



THE ADVENTURE BUSINESS UPDATE

Hot Tub Holiday Property: Marketing Message Template

Property USP Development

Core Property Features

Primary USP: _____

Secondary USPs:

1. _____
2. _____
3. _____

Target Audience Profiles

Primary Guest Type

Demographics: _____

Interests: _____

Booking Behaviour: _____

Value Drivers: _____

Secondary Guest Type

Demographics: _____

Interests: _____

Booking Behaviour: _____

Value Drivers: _____

Looking to grow your outdoor leisure business? Visit [Adventure Business Update](#) for exclusive insights, trends, and strategies to help you succeed.



THE ADVENTURE BUSINESS UPDATE

Property Description Templates

Short Description (50 words)

[Location USP] + [Property USP] + [Experience USP]

Medium Description (100 words)

[Emotional Hook] + [Key Features] + [Unique Experience] + [Call to Action]

Long Description (200 words)

[Scene Setting] + [Detailed Features] + [Experience Description] + [Practical Info] + [Call to Action]

Looking to grow your outdoor leisure business? Visit [Adventure Business Update](#) for exclusive insights, trends, and strategies to help you succeed.



THE ADVENTURE BUSINESS UPDATE

Key Messages by Channel

Website Copy

Headline: _____

Subheading: _____

Key Benefits:

1. _____
2. _____
3. _____

Social Media Templates

Instagram

Photo Requirements: _____

Caption Template: [Hook] + [Description] + [Hashtags]

Key Hashtags:

1. _____
2. _____
3. _____

Looking to grow your outdoor leisure business? Visit [Adventure Business Update](#) for exclusive insights, trends, and strategies to help you succeed.



THE ADVENTURE BUSINESS UPDATE

Facebook

Post Template: [Question/Hook] + [Property Feature] + [Call to Action]

Email Marketing

Welcome Email

Subject Line: _____

Key Information:

1. _____
2. _____
3. _____

Booking Confirmation

Subject Line: _____

Essential Elements:

1. _____
2. _____
3. _____

Looking to grow your outdoor leisure business? Visit [Adventure Business Update](#) for exclusive insights, trends, and strategies to help you succeed.



THE ADVENTURE BUSINESS UPDATE

Pre-Arrival Email

Subject Line: _____

Must Include:

1. _____
2. _____
3. _____

Seasonal Campaign Templates

Peak Season

Key Message: _____

Unique Selling Points:

1. _____
2. _____
3. _____

Shoulder Season

Key Message: _____

Unique Selling Points:

1. _____
2. _____
3. _____

Looking to grow your outdoor leisure business? Visit [Adventure Business Update](#) for exclusive insights, trends, and strategies to help you succeed.



THE ADVENTURE BUSINESS UPDATE

Off-Peak Season

Key Message: _____

Unique Selling Points:

1. _____
2. _____
3. _____

Photography Brief

Essential Shots

1. _____
2. _____
3. _____
4. _____
5. _____

Seasonal Shots

Summer: _____

Autumn: _____

Winter: _____

Spring: _____

Looking to grow your outdoor leisure business? Visit [Adventure Business Update](#) for exclusive insights, trends, and strategies to help you succeed.



THE ADVENTURE BUSINESS UPDATE

Detail Shots

1. _____
2. _____
3. _____

Review Response Templates

Positive Review

Thank you message: _____

Highlight mention: _____

Future booking encouragement: _____

Mixed Review

Appreciation: _____

Acknowledgment: _____

Improvement promise: _____

Positive reminder: _____

Critical Review

Professional response: _____

Specific addressing of issues: _____

Improvement actions: _____

Offline contact: _____

Looking to grow your outdoor leisure business? Visit [Adventure Business Update](#) for exclusive insights, trends, and strategies to help you succeed.