

# First-Party Data: Your Hospitality Growth Engine

VRLTA Webinar with  
StyleBlueprint

# Roadmap for the Next 20 Minutes

1. Why first-party email data wins
2. Benchmarks (ROI, CAC, CSAT)
3. The 3-layer “Data Flywheel”
4. Stealable campaign ideas
5. Building & protecting your list
6. Email cadence: Give-Give-Give-Sell
7. Measurement cheat-sheet & next steps

# Why First-Party Email Data Still Wins

- \$36–\$42 revenue per \$1 email spend vs. \$2–\$4 on paid social
- 45 % avg. open rate in Travel & Hospitality (HubSpot 2025)
- 83 % lower Customer Acquisition Cost (CAC) when 1P data powers ads
- Compounds over time: richer segments → cheaper bids → greater ROI

# Where the Numbers Come From

- Litmus 2024 ROI study – tourism vertical ROI \$53:1
- Forrester Consulting 2024 – 83 % ↓ CAC, 78 % ↑ CSAT
- HubSpot 2025 Benchmarks – 45 % open, 2.8 % conversion
- Meta internal averages 2024 – \$2-\$4 revenue per \$1 on paid social

# The 3-Layer “Data Flywheel”

1. Collect & Clean – PMS, Wi-Fi splash, POS, RSVPs
2. Communicate – 70 % value • 20 % story • 10 % offer
3. Activate – custom, lookalike & exclusion audiences

# Step 1 • Collect & Clean

- Reservation system & online booking forms
- QR-code menus, digital receipts, event RSVPs
- Monthly hygiene: suppress bounces & dormants
- Capture zero-party prefs: kids? pets? dietary needs?

# Step 2 • Communicate (*Give-Give-Give-Sell*)

- 70 % value: guides, chef recipes, hidden hikes
- 20 % story: staff spotlights, renovation behind-the-scenes
- 10 % offer: mid-week rate, dining bundle
- Recommended cadence: 1 newsletter + 1 triggered send per week

# Step 3 • Activate in Paid Media

- Custom audience (last-90-day guests) → upsell packages
  - Lookalike 1 % (seed: high-value guests) → prospecting
  - Exclusion list (already booked) → avoid wasted impressions
- 25-30 % lower CAC versus broad targeting



# 3 Campaign Ideas You Can Steal

1. Shoulder-season bookings: email local guide → retarget openers
2. Fill tonight's tables: SMS + email VIP list → 1-day geo-radius ad
3. Grow the list: gated "Insider's Guide" PDF → lookalike lead-gen ad

# Building (and Protecting) the List

- Value exchange: parking code, recipe ebook, 10 % first stay
- Zero-party questions on signup: kids? pets? wine vs. beer?
- Privacy: clear opt-in, easy opt-out (VA CDPA & CAN-SPAM compliant)

# Simple 3-Week Email Calendar

**Week 1** – Mon: VA Food newsletter | Wed: Fall package pre-sale  
| Fri: Chef spotlight

**Week 2** – Mon: Event lineup | Wed: New-subscriber drip #1  
| Fri: VIP dining offer

**Week 3** – Mon: Road-trip ideas | Wed: 48-hr restaurant pass  
| Fri: UGC reel roundup

# Measurement Benchmarks

- Open rate: 35 %+ (Travel median 45 %)
- Click-through rate: 2–5 %
- Unsubscribe rate: < 1 %
- Expect  $\geq 25$  % lower CAC on email-seeded lookalike campaigns

# Own the Relationship; Own the Future

- “If ads vanished tomorrow, could you still talk to your guests?”
- Yes → double-down on segmentation & automation
- No → start collecting every email today

# Extra Ideas (If Time Allows)

- On-site kiosk to capture drive-in visitors
- Cross-promote with attractions via list swaps (1P×1P)
- AI subject-line testing: 82 % ROI lift (Litmus 2024)

# Questions?

- Liza Graves • CEO, StyleBlueprint
- [liza@styleblueprint.com](mailto:liza@styleblueprint.com)
- Join us on June 24th, from noon to 12:30 p.m. Eastern Time to learn how to create custom and lookalike audiences in Meta Business Suite ———≥ use QR code to register or this url: <https://blueprint.inc/vrlta/>

