

trovatrip

Endless Summer Guide



Contents

- 01 What is Endless Summer?
- 02 Key Messaging
- 03 CTA Graphic and Wording
- 04 Imagery Examples
- 05 What works



The sun is shining and
we're all thinking about...

the start of SUMMER.

SUMMER.

SUMMER.

SUMMER.

SUMMER.

SUMMER.

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What is Endless Summer?

Endless Summer is a VIBE. Let's use it to help all TrovaTrip Hosts to get their 2024 trips confirmed before the summer season!

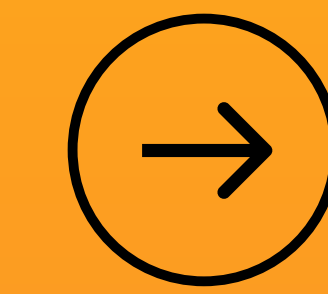
Why?

- Confirming your trip now means no stress this summer about your trip. You're good to go.
- Travelers get busy in the summertime and you'll be competing for eyeballs (and purchases)
- This gives you and your Travelers something to look forward on the other side of Summer - the good things don't stop just because the season changes



Use Endless Summer to encourage bookings

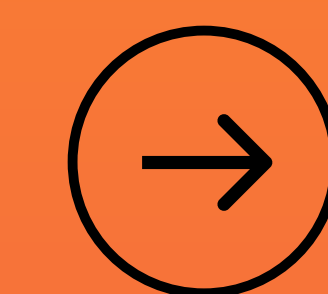
Use the fun of 'Endless Summer' to get your community excited. Make it personal, make it yours, but trust the flow.



Summer is coming!

Share your personal excitement about the shift in weather or seasons

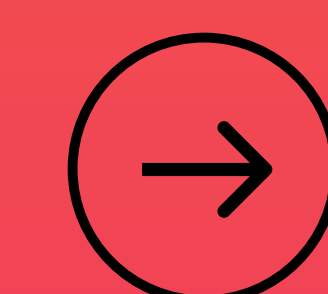
*"You know when the sun comes back out, the SAD lifts, and all you can think about is the **summer** and everything you're going to do with your friends..."*



The only downside is knowing how quickly the season can be over

The flip side of everything you're so excited for is the dread of it being over

"...but just on the other side of that excitement is the let down of bad weather and normalcy."



Maybe summer doesn't have to end.

Let's book a trip now so we can have an endless summer.

"So I propose we get ahead of the summertime blues — who's with me?! I have a few more spots available for my upcoming trip — book now and know the rest of your year will be as great as the next few months!"

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What's your Call To Action?

The ask for your community is simple: 'book that spot!'. However you phrase it, make it clear that you want them to take action now.

ENDLESS SUMMER STARTS NOW!

BOOK YOUR ENDLESS SUMMER

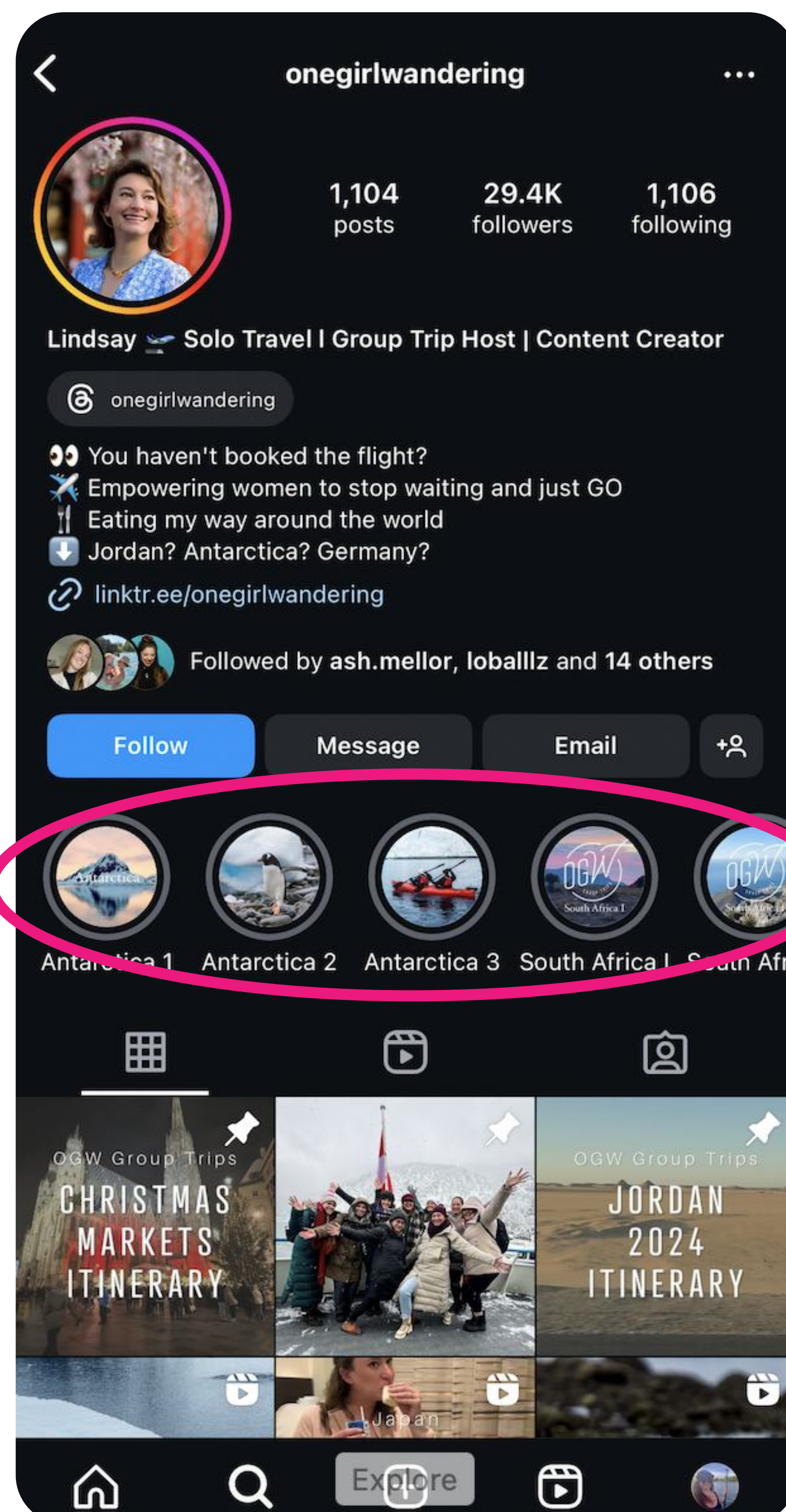
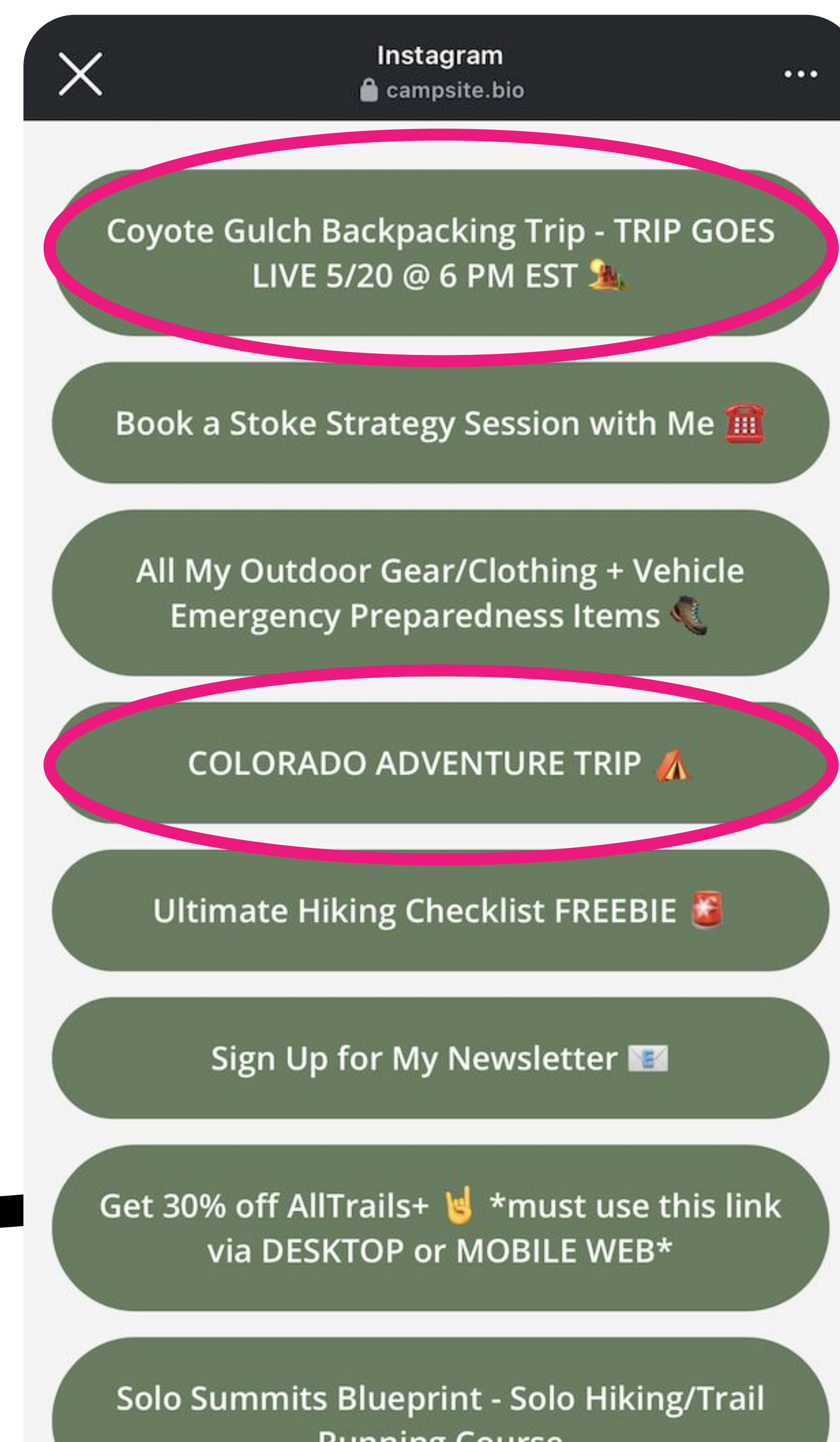
F*CK YEAH, SUMMER 4EVER

Here's What Works

Promoting leads to bookings, which lead to sold out trips! Don't be shy about sharing and sharing again — here are some examples to inspire selling your post-Summer TrovaTrip.

Tip #1: Clear Action

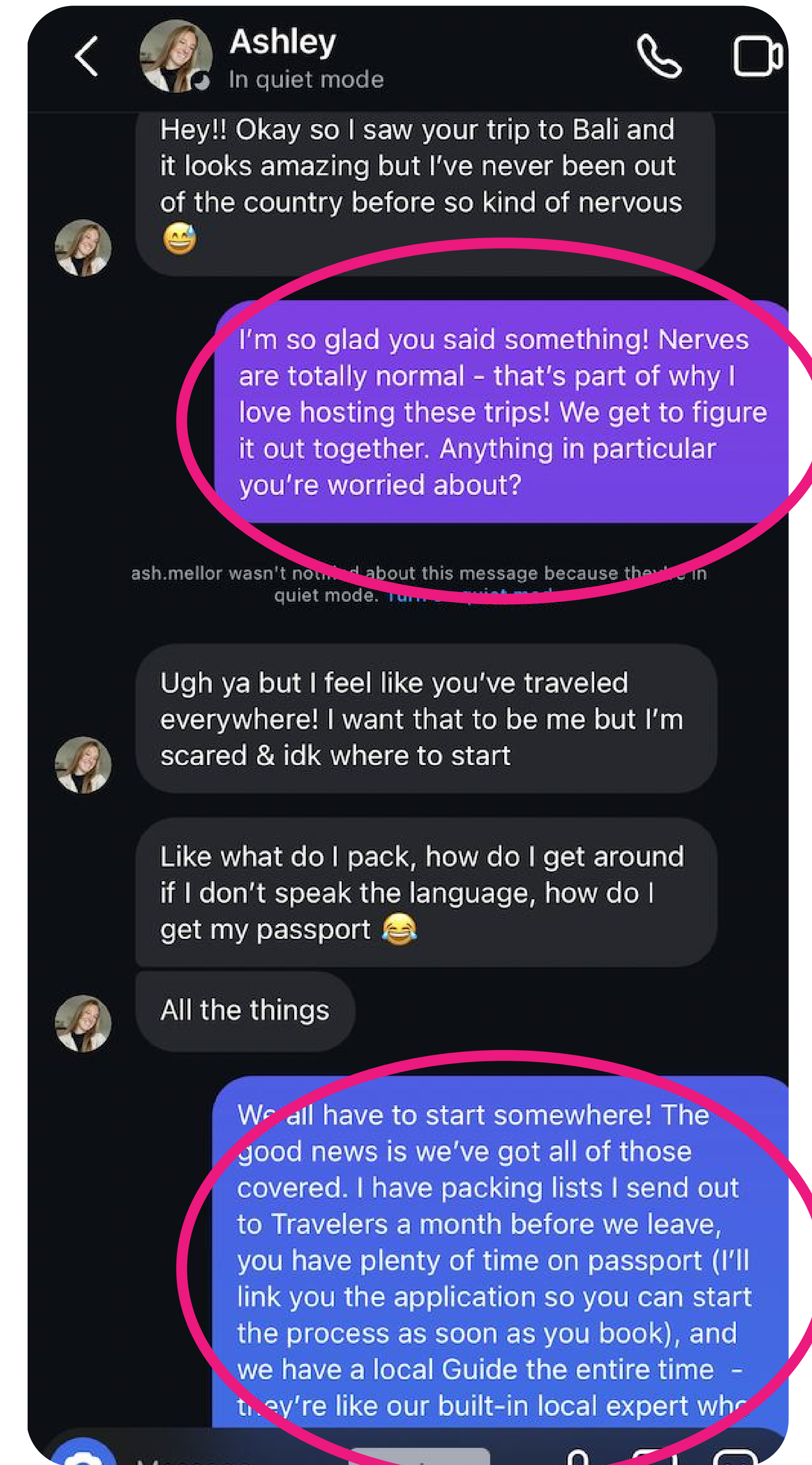
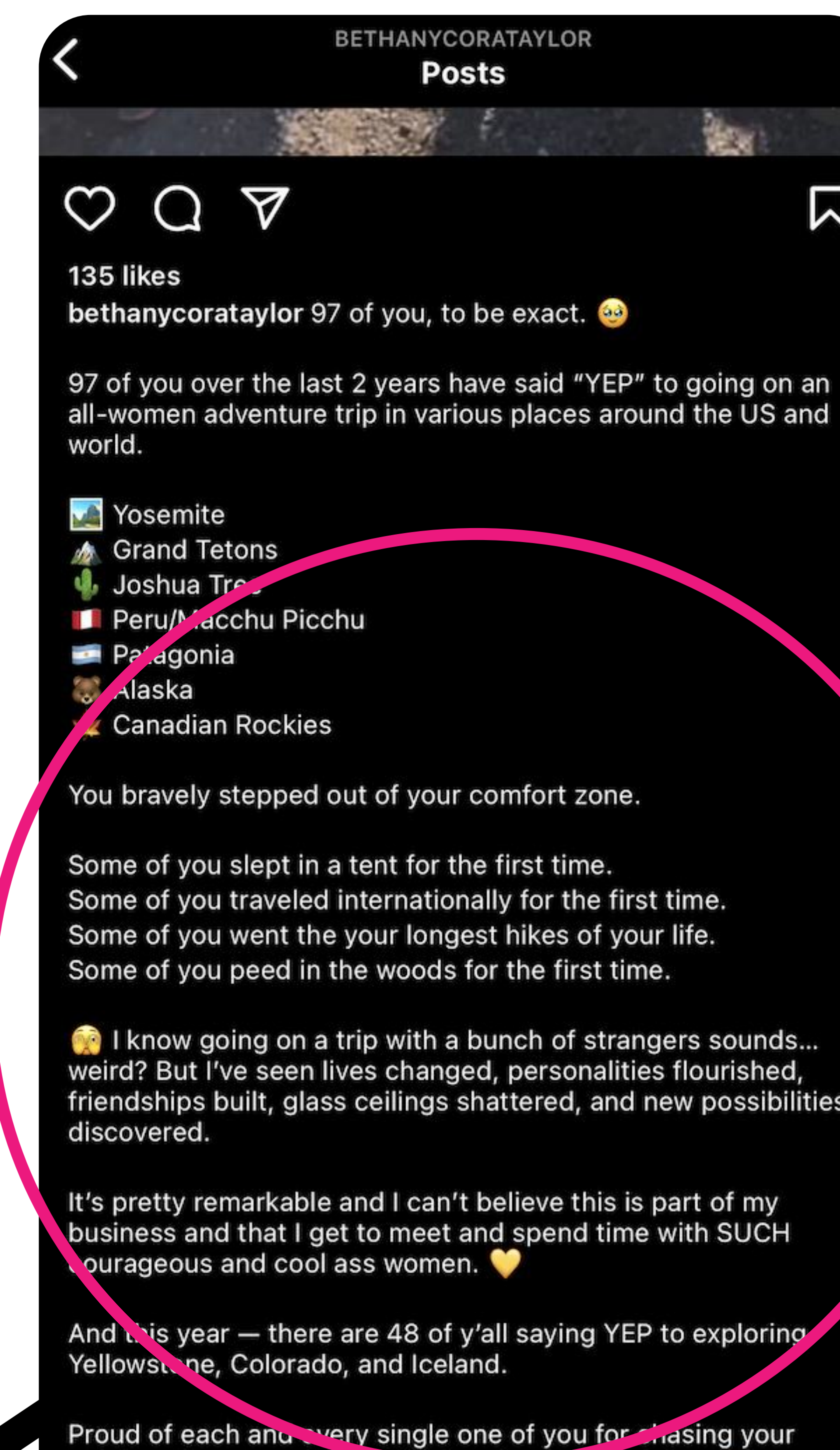
Put the CTA somewhere it'll stick, make it easy to find



Tip #2: Highlights Ahoy!
Pin and Highlight details so everyone can catch up.

Tip #3: Share your WHY

And then Share it again, and again, and again.



Tip #4: Dig into DMs!
Engage with followers who express interest.

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Imagery Examples

Nothing says Endless Summer like golden hour and sunsets.

