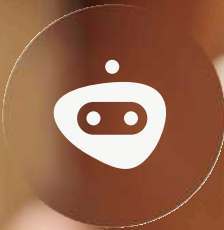





Peak Season

Playbook for Hotels


How to stay in control of guest communication during your busiest season





 Free to download


trenngo.com


Content


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1

Your busiest season comes with more than just guests

Peak season is one of the most important, and most demanding, times for hotel teams.

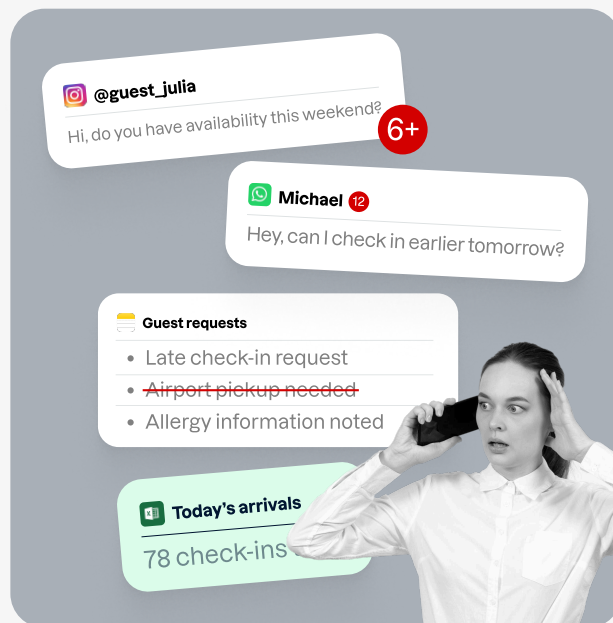
As occupancy rises, so does the volume of guest communication. At the same time, hotel teams are expected to maintain fast response times, consistent service, and a high-quality guest experience. The challenge isn't just higher demand. It's handling more conversations, across more channels and systems, without losing control.

In this guide, we'll show how hotel teams can prepare for peak season by:

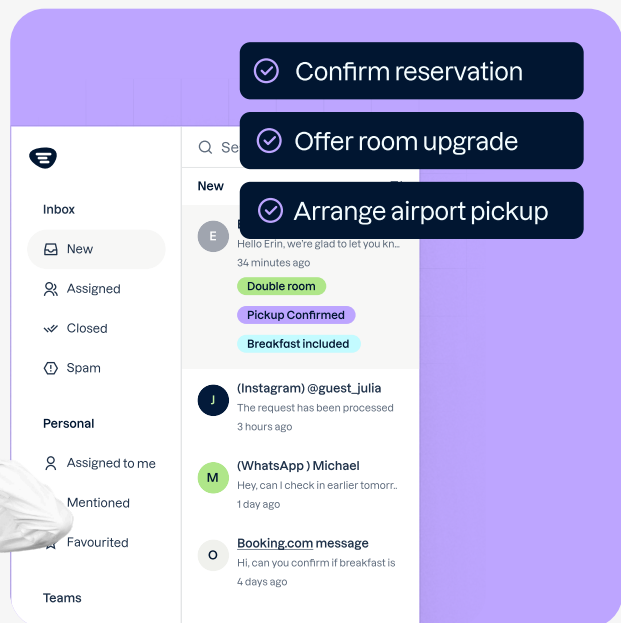
- Centralising guest communication
- Connecting conversations to existing hotel systems
- Reducing repetitive workload with AI and automation
- Improving collaboration across teams
- Create a better guest experience

The result: a more scalable operation, better team efficiency, and a smoother guest experience from booking to post-stay.

From **chaos**



To **CONTROL**



The questions your team answers every day

Peak season doesn't create new questions. It multiplies the ones you already get. Things like check-in times, breakfast hours, parking, or WiFi come up every day. But during busy periods, these same questions start coming in at a much higher volume, often across multiple channels at the same time.

Individually, they're simple to answer. Together, they can quickly take up a significant amount of your team's time.

Before arrival

Do you have parking?

Can I check in early?

Is breakfast included?

Can I request a specific room?

During the stay

Can I get extra towels?

The WiFi isn't working

Can you book me a taxi?

What time does the spa open?

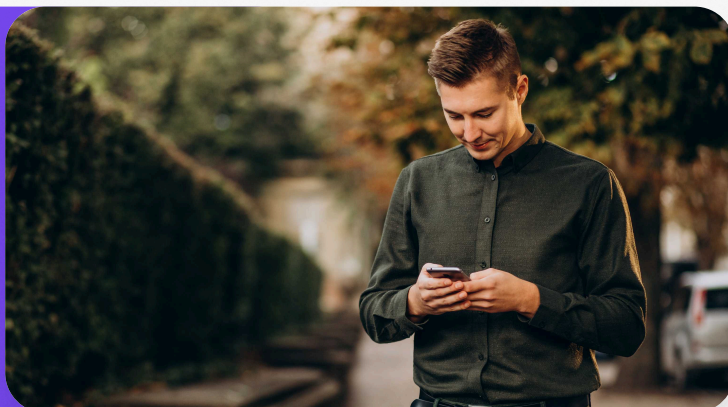
After checkout

I left something in my room

Can I book again for next month?

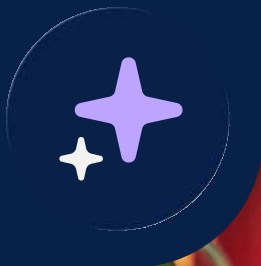
These questions come in across WhatsApp, email, website chat, and OTAs, often all at once.

Learn more



From chaos to control: **how to handle peak season communication**

Staying in control during peak season doesn't come down to working harder, it comes down to how your communication is set up.



2

Connect everything **in one place**

Handling communication efficiently also depends on having the right context. When messages are spread across different tools, teams lose time switching between systems, searching for information, and trying to piece conversations together. During peak season, this quickly becomes difficult to manage.

To stay in control, your setup needs to bring everything together — not just your communication channels and systems, but also the way conversations are handled.

Many hotel teams now rely on AI to support this. By handling repetitive questions and helping route conversations automatically, AI can take a significant part of the workload off your team. This makes it easier to manage high volumes, respond faster, and maintain a consistent guest experience, even during peak periods.

One inbox for all guest communication

Guest messages don't come from a single place. They come through WhatsApp, email, website chat, and OTAs, often at the same time, and sometimes within the same conversation.

With a platform like Trengo, all of these interactions can be brought into one shared inbox, giving your team a clear overview of what's coming in, what still needs attention, and who is handling each request.

Instead of jumping between platforms, teams can manage everything in one place, making it easier to stay organised, respond faster, and maintain consistency across conversations.





Connected to your hotel systems

Having all conversations in one place is only part of the solution — having the right context is what makes communication truly efficient.

By connecting your communication with systems like your PMS, CRM, and booking platforms, your team can access guest and booking information directly within each conversation.

MEWS



Booking Experts



With Trengo, integrations with platforms like MEWS, Apaleo, Cloudbeds, or Booking Experts allow teams to:

- View booking details instantly
- Personalise responses based on guest information
- Avoid switching between multiple tools

This not only saves time, but also helps your team respond more accurately and confidently, especially during peak demand, when speed and clarity matter most.

3

Get organised **with labels**

When messages increase, staying organised becomes harder. Who is replying to what? What still needs attention?

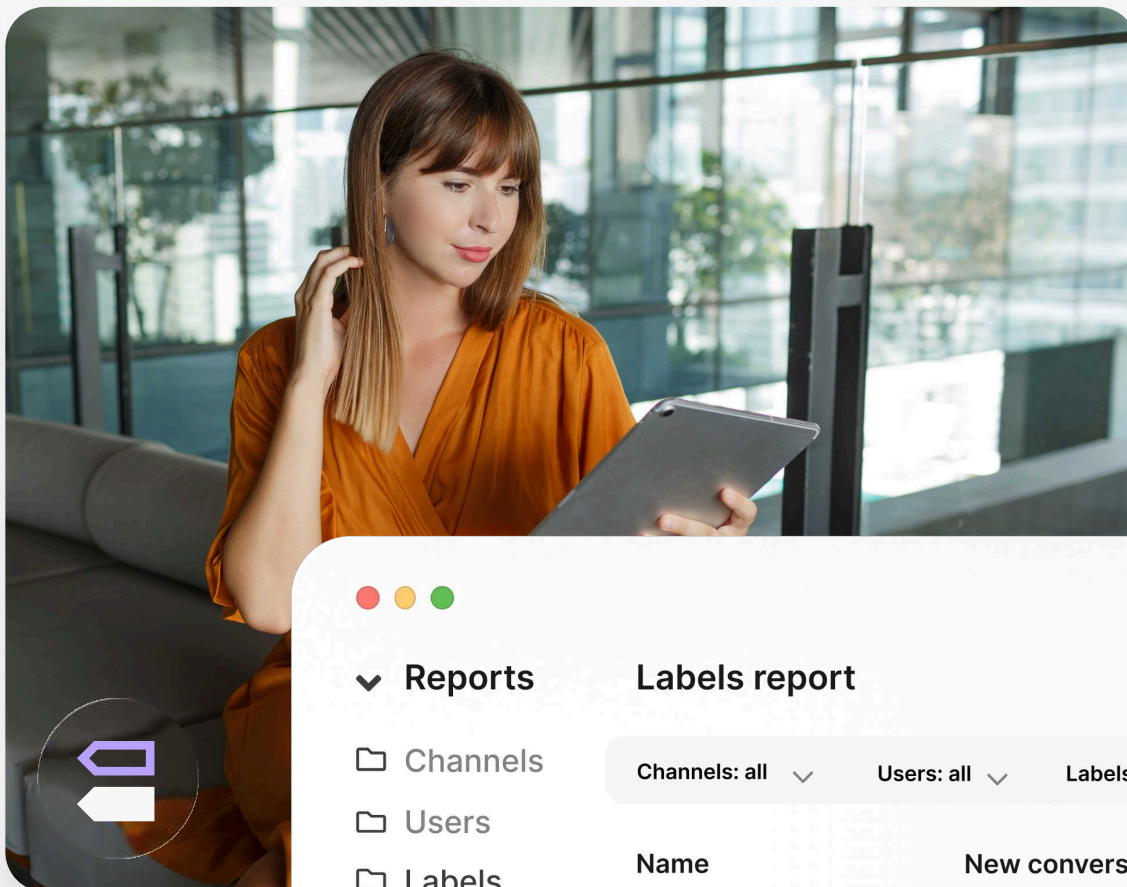
Using labels helps your team keep a clear overview and avoid things slipping through the cracks. A couple of examples of labels you can use are:

+ Complaint

+ Upsells

+ Guest service

You can also use labels to segment your customers, which makes it easier to get an understanding of who they are and what drives them.



4

Handle repetitive questions more efficiently

Many guest questions are predictable, especially during peak season. Things like check-in times, breakfast hours, or parking details come up again and again, and while they're important, they take up a significant amount of your team's time.

Instead of answering the same questions manually each time, you can streamline how these are handled. So guests still get fast, helpful responses, without adding pressure to your team.

Quick replies

Quick replies allow your team to respond faster while keeping a consistent tone of voice. Instead of typing out the same answers repeatedly, your team can use pre-written responses for common questions. They:

- Save time
- Reduce repetitive typing
- Ensure consistency across your team



Need some inspiration?

[15 life-saving quick reply messages for WhatsApp Business.](#)

Auto-replies

Auto-replies help ensure that every guest receives a response — even during busy periods or outside opening hours. They're especially useful for setting expectations and letting guests know their message has been received. They can be used for:

- Instant confirmations
- Setting expectations
- Handling peak-time volume



Need some inspiration?

[18 WhatsApp Business auto-reply message samples.](#)

5

Go beyond basic automation

As message volumes grow, simple responses are no longer enough. This is where more advanced automation helps you scale.



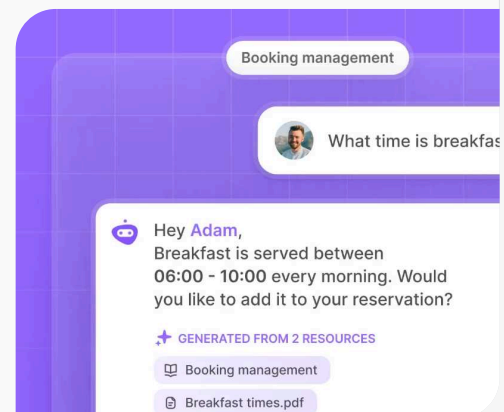
AI Agents

The AI Agent acts as your digital front desk, responding to guests in real time. Instead of your team handling every incoming message, the AI Agent can take care of common questions instantly, from check-in details and WiFi access to amenities or directions. This ensures guests always receive a quick response, even during busy periods or outside opening hours.

It can also support multiple languages and handle several conversations at once, making it easier to manage high volumes without delays.

When needed, conversations can still be passed on to your team, so more complex or sensitive requests are handled by a person.

This way, your team spends less time on repetitive questions and more time on delivering a great guest experience.

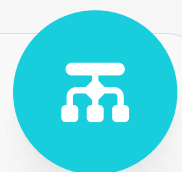


AI Journeys

AI Journeys allow you to guide and manage guest conversations from start to finish.

Instead of replying manually or routing messages yourself, you can set up structured flows where AI provides information, collects details, and directs each conversation to the right team when needed. This ensures guests receive accurate answers quickly, while reducing manual work for your team.

With AI Journeys, you stay in control, setting up workflows in minutes while AI Agents handle repetitive questions.

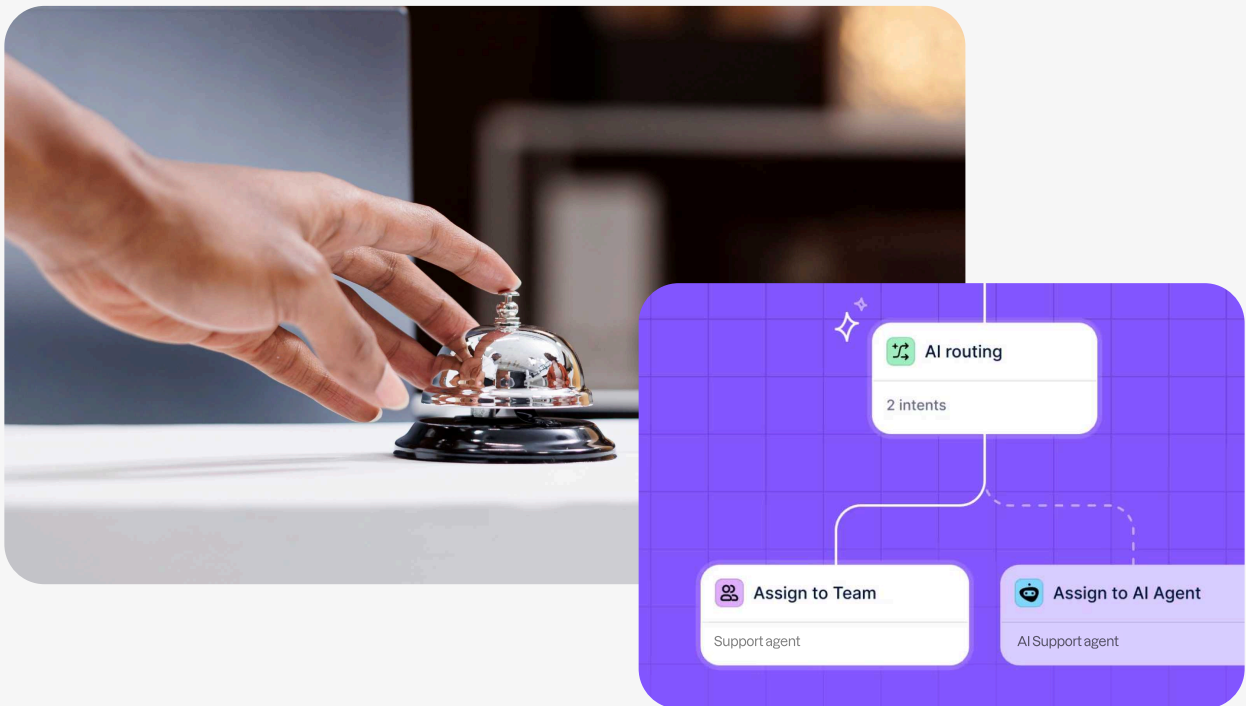


What this looks like **in practice**

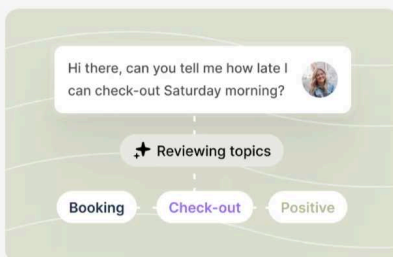
For example:

- **Route messages mentioning “dinner” to restaurant staff**
- **Label messages as urgent when a guest mentions a complaint**
- **Forward upsell-related conversations to sales**

This helps ensure that messages reach the right team quickly, without manual sorting.

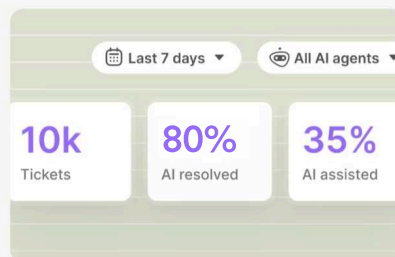


Get more out of AI Journeys



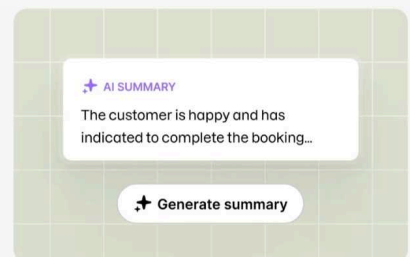
AI Labeling:

Let AI research every conversation and add the right topics so you know where to improve.



Reporting & analytics:

Understand how your human- and AI agents are solving incoming questions.



AI Summarisations:

Less reading! Ongoing conversations can be easily summarised.

6

Create a better guest experience

Efficiency is important during peak season, but it's not the only thing that matters. Guests still expect a smooth, personal, and responsive experience, even when your team is handling a high volume of requests.

The way you communicate plays a big role in this. When conversations are fast, consistent, and easy to follow, guests feel more supported and confident throughout their stay.

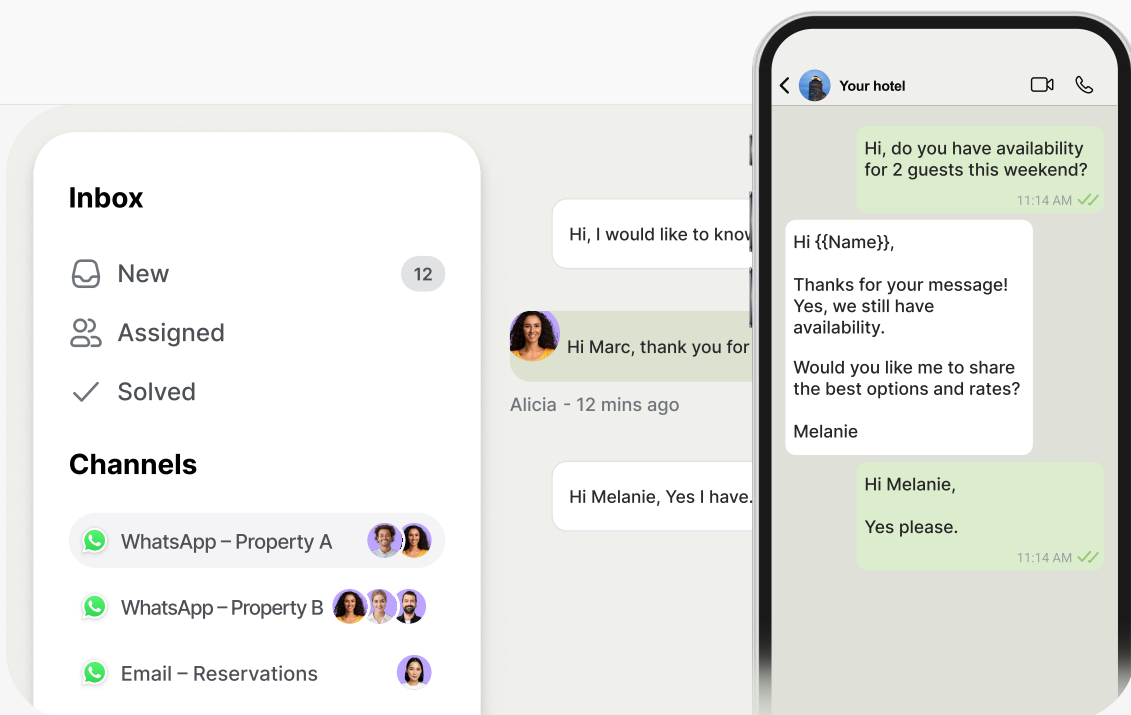
WhatsApp as a digital front desk

Messaging channels like WhatsApp can act as a digital front desk, allowing guests to reach you instantly at any point in their journey: before arrival, during their stay, or after checkout.

Instead of separate interactions across different channels, everything becomes part of one continuous conversation. Guests don't need to repeat themselves, and your team always has the context they need.

This leads to faster responses and a more personal experience, even during busy periods.

→ [Learn more about using WhatsApp in hospitality.](#)



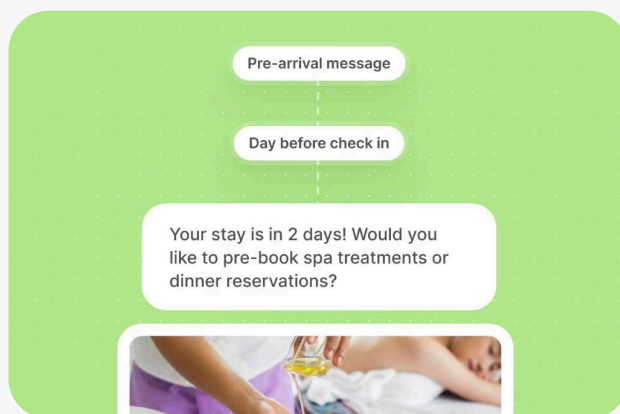
Upsells and tailored recommendations

Messaging also creates opportunities to enhance the guest experience.

You can:

- Offer room upgrades
- Suggest late check-out
- Recommend local experiences

All within the same conversation.



Send proactive messages across the guest journey

Guest communication doesn't have to be reactive. By sending the right message at the right time, you can reduce inbound questions and improve the overall experience.

Instead of waiting for guests to reach out, you can anticipate their needs — whether that's sharing key information before arrival, offering support during their stay, or following up after checkout.

This not only takes pressure off your team during peak periods, but also creates a smoother, more consistent experience for your guests from start to finish.

Before arrival

"Hi [name],

Thanks for your booking at [hotel name]. We're looking forward to welcoming you on [date]. Check-in starts at [time]. Let us know if you need anything before arrival."

During the stay

Hi [name],

just a quick reminder that breakfast is served from [time] to [time]. If you need anything during your stay, feel free to message us here."

After check-out

Hi [name],

We hope you had a great stay with us. If you have a moment, we'd really appreciate it if you could leave us a review. And if you need anything else, feel free to message us.



These messages can be **personalised and sent automatically**, helping your team stay ahead during busy periods.

7

Peak season **checklist**

Preparing for peak season doesn't have to be complicated, but it does require the right setup. By putting a few key elements in place ahead of time, you can avoid last-minute pressure and make sure your team is ready to handle higher volumes with confidence. Use this checklist to make sure everything is in place before demand starts to increase:

- ✓ Bring all guest communication into one inbox
- ✓ Connect your communication with your PMS and hotel systems
- ✓ Set up quick replies and auto-replies for common questions
- ✓ Use labels to organise conversations and assign ownership
- ✓ Implement AI to handle repetitive requests and route conversations
- ✓ Enable collaboration across teams (front desk, reservations, guest services)
- ✓ Set up proactive messages for key moments in the guest journey
- ✓ Review conversation data to identify bottlenecks early

8

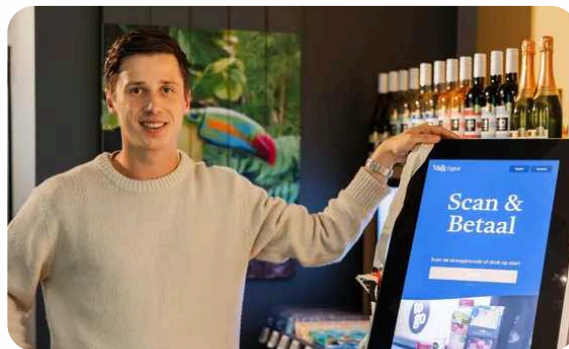
Learn from hotels already handling peak season at scale

Many hospitality teams are already using automation and centralised communication to stay in control during high-demand periods. Here are a few examples:

Valk Digital

Over 80% of guest conversations are resolved in under 2 minutes, helping their team respond faster while reducing manual workload.

[Learn more](#)



YOUR APARTMENT

Handles guest communication across 13 channels while maintaining response times under 4 minutes, ensuring a consistent experience across every touchpoint.

[Learn more](#)



EuroParcs

Scaled automated guest communication across 52 parks, saving 318 hours per month and handling over 42,000 conversations automatically — while keeping operations centralised and efficient.

[Learn more](#)



9

Stay in control during peak season **with Trengo**

Peak season doesn't have to mean chaos. With the right setup, hotel teams can handle higher volumes, reduce pressure, and deliver a consistent guest experience, even during the busiest periods.

The key is bringing everything together: your communication channels, your systems, and your workflows. That's exactly where Trengo supports hotel teams.

By combining one central inbox, AI-powered automation, and integrations with your hotel systems, Trengo helps you stay in control of every conversation, from the first message to post-stay follow-ups. With Trengo, you can:

- **Manage all guest conversations in one place**
- **Automate repetitive questions with AI**
- **Support guests 24/7 without increasing headcount**
- **Collaborate across teams with full visibility**
- **Connect communication directly to your PMS and other systems**

So your team can focus less on handling volume and more on delivering great guest experiences.



Elevate your guest experience with Trengo this peak season.

[Our team is always happy to help.](#)

Plan a demo





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Utrecht, Netherlands

