The TourAdvantage Guest Experience Timeline

This timeline shows how automated email fits across the guest experience. Each area represents a point where follow-up often breaks down and an automated email or short campaign can close common revenue leaks.

Booking Date		Tour Date	
TRAFFIC	**SWEET SPOT**		**RELEVANCE**
Automate welcome series that explains all your tours and drives traffic back to your site	Personalize emails using booking data + custom fields	Smart upsell private tours, add-ons, or partner offerings before tour date	Send automated review requests to all adults on the tour, including OTA guests
Turn site visitors into prospects with non-discount incentives	Recover OTA guest emails via waiver match	Send all upsell and post-tour emails to attendees also	Launch post-tour campaigns or membership offers when relavent
Follow up with people who browse but don't book	Automate payment reminders based on invoice amounts	Trigger emails based on "days until tour" or payment status	Send tailored messaging to repeat guests—even across dashboards or brands
Send different messages to first-timers, locals, or past guests	Send multiple pre-tour reminders (3 days before, day-of, 90 mins out) so guests show up ready	Cross-sell other tours (even across brands or dashboards)	Schedule transactional emails
		Utilize FareHarbor Rate Type and/or custom fields for upsells	Inactivate tourist email addresses after review to save on EMS costs

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