

# Beyond The Final Whistle

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The Post-Game Show

Turning World Cup Travelers  
into Lifetime Fans





# Traveler-to-Fan Conversion Funnel

4-stage journey: World Cup traveler → Lifetime customer



## Step 1: One-Time Visitor

World Cup traveler • 15-25% acquisition cost

15-25%

Platform fees



## Step 2: Perfect First Stay

Flawless experience • 100% satisfaction

100%

Satisfaction



## Step 3: Return Visitor

Engaged fan • Direct booking • 80% retention

80%

Retention



## Step 4: Brand Advocate

\$0 acquisition • Repeat stays • Referrals

5%

Conversion



## BIGGEST OPPORTUNITY

Stage 2 → 3 conversion - Turn satisfaction into action

5% = 20%


Retention = Profit increase

# Reputation Management Playbook

92% of travelers read reviews before booking



## Review Response Strategy

 Respond within 24 hours

★ **5-star focus:** Thank you + personalization

✓ **Template:** "Thank you for your stay! We're glad..."



## Rating Protection

 Address negative feedback proactively

⚠ **Conflict resolution:** Reach out immediately

↻ **Recovery:** Turn 1-star into 5-star



## Social Proof Building

★ Showcase reviews & UGC

📷 **Photo testimonials:** Share guest photos

↔ **Social sharing:** Instagram, Facebook



## Online Presence

🌐 Google, OTA profile, Direct site

G GMB optimization

📱 OTA profile management

4.8+ Target rating    24hrs Response time

✓ Best Practice: Respond to ALL reviews within 24 hours



# Guest Communications Playbook

★ DAY 1 **Review Goal**

🔄 WEEK 1 **Repeat Booking**

👥 MONTH 1 **Referral Goal**

❤️ ONGOING **Loyalty Goal**

**DAY 1** URGENT  
 Thank you message

- Send personalized thank you within 2 hours
- Request feedback with 5-star rating

“We hope you enjoyed creating new memories!”



**WEEK 1** ACTIVE  
 Feedback request

- Follow up on feedback with resolution
- Offer early booking discount for next visit

“We noticed you loved the view! Here's 10% off for your next stay.”



**MONTH 1** ACTIVE  
 Off-season offers

- Send off-season promotion email
- Share local events calendar

“Fall is beautiful here! Check out these local events.”



**ONGOING** ONGOING  
 Quarterly updates

- Quarterly newsletter with updates
- Holiday greetings and special offers

“It's been a year since your stay! Come back and see what's new.”



**Goal: Stay top-of-mind without overwhelming**  
 Quality over frequency - Each touchpoint should add value

📈 5% retention = 20% profit increase



# The Foundation: Flawless Operations

**Where we are today:** April 2026. You should have already completed Feb-Mar prep. Here's what's critical RIGHT NOW and what's coming next.



# The ROI of the Repeat Guest



**30-40%** of short-term rental guests are repeat customers



**15-20x** more expensive to acquire new vs retain customers

## The First Booking

15% – 25% FEES

## The Repeat Guest



\$0 ACQUISITION COST



**Retain just 5% of guests annually**  
Profit margin jumps by **~20%**

### KEY TACTIC

Convert platform leads into direct-bookers post-stay.

# Scaling the "Destination Ambassador" Role



## Energy Optimization

You don't have to write your own city guides—we've done that for you. Download yours for free on our Game On website.

### Official Resources

Match schedules, fan festivals, transit info

### Sites Auto-Update

No maintenance required



## Survival Essentials

What do international travelers need during a World Cup?



### Reliable Wi-Fi

For streaming games back home



### Extra trash bins

For post-match celebrations



### Stock the essentials

Coffee, laundry detergent



### Charging stations

Spare chargers & adapters



## Reduce Friction



### Jet-lag-friendly check-in

Early check-in/late check-out



### Transit cheat sheet

Subway maps, PATH train, rideshare zones



### Late-night food map

For when match ends at 10 PM

★ When you anticipate the friction points of international travel, you create that "Local Legend" experience they can't get at a Marriott.

# Final Summary:

## 3 Key Takeaways & 2 Priority Actions

1

### Stage 2→3 Conversion

**Biggest opportunity:** Turn satisfied guests into return visitors. Focus on the bridge between flawless experience and repeat booking.

2

### 5% Retention = 20% Profit

**Key metric:** Retain just 5% of guests annually to see 20% profit margin increase.

3

### Execute Comms Playbook

**Action now:** Launch Day 1 follow-up sequence to convert guests to repeat visitors.



### Action 1: Complete April Preventative Maintenance

Service AC units and all major appliances before summer heat hits. Don't skip April maintenance, it's the difference between five-star reviews and lost customers.



### Action 2: Launch Day 1 Follow-Up Sequence

Send thank you message within 2 hours of checkout. Take advantage of that "golden window" and request/secure those five-star reviews.



"Don't just host a fan.

Host a future regular."