



WhatsApp for Hospitality and Leisure












Find out how leaders in hospitality and leisure,
use WhatsApp for business to deliver
delight for their guests



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Your guests' favourite channel:

WhatsApp



If you're in the hospitality or leisure industry, you already know that offering a beautiful room or delicious menu isn't enough to stand out, and to make a difference. Today's guests choose your hotel, restaurant, or venue over others because you provide a better overall experience. And a key part of that experience is how they're communicated with before, during and after their stay.

Your team needs to respond promptly, provide accurate information without constantly letting guests wait, and do it all on the right communication channels. And by 'right', we mean **the ones your guests actually prefer to use**, not just the ones that are easiest for your team.

Today, that means your hospitality & leisure business **needs to be available** on channels like WhatsApp. And there's plenty of data to back that up.

FAQs on WhatsApp



Where will I find parking?

2 Apr 2025



Is breakfast included?

5 May 2025



Is there a membership required?

12 Jun 2025



What attractions are nearby?

13 Jul 2025



As of 2025, WhatsApp's base is approaching 3 billion monthly active users, solidifying its position as one of the most widely used messaging platforms globally.

To assist businesses in connecting with this vast audience, WhatsApp introduced WhatsApp Business. This tool has become invaluable not only for hospitality & leisure sector like hotels, resorts and tours.

WhatsApp Business offers a direct and familiar channel to engage with your guests. It facilitates seamless communication, allowing you to provide timely updates, answer inquiries, and enhance the overall guest experience.

Before delving into the specifics of how to leverage WhatsApp Business for your establishment, let's explore the features and benefits it brings your business and your guests.

What is **WhatsApp Business** and how does it work?



By using WhatsApp Business, hospitality & leisure businesses can stay connected with their guests, promote services, and respond to guest enquiries quickly and easily. Where the WhatsApp app was specifically designed for small to medium-sized businesses (which is why it supports access by up to four team members), the API offers all of the features for boutique hotels as well as big franchise hotels.

With WhatsApp Business, you can send quick replies, organise conversations with labels, and even showcase your offerings — like room packages, menus, or experiences — in a customisable service catalogue.

Retreat Centre Online

Hi there! 🍹🍹

Reach us on WhatsApp! ➡️

Start a conversation using the button below and we will try to reply as soon as possible. 🍹🍹

[Open WhatsApp](#)

When should you use the **WhatsApp Business** API?

If you need to manage guest interactions, you can opt for the WhatsApp Business API. This solution is built for scale and also includes powerful features like service messages and rich content, ideal for sharing room offers, booking confirmations, or, added value services and event updates.

Unlike the app version, the WhatsApp API doesn't have its own interface. That's why you'll need an **customer engagement platform** to use it effectively and keep all guest messages in one place and so anyone on your team can engage and collaborate together on ensuring your guests get responses fast.

Want a deeper dive into the WhatsApp Business API and how it can enhance your guest experience? **We've got you covered.**

How to get the most out of **WhatsApp Business** for your guest experience

There are several ways to use **WhatsApp Business** to enhance the guest experience. Some businesses use it solely to respond to guest inquiries and provide basic information.

However, others elevate the experience by creating a seamless communication journey. From the moment a guest inquires about availability or seeks recommendations, to confirming bookings, making payments, and receiving personalised post-stay service.

Here's how you can offer a complete, engaging guest experience **through WhatsApp.**

Add a **WhatsApp chat** to your website

The first step is showing your (potential) guests that you're available on WhatsApp. There are multiple ways to make this happen:



Via a QR code



Via a click-to-chat link



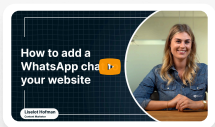
Via a website widget

The first two options are easy to execute, but not the most effective or appealing for that matter. When you want to go for a professional look, you need to add a WhatsApp chat to your website widget. That widget can be placed in either the bottom-right or bottom-left corner of your website, and looks something like this:



The key benefit of integrating WhatsApp chat into your hospitality website is that you can continue the conversation with your guests even after they leave your site. Unlike traditional live chat, which ends when the session does, **WhatsApp allows for ongoing communication**. This creates a better experience for both your guests (who don't have to wait around) and your team (who can respond at a more convenient pace).

Here's a **quick guide** on how to add WhatsApp chat to your website:



Automate the busywork

If you're involved in handling guest communication, you're familiar with the common questions guests tend to ask. By now, you could probably recite many of them by heart:



What time is check-in and check-out?



Is breakfast included in the room rate?



Do you offer free Wi-Fi?



What amenities do you provide in the rooms?

They're valid and important questions to answer, but also eat away at your time. That's why you should try to automate whatever you can automate. Here are some options:

Quick replies

Quick replies can be set up in both the WhatsApp Business app and the API.

They help you to improve response time, save you a lot of typing the same answers over and over, and make it much easier for your team to keep a steady tone of voice.



Need some inspiration? Then check out these

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

Auto-replies

Auto-replies can also be set up in both the application and the API.

These are especially useful to make sure that your customers always get a timely reply to their messages. No matter if you're busy or if they're contacting you outside of opening hours.



Need some inspiration? Then check out these

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

Rules

Rules are small life hacks that help you automate manual tasks in your inbox. Here are a couple of tasks that can be automated by using rules:

Forward messages with the words 'dinner' to restaurant staff.

Label messages as 'urgent' when a guest uses the word 'complaint'.

Forward a message to the sales team after you labeled it as upsell.



You can only use rules by using the WhatsApp Business API.

AI agents and AI Journeys

A chatbot automates conversations with your customers. It can gather leads, answer frequently asked questions, and forward messages to the right teams. In hospitality and leisure, delivering quick, seamless service is key, and Trengo helps you do just that with two powerful automation tools: the AI Agent and AI Journeys.

The AI Agent acts as your virtual front desk assistant, chatting with guests in real time. It recognises keywords and responds with pre-set answers, making it ideal for handling frequently asked questions, like check-in details, Wi-Fi info, or restaurant hours, without the wait.

AI Journeys are designed to guide guests through structured, multiple-choice flows. They help in providing essential information, collecting specific details, and routing conversations to the right team or department when needed. This ensures that guests receive accurate information promptly and are directed appropriately for further assistance.

With Trengo's automation tools, you can streamline guest interactions while keeping the experience smooth, helpful, and always on-brand.

Get organised with labels

The more messages your team receives, the more difficult it gets to stay organised. Who's picking up what?

Using labels helps your team keep a clear overview. 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.



Labels can be used by users of the WhatsApp Business app and API.



▼ Reports

📁 Channels

📁 Users

📁 Labels

📁 Time

📁 Export

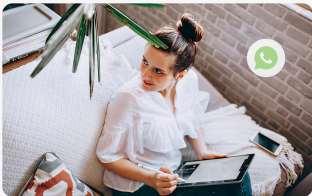
Labels report

Channels: all ▼

Users: all ▼

Labels: all ▼

Name	New conversations
Service	432
Queries	689
Complaints	369
After closing time	843



Integrate WhatsApp with your systems and tools

By using the WhatsApp Business API through a platform like Trengo, hospitality and leisure teams can seamlessly integrate WhatsApp with their existing property management and guest service tools—creating the ideal all-in-one communication hub.

For example, you can connect WhatsApp with PMS platforms like **MEWS**, **Apaleo**, **Cloudbeds**, **Booking Experts**, or your **CRM** and **booking systems**. This allows your front desk, concierge, and reservations teams to manage guest communication in one central view—no need to constantly switch between systems.

Let's say a guest messages you on WhatsApp asking about their reservation or a late check-out. Instead of jumping between apps to find their booking info, your team can access everything directly within Trengo—right in the same chat window. It's faster, more efficient, and delivers a smoother experience for both your team and your guests.

Recommend a **full experience** with tailored messages

With the latest update to the WhatsApp Business API, leisure and hospitality teams can now share services or amenities directly from their catalog within a chat, whether it's room upgrades, spa packages, or dining options, making it easier than ever to upsell and enhance the guest experience in real time.



Convenient, right? Previously, if a guest was interested in a room upgrade or spa treatment, you'd have to send them a link to your website. They'd leave WhatsApp to view the offer, then return to continue the conversation.

Now, with messages, the entire interaction stays within WhatsApp. You can showcase services, like a romantic dinner package or late check-out option, right in the chat. It feels more like an in-person concierge experience, guiding the guest from inquiry to booking and even post-stay follow-up, all in one smooth conversation.

Send WhatsApp Business notifications



After a guest books a room or service, you can send them helpful notifications, like confirmation details, check-in instructions, or reminders, right through WhatsApp. Many hospitality businesses still rely on email or SMS for this, but WhatsApp offers a faster, more personal way to stay connected.

These messages are sent **using WhatsApp Business** message templates, which are only available through the API and must be approved by WhatsApp. To ensure a high-quality experience for users, templates must follow WhatsApp's commerce policy and can't be used for unsolicited messages.

The good news? These templates are **fully customisable**. You can personalise them with the guest's name, booking details, or even special offers—creating a more tailored and professional guest journey. Here's an example of how that could look for a hotel or resort:



"Hey [name customer]!

Thanks for your booking at [Trengo].

We have reserved your [product] and expect to see you on [date and time].

If you have any questions at all, feel free to shoot us a message here."



Unlock WhatsApp for your business

With WhatsApp Business and Trengo, leisure and hospitality teams can offer faster, more personal guest communication—from booking confirmations to upsells and real-time support—all in one seamless channel. Whether you're managing reservations, sending tailored updates, or enhancing the guest experience with smart automation, it's all possible within WhatsApp.

Ready to elevate your guest communication?

Book a free demo and see how Trengo can transform your hospitality service today.

Unlock Whatsapp Business with Trengo
Our team is always happy to help.

Plan a demo





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