FREE COMPANION E-BOOK • 2026 EDITION

Beautiful newsletters. Better hospitality communication.

A practical beginner’s guide to newsletter planning, writing, design, sending and using Create My Hospitality Newsletter.

Designed for independent hotels, villas, guesthouses, vacation rentals, travel agents and small hospitality businesses.

The goal: send fewer, more useful emails that people actually want to receive.

Includes: audience strategy • content checklist • sending tools • hospitality examples • app walkthrough • AI-use guidance

Created by @katerinaramm1 on X with the help of AI

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TIP Use the chapter links above or the PDF bookmarks to navigate.

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01 What makes a good newsletter?

A newsletter is a purposeful email sent to people who want to hear from you. It might share useful information, highlight a service or offer, reconnect with past guests or update professional partners. It is not the same as a generic mass email.

Start with one purpose

- Inform: tell travel partners about new facilities, confirmed availability, updated brochures or opening dates.
- Inspire: show guests what a stay could feel like, using genuine photographs and relevant experiences.
- Convert: invite a clear next step—view dates, request a quotation, discover a package or reply with a question.
- Build relationships: send a thoughtful seasonal greeting, welcome message or post-stay thank-you.

The anatomy of an effective email

- Recognizable sender and truthful subject line.
- Helpful preheader (the short text visible next to the subject in many inboxes).
- One strong headline and a short, audience-relevant introduction.
- One primary call to action (CTA): e.g. “Request availability”.
- Useful images with descriptive alternative text.
- Business identity, contact details and required unsubscribe controls.

> Simple rule: One email, one primary audience, one main objective. You can include supporting links, but the reader should immediately understand what matters.

A sample structure

Subject: Summer 2027 villa availability — selected openings
Preheader: Updated dates, photographs and booking contact in one place.
Headline: Your next Mediterranean stay
Body: Two short paragraphs, 1–2 meaningful photos, confirmed highlights
CTA: Request availability
Footer: Property identity, contact, website, unsubscribe managed by sending platform.

02 Hospitality: what to include—and avoid

For hotels, villas and guesthouses

- State the location, accommodation type and what makes the property distinctive—accurately.
- When relevant, give dates, capacity, room information, booking conditions and verified offer details.
- Link to genuinely useful destinations: official website, a live availability page, brochure, photo gallery or enquiry email.
- Use recent, authorized photographs that match the actual property; avoid stock visuals that misrepresent the experience.
- Distinguish between travel partner content (rates, allotments, fact sheets, floor plans) and guest content (experiences, reassurance, benefits).

Avoid these common mistakes

- Too many competing buttons, large walls of text or excessive animated images.
- Unconfirmed prices, availability, amenities or promotional claims.
- Images containing all the text: image blocking and accessibility can make the email unusable.
- Long lists of recipients pasted into BCC as a substitute for a proper campaign platform.
- Buying or scraping email lists and assuming prior guest contact automatically grants unlimited marketing permission.
- Urgency tactics such as “last chance” unless the claim is genuinely true.

Match the audience

Audience	Content worth sending
Past guests	Seasonal inspiration, genuine updates, relevant returning-guest offers
Travel agents	Upcoming availability, updated fact sheets, property changes, a single enquiry contact
Event planners	Capacity, layouts, verified rules, galleries, event enquiry link
Local partners	Partnership opportunities, shared experiences, practical collaboration details

03 When should you send?

There is no universal “best day” or “magic hour”. Your audience, time zone, season and email purpose matter more than generic benchmarks. Start with a modest schedule, test, then refine based on actual results.

A practical starting rhythm

Newsletter type	Suggested cadence
Guest inspiration / updates	About monthly or every 6–8 weeks, when there is something useful to say
Partner availability updates	When dates or conditions materially change; avoid repeated identical sends
Seasonal campaign	Plan ahead of booking decisions and holidays, with enough lead time to act
Christmas or New Year greeting	Typically 1–3 weeks ahead, depending on the recipient and culture
Operational notice	As needed; important guest information should not depend on marketing campaigns

A 15-minute pre-send review

- Is this email relevant to this audience?
- Are offers, rates, dates, phone numbers and destination links correct?
- Does it read well on a mobile screen?
- Are images optimized and all important information also available as text?
- Did you test all links, contact buttons and the unsubscribe mechanism?
- Did you send a test message through the actual email service?

Measure what matters: delivery failures, clicks, enquiries, conversions, unsubscribes and complaints. Treat “open rate” as directional only; privacy protections and automatic image loading can distort it.

04 Design here. Send through an email service.

Create My Hospitality Newsletter is a design and export tool, not a mailing platform. It helps you prepare the HTML and assets. To send a campaign to a contact list, use a dedicated email service with subscriber management, unsubscribe handling, authentication and reporting.

Examples of sending platforms

- Zoho Campaigns: offers a free tier for eligible accounts; its official site currently describes up to 2,000 contacts and 6,000 emails per month on the forever-free plan. Features and availability can change.
- Mailchimp: offers a limited free Marketing plan; its published limits are currently 250 contacts and 500 sends per month, with a 250-send daily cap.
- Other services exist. Choose based on your contact count, sender domain, location, compliance needs, support and whether your exported HTML can be imported.

A safe sending workflow

1. Maintain a lawfully collected contact list, segmented into relevant audiences.
2. Verify sender information and domain authentication (SPF, DKIM; DMARC as relevant).
3. Import the finished email HTML into the selected platform using its supported workflow.
4. Host images at stable public HTTPS URLs or upload them into the platform’s image library and replace image references.
5. Add any platform-required contact details, unsubscribe mechanism and preference handling.
6. Send test emails to Gmail, Outlook and a phone; inspect links and layout.
7. Send only to the appropriate audience, then review results and suppression lists.

> Important legal point: EU direct-marketing email often requires prior consent, subject to a limited existing-customer exception and national implementation. A B2B address is not automatically exempt. Always respect objections and unsubscribes; check applicable rules for your business and recipients.

Current platform information and sender guidance

Zoho Campaigns pricing · Mailchimp free-plan limits · Google sender guidelines · EU privacy guidance

05 Quick tutorial: the newsletter builder

The steps below describe the current prototype. Interface wording may change as the project evolves.

Build an ordinary newsletter

1. Choose Newsletter Builder. Keep this mode separate from the Christmas Card Creator.
2. Open Design. Enter the property name, email subject, preheader, website or contact details, then choose a layout and your brand colors. You can enter a custom HEX color.
3. Open Content. Add and arrange sections: hero image, text, centered caption, photo, highlights, availability, buttons or a YouTube preview.
4. Edit sections. Insert relevant text links or CTA buttons; add images by upload or public URL. YouTube content is represented as a clickable thumbnail because embedded video players generally do not work in email clients.
5. Add social links. Instagram, Facebook, TikTok, X, YouTube and email links appear when configured.
6. Preview. Check desktop and mobile layouts, spelling, spacing and every destination link.
7. Export. Download HTML or ZIP. Save a project backup if you want to reopen it later.

Try the included sample

Click Load Example Newsletter to see a fictional, fully editable arrangement. The Christmas editor is a separate mode with its own draft; switch modes using the top navigation. Download a project backup before replacing an existing newsletter.

Important note about image files

A ZIP may include local image files for your own use. Those file paths will not automatically display after an HTML email is sent. For reliable email delivery, use hosted HTTPS images or import the images into your sending platform and update the links.

06 Quick tutorial: the Christmas card

Choose Create Your Christmas Card from the top navigation. Pick the Elegant, Mediterranean or Classic festive style; then add your business name, greeting, signature and optional logo or photograph.

You can start with a suggested greeting in English, Greek, German or Italian, then rewrite it in your own tone. Preview the result, check the links and export it as HTML, PNG or ZIP where available.

A note about sending greeting cards

- For one-to-one messages: a PNG attachment may be simplest. Include a brief greeting as actual email text, not only in the image.
- For a subscriber or partner campaign: use an email-sending service, even if the card is seasonal.
- For HTML: check hosted images, a readable fallback message, sender identity and the unsubscribe mechanism where required.

An example Christmas message

Subject: Warm wishes from [Property Name]

As the year comes to a close, we would like to thank you for the trust and moments shared with us. Wishing you a peaceful Christmas and a wonderful New Year.

Warm regards,
The [Property Name] Team

Other seasonal formats to come

Planned future editions: New Year, Easter, spring reopening, summer availability and autumn offers. These are roadmap ideas, not yet included as working templates in the present version.

07 Responsible AI and newsletter writing

AI can help brainstorm subject lines, improve readability, translate drafts and adapt the tone for guests or professional partners. It cannot independently verify your property’s current rates, availability, facilities or policies.

Use AI well

- Start with factual information and clear instructions: audience, purpose, tone, must-include details and desired length.
- Ask for two or three options, then choose and edit rather than publishing the first response.
- Verify facts, translation quality, links, dates, pricing and legal or operational statements.
- Never paste guest identities, passport details, payment information or confidential partner terms into an external AI system without a proper basis and safeguards.
- Review every generated message before sending. You remain responsible for published content and recipient communication.

Example prompt

> Act as an experienced hospitality marketing editor. Draft a short newsletter for [property type] in [location], aimed at [past guests / travel agents]. Purpose: [one objective]. Verified facts: [facts only]. Tone: warm and professional. Include one clear subject line, a preheader, a short headline, 100–140 words and one CTA. Do not invent rates, availability, features or offers. Flag any missing information with placeholders.

AI-use disclaimer

This guide and the associated tool were developed with the assistance of AI. AI-generated suggestions and templates are provided for general educational and creative purposes. Users should verify all facts, ensure they have rights to images and other content, and check that their communications comply with applicable privacy, marketing and consumer-protection requirements. No AI-generated output is guaranteed to be accurate, suitable or compliant without human review.

08 Final checklist & feedback

Before you click Send

- ☐ I know exactly who should receive this message and why.
- ☐ My list has a valid legal basis for marketing and honors suppression/unsubscribe requests.
- ☐ My subject and preheader accurately describe the email.
- ☐ All dates, offers, amenities, images and promises are confirmed.
- ☐ The newsletter is readable on mobile, with a clear call to action.
- ☐ Images display in the actual email service, and text still makes sense if images are blocked.
- ☐ Every link, social profile and enquiry button works.
- ☐ The email includes the required sender details and unsubscribe functionality.
- ☐ I have sent a test to more than one email client.
- ☐ I know what result I want to track after sending.

Help make the tool better

Questions, corrections, suggestions for new templates—or ideas for the next seasonal edition—are welcome.

Email feedback: katerinaramm@zohomail.eu
Project credit: Created by @katerinaramm1 on X with the help of AI.

Useful official references

Google Email sender guidelines: support.google.com/mail/answer/81126
EU privacy guidance: Your Europe
Zoho Campaigns: Pricing and plans
Mailchimp: Pricing plan guide

Published information checked November 2026. Platform limits, sending requirements and applicable laws may change. This guide is educational, not legal or tax advice.