

# B2C Email

Subject line: Happy Holidays from [client name] 🎄🧑🏻

Preview text: It's been an exciting year for us – and we can't wait for 2023!

## 'Tis the Season to Be Jolly Grateful 🧑🏻

It's been a whirlwind year for us all here at [client name], and we've got our fantastic guests to thank for it. With that in mind, we wanted to drop you a line to wish you a very happy Christmas and a wonderful new year.

The start of another year is always exciting, with so much to look forward to over the months ahead. We couldn't do what we do without our guests, and we thought the festive season would be the perfect time to say a heartfelt thank you to everyone who's come to stay with us.

We really hope you've enjoyed your time with [client name] as much as we've enjoyed hosting you!

Over the last 12 months, we've achieved more than we could have imagined, and we're so excited to see what next year brings.

We were thrilled to secure [funding information], which we plan to use to support our growth across Europe. We also acquired two major brands with properties across Finland and Estonia, meaning we'll soon be able to serve even more guests across these beautiful countries.

But we didn't stop there! We've also opened brand new locations in Florence and Tartu, meaning travellers looking for sustainable short-stay accommodation in Italy and Estonia have an eco-friendly place to hang their hat.

In 2023, we'll be adding even more properties to our repertoire. We'll be eagerly waiting to host you in more European cities than ever.

So, if you're heading to any of our cities in 2023, make sure you choose [client name] for exceptionally cool short-stay accommodation with sustainability credentials to match.

[CTA BUTTON]: Discover our cities [link]

We can't wait to host you again!

With very best wishes for the festive season,  
[client name]