

The Pre-Arrival Email Template

CAMPSITE 360 · CAMPGROUND OWNER SERIES

The Pre-Arrival Email Template

The email that sets expectations before guests arrive — so check-in is a confirmation of a great decision, not the first moment of truth.

1

Eliminates arrival anxiety — guests know exactly what to expect

2

Reduces check-in confusion and staff time on basic questions

3

Guests who arrive excited spend more and review better

WHEN TO SEND

Send 3–5 days before arrival. Early enough to build excitement. Late enough to feel relevant. Personalize the highlighted fields — everything else is ready to use.

From: **[Your Name]** at **[Park Name]**

To: **[Guest First Name]**

Subject: You're almost here — everything you need for **[arrival date]**

Hi **[Guest First Name]**,

We're looking forward to having you at **[Park Name]**. Your arrival is just a few days away and we wanted to make sure you have everything you need before you pull in.

YOUR RESERVATION

Arrival: **[Date]** · Check-in after **[time]**

Departure: **[Date]** · Check-out by **[time]**

Site: **[Site number or type]**

Confirmation #: **[Confirmation number]**

Here's what your site looks like:

Site photo [Add image here]

Site from arrival angle [Add image here]

View from site [Add image here]

[1–2 sentences describing the specific site — location in the park, shade, view, anything distinctive]

GETTING HERE & CHECKING IN

Address: **[Full address]**

[Any GPS note — e.g. GPS sometimes routes you to the back road. Use the main entrance on [Street Name].]

Check-in office: **[location on property]**

After-hours arrivals: **[instructions for late arrivals]**

WHILE YOU'RE HERE

[Amenity 1 and hours — e.g. Pool is open 9 AM–9 PM]

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[Amenity 2 — e.g. Camp store stocks firewood, ice, and basics]

[Local tip — e.g. The trailhead to [name] is a 5-minute walk from site 40. Worth it at sunrise.]

If you have any questions before you arrive, reply to this email or call us at [phone number]. We'll be watching for you on [arrival date].

See you soon,

[Your name]

[Park Name] · [Phone] · [Website]

Why Each Element Matters

1

Subject line

A specific arrival date in the subject outperforms generic subjects like "Your upcoming reservation." It signals the email is time-sensitive — open rates are significantly higher.

2

Site photos

The most important element. Even one good photo of the actual site eliminates the biggest source of arrival anxiety. Use photos from your shot list — arrival angle, hookup detail, view from the site.

3

The GPS note

Add this if your park is ever hard to find. Nothing starts a stay worse than a frustrated family who drove past your entrance twice. One sentence here prevents a 15-minute phone call.

4

The local tip

One specific, personal recommendation from you — not from TripAdvisor. It signals that real people run your park and care about the guest's experience beyond just the site. This is the sentence guests screenshot and show their travel partner.

Complete Guest Communication Timeline

TIMING	ACTION
At booking	Confirmation email with reservation details. Keep it short — the pre-arrival email does the heavy lifting.
3–5 days before	This template. The sweet spot — close enough that directions feel relevant, far enough to build genuine anticipation.

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Day before / morning of	Optional: a short "See you tomorrow" message with gate code (if applicable) and any last-minute conditions.
Day after checkout	A one-line thank-you with a direct link to leave a review. Guests who felt their expectations were met are far more likely to review within 24 hours.

Want the full guest experience framework?

The Digital Presence & Guest Attraction ebook covers every stage of the guest journey — from the first Google search to post-stay loyalty — with action checklists throughout.