



Member Sample Follow Up Email

Hi _____,

I understand that you recently met with [name of employee who went to tradeshow] from Destination Gettysburg at the [name of tradeshow attended]. While we did not have the chance to meet face to face, I would like to tell you a little bit about what's new at [insert your property name here] and invite you for a visit!

[Use this opportunity to highlight any new programs, tours, renovations, etc. that the buyer may not be aware of.]

I have also attached a few images for your reference, as well as our profile sheet. Please let me know if you need additional information or have any questions about what your groups can experience at [insert your property name here].

Once again, I would like to invite you to come and visit our property to experience everything firsthand! Please let me know if any dates or times work best for you and we will get everything squared away.

[This invitation could also be something like a free night's stay, complimentary meal, guided tour, etc. – customize the invitation to what you would like to highlight.]

I look forward to working with you in the future!