

Background

The [Skift State of Travel Report](#) positions Sojern as a credible, data-driven thought leader in the travel industry. The leads we were sent from it have *implicitly signaled interest* in travel insights and industry trends so the key is to connect Sojern's value proposition to what they just learned from the [report](#), without jumping straight into a sales pitch.

Suggested theme: "Turning Travel Insights into Action"

Objective

Move Skift report readers from awareness (interested in travel trends) to consideration (seeing Sojern as a partner that helps *act* on those insights).

Drip 1:

Subject: Ready to Turn Insights Into Action

Preview text: Discover how leading hotels are turning trends into direct bookings.

Body:

Hi [First Name],

I'm sure you're already thinking about the trends shaping travel in 2025 and beyond.

Skift's recent "State of Hospitality Tech in 2025" report, featuring insights from Sojern, shows how technology is transforming hospitality's future and influencing the guest journey.

Sojern's AI-powered Commission offering transforms hospitality insights into direct bookings by engaging high-intent travelers at the right moment.

Want to turn insights into revenue? [Let's connect](#).

Best regards,
The Sojern Team

Drip 2:

Subject: 3 Ways Hoteliers Are Responding to 2025's Travel Shifts

Preview text: See how Sojern powers smarter responses to changing traveler behavior

Body:

Hi {{FirstName}},

Skift's "State of Hospitality Tech in 2025" report highlighted major shifts in traveler behavior.

A key insight revealed a growing preference for AI-driven search recommendations, often even replacing travelers' original search choices.

Brands are evolving their operations to keep pace with these changes by:

- ① Using real-time data to shift from reactive to predictive, anticipating guest needs.
- ② Optimizing inventory using AI to turn hard-to-fill single nights into bookable mini vacations.
- ③ Adopting intelligent technology to expand revenue streams and connect with guests beyond traditional bookings.

Want the full breakdown? [Read our latest blog](#) to see how hoteliers are adapting to these technology-driven shifts.

Best regards,
The Sojern Team

Drip 3:

Subject: Personalization is Changing the Guest Experience

Preview text: Learn how Sojern could shape your next campaign

Body:

Hi {{FirstName}},

Skift's "State of Hospitality Tech in 2025" report points to clear changes in guest engagement and the expanding role of tailored communication throughout the guest journey.

In the report, Sojern's Chief Revenue Officer, Noreen Henry, shares how targeted email campaigns can generate up to \$5,000 per day in revenue, proving just how powerful personalized touchpoints can be for both conversions and loyalty.

We [summarized the report's key takeaways](#) so you can see what these shifts may mean for your brand.

Best regards,
The Sojern Team