



The Power of WhatsApp for Hotel Marketing

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75%

clicked.

No, that's not a typo.

A real-world WhatsApp case study.

How do you actually talk to your customers?

Not at them. Not to their inbox. Not to their feed.

But in a way they actually respond to.

“

I've always thought about it from the customer's perspective.

How do I want to be communicated to?

And like most people now, the answer is WhatsApp.

Richard | Aldwark Manor Estate

The challenge:

PMS, booking system, MailChimp, BRS for golf, Trybe for Spa...

All disconnected. No interaction.

Email? 2% click rate on a good day.

Social? 3% of followers even see it.

SMS? You fire something at someone and hope.

There has to be a better way....

There's a void between email and social.

WhatsApp lives there.



EMAIL

Cold audiences
Newsletters
Booking confirmations



WHATSAPP

Warm audiences
Personalised journeys
Two-way conversation

THE SWEET SPOT



SOCIAL

Brand awareness
Cold reach
Algorithm dependent

WhatsApp by the numbers

2B+

Active users worldwide

98%

Message open rate

**45–
60%**

Average click-through
rate

23×

Daily opens per user

Compare: Email open rate ~20% | Email click rate 1–3% | Social organic reach ~3%

Email is a noticeboard

WhatsApp is a conversation



Personal. Immediate. Interactive. Already on everyone's phone.

Hotels are already using WhatsApp.

But not all approaches are equal.



Personal WhatsApp

- ✓ Warm and personal
- ✗ Not scalable
- ✗ Data on staff phone
- ✗ Off shift = silence
- ✗ No future marketing use



WhatsApp Business App

- ✓ One business number
- ✓ Slightly better
- ✗ Still manual
- ✗ No automation
- ✗ Single inbox only



WhatsApp API + Platform

- ✓ Automated flows
- ✓ Segmented audiences
- ✓ Full opt-in compliance
- ✓ Integrates with everything
- ✓ Scalable broadcasts

THIS IS WHERE THE MAGIC IS



HOW ARE HOTELS USING WHATSAPP WORLDWIDE?

My Vietnam trip. Pre-arrival info. Local tips. One receptionist created a WhatsApp group at check-in. I booked treatments through it. Asked where to buy sunscreen.

It was brilliant.

But it was on her personal phone.

The problem with that approach:

- X Data stays on a personal device
- X Guest history lost when staff leave
- X Only works when that person is on shift
- X No way to remarket in future
- X Not GDPR-friendly
- X Not scalable beyond one hotel/one person

All the warmth. None of the chaos.

That's what the right system gives you. PLUS Integration with your other systems....a holistic approach to comms....

New leads are important.

But they're the hardest to convert.

**Your warmest customers are
already in your contact list.**

Are you talking to them properly?

5-7x

more expensive to acquire a new
customer than retain one

31%

more spent on average by
existing customers

50%

more likely to try something new
if they already trust you

Know you → Like you → Trust you → They don't need convincing. They just need the right nudge.

CASE STUDY



Aldwark Manor Estate

- ✓ Luxury countryside estate hotel
- ✓ Spa, golf, events & accommodation
- ✓ Started from ZERO WhatsApp contacts
- ✓ 6-week pilot campaign
- ✓ Real data. Real conversations. Real results.

Step 1: Build the audience





The Prize

- ★ Luxury overnight countryside break
- ★ Access to the newly opened Spa
- ★ Afternoon tea for two
- ★ Time to enjoy the estate & grounds

Enter via WhatsApp

On brand. Aspirational. Genuinely desirable.

Entry Routes

-  Comment on Instagram post → DM → WhatsApp
-  Instagram Reel → DM → WhatsApp
-  Email campaign → click → WhatsApp
-  QR code → scan → WhatsApp

All roads lead to WhatsApp

See it in action.



Instagram → WhatsApp

84%

clicked through to enter via WhatsApp after
commenting on a post

The Instagram → WhatsApp pipeline

- 1 User comments on the competition post
- 2 Instant automated DM sent to their Instagram
- 3 84% tap 'Enter draw' — moving to WhatsApp
- 4 Opted in. In the channel. Ready to receive.

74–84% CTR across all Instagram entry routes

In 6 weeks, starting from zero...

2,021

WhatsApp contacts

People who actively chose to be in your channel.

Not scraped. Not bought. Opted in.

"Today's the day."

75%

average click-through rate

on the draw reveal sent to 2,000+ people across 6 batches

Email industry average: 1–3% click-through rate

They didn't win. But we didn't let them go.

"Thank you for taking part. We'd love to offer you a special treat."

Ascot Event

7–9% CTR

Murder Mystery

3–4% CTR

See Our Spa

5–7% CTR

14–18% of non-winners immediately clicked an event offer

Even the consolation message converted.

56.5%

click-through rate

**Murder Mystery
focused message**

69%

click-through rate

**Ascot teaser
message**

77%

click-through rate

**Accommodation
follow-up**

Standard Email click-through in hospitality: 1–3%

From enquiry to booking. Automatically.

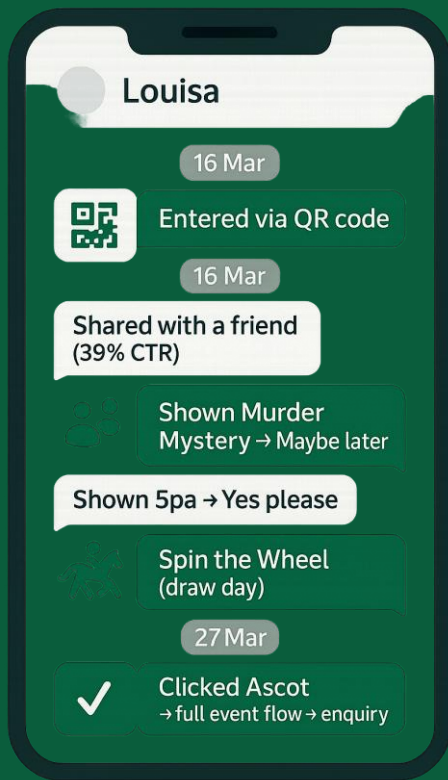


Amy's journey:

- ✓ Website form filled
- ✓ Instant personalised WhatsApp
- ✓ Chose 17th May event
- ✓ Ticket price: £69pp — event card sent
- ✓ Selected 10 tickets
- ✓ Accommodation: Yes
- ✓ Name + email captured automatically
- ✓ Hotel team alerted instantly

Zero staff involved until the alert fired

Louisa's Journey...



16 Mar

Entered via QR code



16 Mar

Shared with a friend (39% CTR)



17 Mar

Shown Murder Mystery → Maybe later



19 Mar

Shown Spa → Yes please



27 Mar

Spin the Wheel (draw day)



27 Mar

Didn't win → shown Ascot offer



14 Apr

Clicked Ascot → full event flow → enquiry

Built-in referral

39%

of entrants shared
with a friend

Share request also worked into the flow

The share message:

"I've just entered Aldwark Manor's Spring competition to win a luxury countryside break with spa access.

Thought you might like to enter too.

Click here to see how to enter 🖱️"

Then immediately shown Aldwark events:

"Before you go — can we show you something special at Aldwark Manor?"

45% said Yes, show me →

One channel. Every guest. Every interest.

Events

Ascot, Murder Mystery
Pizza nights, Quiz nights

Spa

Treatments, packages
Cryotherapy launch

Golf

Members, competitions
World Cup nights

Stays

Pre-arrival, during stay
Post-stay follow-up



VIP

First to know
Exclusive offers

Loyalty

Vouchers, rewards
Special moments

"You're the first to know."

The WhatsApp VIP Inner Circle

- First access to new events — before they go public
- Exclusive offers just for VIP members
- Makes people feel valued — not just another contact
- Simple opt-in — no points system, no tiers, just join
- Drives repeat bookings and long-term loyalty

WhatsApp isn't just marketing.

It's the experience.



Pre-event menu collection

Dietary needs, menu choices — all via automated WhatsApp flow



Pre-arrival information

Directions, what to bring, what to expect — before they even arrive



Post-stay follow-up

Review requests, thank yous, next visit offers — while they still glow



During-stay concierge

Book treatments, ask questions, request anything — at scale, automatically

Better experience → more reviews → more referrals → more returns

What to do next

1

Start with your warm audience

Past guests, enquiries, competition entrants — they already know you

2

Open more entry doors

Instagram, QR codes, website forms, email CTAs — every door leads to WhatsApp

3

Plan the journey, not just the message

What happens after they opt in? Map the flow before you build it

4

Get the right tool

You need the WhatsApp API + an automation platform. Investment is smaller than you think.

5

Think 12 months, not one campaign

Build the relationship. Soft sell. Consistent. Relevant. Long-term.

summary numbers.

Aldwark Manor. 6 weeks. Zero to this.

2,020

Contacts built

99%+

Delivery rate

84%

Instagram CTR

75%

Draw reveal CTR

69%

Ascot teaser CTR

56.5%

Murder Mystery CTR

“

This is about a soft sell that's effective.

The right message. The right person. The right moment.

Not banging people over the head.

”

A thought-out plan over 12 months that feeds the right things to the right people at the right moment.

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Your warmest customers are already on WhatsApp.

The question is whether you're there too?



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THE
ALDWARK MANOR
ESTATE

Competition and Resources

