



Hostfully Case Study

How a 350+ unit property management company scaled a high touch guest experience with digital guidebooks

Cabins for YOU is a professionally managed hospitality business where guests immerse themselves into the wilderness, without the stress associated with traditional camping. The family-owned company started in the early 1900's with two rental cabin businesses on the East coast, expanding to 350+ properties today.

Cabins for YOU is different from traditional home sharing services because of quality assurance (personal cabin inspections before listings are approved), and delivering a full-service guest management experience.

The company also employs a team of vacation specialists who are on-call to assist guests with any questions or concerns they have before, or during their stay.





Before Hostfully: Overwhelmed Customer Service Teams

Before using Hostfully, the guest relations team at Cabins for YOU were handling approximately 12,000 calls each month. Many of the calls were inquiries for basic information that could've been explained on their website or guidebooks.

This was a significant issue for Cabins for YOU, who needed to repeatedly answer the same questions and missed out on addressing time-sensitive guest concerns, including last-minute itinerary changes. The result: frustrated customers, and flustered, overworked staff.



“Using Hostfully guidebooks frees up our team to work on improving the guest experience rather than answering the same questions over and over”

Stefani, Director of Marketing at Cabins for YOU



With Hostfully: Answers Delivered Fast

Today, Cabins for YOU uses Hostfully to power hundreds of online guidebooks. They use Hostfully's Splash Screen feature, which helps guests agree to terms and conditions. Cabins for YOU also collects guest emails for future

marketing. This email collection is critical for vacation rental businesses, because it helps them broaden their email distribution list to include everyone who stayed in their property—not just the person who holds the reservation.

How They Did It









To get started, Stefani, the Director of Marketing at Cabins for YOU, and Zack, the Campaign and Community Manager, sat down and brainstormed the information they should include in their guidebooks. This content included information to simplify arrival/departure processes and details on nearby restaurants and attractions.

After identifying what they would include in their guest guidebooks, Stefani and Zack created two guidebook templates, and two standard cards. Standard cards can highlight arrival and departure instructions, places to eat, a house manual, local attractions, and more.

Stefani and Zack then created a training guide to educate their team on using Hostfully. After laying this groundwork, the Cabins for YOU Marketing team then split up all properties on their site, and within a week, they created 345 guidebooks!

The Cabins for YOU Marketing team shares their guidebook with guests once reservations are confirmed. The guidebook URL is then shared again two days before the guest's arrival.

Stats Of Interest

-  **345** Guidebooks
-  **2** Templates
-  **218** House Manual Cards
-  **349** Direction Cards
-  **28** Recommendation Cards
-  **344** Parking Cards
-  **5** Custom Categories
-  **6** Team Members To Build The Guidebooks

“Hostfully has been an invaluable tool to help us deliver exceptional experiences for our guests”

Stefani, Director of Marketing at Cabins for YOU

“Rather than travellers spending valuable vacation time calling our customer service teams, guests access essential information with a few clicks”

Stefani, Director of Marketing at Cabins for YOU

Business Impact: Less Stress For Customer Service Teams And Happier Guests

Cabins for YOU reports that inbound support call volumes have dropped significantly, as guests are now able to find information via their digital guidebooks. This is essential to their success, leaving Cabins for YOU free to focus on issues such as assisting lost guests, and processing last-minute itinerary changes.

Cabins for YOU can also focus more on the concierge side of their business. This means that more guests receive unique experiences tailored to their individual requests. Guests see significant benefits from the guidebooks. Now, they can plan their trips without having to scour different websites to discover things to do, places to go, and venues to visit.

Key Success Metrics

345 guidebooks created in one week

12,000 inbound monthly calls before Hostfully was implemented

10,200 after Hostfully was implemented—a 15% decrease!

6% increase in revenues after Hostfully was implemented