

Beyond the Booking: Post- Travel Experience as a Strategic Advantage

A Travel with Awestruck Guide

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Introduction

When the plane lands and the suitcase is unpacked, most travel advisors move on to the next client. But the most successful advisors know that's when the real opportunity begins.

Exceptional post-travel follow-up is your secret weapon. It's not just about courtesy. It's about *connection*. When you reach out with care, thoughtfulness, and intention, you open the door to referrals, repeat business, and long-term loyalty.

At Travel with Awestruck, this moment isn't optional. Our advisors have built multi-million dollar books of business on referrals and repeat business alone. We do not just sell travel. We build relationships, and the difference between those two things begin when the trip ends.



Best practices to create a post-travel experience as memorable as their trip

Your post-travel communications are an opportunity to remind your client why they chose you -- and why they should choose you again.

Use these best practices to create a follow-up process that feels personal and turns happy clients into your best advocates.

Reach out within 3-5 days of return. The experience is still fresh, and your timing shows attentiveness without feeling intrusive. You want to connect while the memories are still vivid, before the inbox overflow takes over.

Personalize your message. Reference something specific from their trip: a hotel, an experience they were looking forward to, or something you included as a special touch. This transforms your note from routine to remarkable, and signals to your clients that you were as invested in their trip as they were.

Gather feedback. Invite open, honest feedback. Whether the trip was perfect or something missed the mark, how you handle it is what they will remember. We recommend using our custom feedback survey to gather information in a structured way, so that you can reference it later and prepare for your next consultation by knowing what your clients enjoy.

Plant the seed for what is next. Mention a future travel idea or note an occasion that could inspire their next trip. It keeps the conversation going and subtly reminds them that travel is always on the table. Our feedback survey asks them questions directly about any upcoming travel plans, so you know exactly when to reach out next.

Go the extra mile with a small gift. A handwritten thank-you note is a cost effective yet memorable way to reinforce the high-touch service promise that you made from the beginning. View our gifting guide for additional ideas.

Sample communications

The best way to communicate with your clients after their trips is the way that is authentic to you, tailored to them, and reflective of your relationship. You should have templated emails written by you, in your voice that you revise to reflect your clients' unique experiences.

You can use the starter drafts below for inspiration to get you started. Each template is tailored to a slightly different goal, focus, and voice.

Simple thank-you

Subject: Welcome Home — We'd Love Your Thoughts

Dear [Client Name],

Welcome home. I hope your journey was filled with awestruck moments and seamless experiences from beginning to end. It was a true pleasure to help bring this trip to life for you.

At Travel With Awestruck, we believe what happens *after* the trip is just as important as what happens during it. Your insight is incredibly valuable to us as we continue to refine and elevate every detail of what we offer.

When you have a moment, I would be grateful if you could share your thoughts in this short feedback survey: [Insert Survey Link]

If you would like, I would also be happy to schedule a call to hear more about your experience directly.

Thank you again for choosing to travel with us. I look forward to crafting your next extraordinary escape whenever you are ready.

With gratitude,
[Your Name]

Review and referral request

Subject: Your Experience Matters

Dear [Client Name],

It was such a pleasure to work with you on your recent recent journey, and I hope every step exceeded your expectations. Crafting truly personalized, high-touch travel experiences is at the heart of what we do — and your feedback helps us do it even better.

If you have a moment, I would love to hear your thoughts via this brief post-travel survey: [Insert Survey Link].

Please do not hesitate to schedule a post-travel call if you would prefer to share your feedback with me directly.

If you enjoyed your experience and feel confident referring others, we would be honored to assist your friends, family, or colleagues with their travel plans. You're also welcome to share your thoughts through a Google review, should you feel inspired. [Insert Google Review Link]

Your trust means the world to us, and I look forward to planning your next exceptional journey.

With gratitude,
[Your Name]

Future-forward follow-up

Subject: What's Next on Your Travel Horizon?

Dear [Client Name],

As you settle back in, I hope you are still carrying that post-travel glow — the kind that only comes from time beautifully spent. It was an honor to design this experience for you, and I would love to hear any feedback you have for me.

We are always evolving, and your insight helps ensure that every detail we design continues to set the standard in bespoke travel. If you have a moment, you can share your feedback here: [Insert Survey Link]

Please also feel free to reach out to me directly or schedule a call to discuss any feedback live if you would prefer to do so.

While it may be too soon to start packing again, our wheels are already turning on your next journey. If something new has caught your eye — be it a remote island, a culinary escape, or a city you've yet to explore — I would be delighted to discuss it with you further.

Until then, thank you for allowing me to be part of your journey, and for trusting me with your precious travel time.

With gratitude,
[Your Name]

Gifting guide

Your clients made an investment in their experience with you, and a small gift can be a memorable gesture and token of your appreciation for their trust.

You can choose to implement client gifting **before, during, or after travel**. Especially for high-end clients, a memorable experience in-destination is often worth more than a trinket upon return home.

What you choose to send your clients will depend on your preferences, your clients' expectations, and the type of travel you are booking.

Please use the gift guide below to find gift ideas for any occasion or budget.

Pre-travel and during travel

Gift idea	Well-suited for
Upgrades to private transfers	All travelers. This is often low-cost, and works especially well for fun and sun destinations
VIP arrival services	Travelers to destinations with fast track. Some destinations offer fast track services through customs, where your travelers will be personally escorted through the customs process. This can save hours of time and discomfort, and is a great way to say "thank you"
Excursion	All travelers. Gift a voucher or pay for an excursion they have planned already to avoid intruding on their itinerary
Fine dining	Couples. Gift a dinner on the beach or at an exclusive restaurant
Spa credit	Couples, adult trips. These can be coordinated with the resort

Gift idea	Well-suited for
Private cabana days	Fun and sun travelers, groups. These work especially well for groups if you reserve adjacent cabanas to give them a “base” for the day
Destination supplies	Fun and sun travelers. Create a small package with chair clips, sunscreen, and lip balm
Purchase from a hotel amenities list	All travelers. Most hotels have an amenities list, and you can purchase something like wine, desserts, or a small gift to be delivered with a note on your behalf

Post-travel

Gift idea	Well-suited for
Handwritten thank-you cards	All travelers. This a classic, low-budget, and memorable way to express your appreciation
Artisanal products from their destination	Non-fun and sun travelers. We have gifted bottles of wine from France, olive oil from a vineyard our travelers visited in Italy, and Talavera coasters from Mexico historically
Charcuterie or dessert boards	Corporate travelers or VIPs. These are hits when delivered to client offices after an incentive trip or around the holiday season
Engraved wine boxes with a bottle of wine to open in one year	Destination wedding and honeymoon couples. These are great to open on first anniversaries
Destination coffee table book	Non-fun and sun travelers. These work well for history, art, or nature-focused trips

Exceptional post-travel care is your best marketing strategy

Post-travel follow-up is where your reputation is built. It shows clients that you don't see their travel as a transaction, but as a long-term relationship. It's how you move from being someone who *books* travel to someone who *designs their travel life*.

When done well, this final phase becomes your greatest asset. It sets you apart in a crowded market, fuels word-of-mouth growth, and builds a book of clients who wouldn't dream of traveling without you.

So don't just say goodbye. Say *thank you*, say *what's next*, and keep the door open.

Because great travel ends, but an exceptional advisor lasts a lifetime.



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