media profiles



### Booking information

Direct your guests to the easiest way to book again or extend their stay. If you have your own website with a booking system, it will ensure a commission-free booking.

If you also *create an app* or a website/webpage for your guest welcome pack, make sure to use links or buttons to make it easy to use (e.g.: include a button to call your number or locate your address on Google Maps instead of just plain text, and include a link to your online booking system/platform).





**Essential information to include**



**Emergency Services**



It is important that your guests can call emergency services easily. They might be from another country and not know what number to call, so this information is vital. Make sure to include the following:

- Police
- Fire services
- Hospital
- Vet
- Dental clinic
- Out of hours contact

If you also *create an app* or a website/webpage for your guest welcome pack, make sure to use links or buttons to make it easy to use (e.g.: include a button to call an ambulance or the police).



## Essential information to include



### Wi-Fi Info

In this digital age, there is a chance that this is the first thing you guests will look for. Make sure to have this high in your list.

If you have a basic password generated by your internet provider, you might want to consider changing it into something simpler. If you have an app or a website, make sure your guests can copy and paste the password.

#### Make it as clear as possible:

- Network name
- Wi-Fi password
- Is your password case-sensitive?
- Detailed instructions (e.g.: connect to network 1, open a browser, sign up to get online)



## Essential information to include

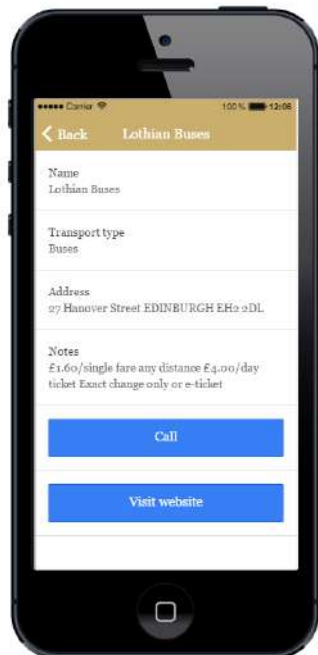


### Transports

Let your guests know the best way to get around and travel in your area - what is the easiest way to get to the airport? the cheapest way to get to the nearby city?

You can include:

- Train Stations
- Buses
- Taxis
- Airports
- Bicycle
- Boats



If you also **create an app** or a website/webpage for your guest welcome pack, make sure to use links or buttons to make it easy to use (e.g.: include a to the taxi company's website or a map of the nearest bus/train stations)





## Essential information to include



### Checkout

Make sure to include a checkout list for your guests. You can create an online interactive checkout form to make it simpler.



### House Rules

Make sure to include a checkout list for your guests. You can create an online interactive checkout form to make it simpler.



### Accessibility

Is your property handicap accessible? Provide detailed information (step-free access to the property, bedroom and bathroom, wheelchair accessible showers, handrails...)



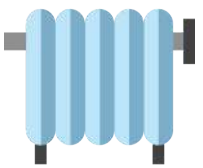
### Security information

Inform your guests about security systems and general precaution rules.





**Essential information to include**



**How to work appliances**



This section is important for 2 reasons. A clear guide will improve your guest experience and will also ensure your property does not get damaged because of misuse of your equipment. Here's a list of appliances that may need an how-to guide:

- Air conditioning
- Microwave Oven
- Television
- Radiator/Heating
- Shower/Bath
- Boiler
- Safe
- Security door
- Washing Machine/Dryer
- Dishwasher
- Fridge/Freezer
- Waste disposal

If you also **create an app** or a website/webpage for your guest welcome pack, you can create **quick videos** with a smartphone or a camera to explain how to work appliances, which will make it much easier for your guests.



**What you can recommend to your guests**



Outdoor activities



Family fun



Places to see



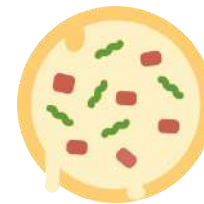
Arts and events



Takeaways



Cafés



Restaurants



Bars and Pubs



**Tip:** if you do not have ideas for recommendations, look up your area on websites such as TripAdvisor or Yelp and select places with the best reviews.



## What you can recommend to your guests

Recommend fun outdoor activities to your guests.  
Here is our non-exhaustive suggestion list:



### Outdoor activities



Skiing



Hiking



Camping



Canoe/Kayak



Horse riding



Sports





**What you can recommend to your guests**



**Family fun**

It is important to recommend kid-friendly activities. Here are some of our suggestions:



**Amusement Park**



**Zoo**



**Bus Tours**



**Theater**



**Swimming Pool/Beach**



**Laser Tag**





**What you can recommend to your guests**

Recommend places that make your area unique, such as:



**Places to see**



**Historic Buildings**



**Monuments**



**City centre**



**Landmarks**



**Parks and Gardens**



**Sightseeing**



## What you can recommend to your guests

Living in a vibrant area? Recommend local events and arts.



### Arts and events



Sports



Festivals



Concerts



Art Galleries



Museums



Theatre



**What you can recommend to your guests**



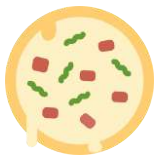
Takeaways

Recommend the best places for a quick and cheap lunch or dinner.



Cafés

Recommend your favourite local cafés for the best cappuccinos or hot chocolates.



Restaurants

From Italian to Indian, recommend the best restaurants in your area.



Bars and Pubs

Traditional pub or trendy bar, recommend your favourites places for a drink.





## Guest Welcome Pack

Depending on your type of accommodation, you can also prepare a little pack for your guests.

It is not uncommon for an Airbnb for example, to leave some food and drinks in the fridge to welcome the guests and have other amenities ready for them, such as towels for example.

It is also important to be easily contactable during their stay in case something goes wrong. If you are not welcoming them in person, make sure to send them a little welcome message.



### Want the perfect guest welcome pack? Why not create an app for it?

A guest welcome app is easy to create and update. Your guests can download it prior to their arrival, ensuring they have all the information they need and want even while they're on the go. It also helps you increase direct bookings and reviews.

▶ Try  and create your app