



breezeway



# Urgent Guest Communication

Messaging Templates During Natural Disasters

# Importance of Urgent Guest Communication

Extreme weather and climate events have become more frequent in recent years, increasing the recurrence and severity of hurricanes, monsoons, wildfires, droughts, heat waves, and other forms of natural disasters. Inclement weather creates additional operational challenges for property managers and hospitality operators; from property care preparation and recovery, to client safety and communication.

Communicating these arrangements and procedures is particularly important as it builds consumer confidence, develops brand trust, and empowers your teams to stay aligned and deliver a better guest experience. In fact, over 74% of vacation rental managers plan on putting their guests at ease by communicating the additional safety precautions they're taking before, during, and after each stay.

We distilled thousands of messages from professional vacation rental operators that use our guest messaging product to communicate with guests during times of inclement weather. You can customize these templates to fit within your disaster communication plan, and use the language throughout emails, blogs, text messages, landing pages, and more.

# Message to Incoming Guests

Hello [Guest Name],

We're reaching out to inform you that your upcoming reservation at [Property Name] on [date] might be impacted due to inclement weather forecasts for [Property City]. We'll continue to monitor weather patterns closely and update you accordingly.

The safety of our guests and staff remain our top priority at [Company Name], and we are taking extra precautions in hopes to welcome you to our property. Specifically, these include [insert specific company protocols]. That said, we encourage you to review our cancellation policy and relevant information regarding travel insurance.

We apologize for the current circumstances and hope you understand our commitment to providing the safest vacation rental properties and experiences. Please contact us to learn more about our disaster response protocol.

[Company Name]

## Condensed Message

We're reaching out to inform you that your upcoming reservation at [Property Name] on [date] might be impacted due to inclement weather forecasts for [Property City]. We'll continue to monitor weather patterns closely and update you accordingly. The safety of our guests and staff remain our top priority at [Company Name], and we're taking extra precautions in hopes to welcome you to our property. In the meantime, we encourage you to review our cancellation policy and to contact us with any questions about our disaster response protocol.

# Message to In-House Guests

Hello [Guest Name],

With inclement weather fast approaching in [Property City], we wanted to reach out and share important information about your current reservation.

After assessing the situation and conferring with local authorities, our facilities at [Company Name] will remain open. That said, we'll be making the following changes in our operations: [insert specific company protocols like pool closures, generator information, etc.).

We'll be in touch if early departure is warranted, and are taking precautionary measures to ensure the safety of our guests and staff. Please reach out with any questions or concerns, and we appreciate your patience as our response time might be affected.

[Company Name]

## Condensed Message

With inclement weather fast approaching in [Property City], we wanted to share important information about your current reservation. Our facilities at [Company Name] will remain open, but with the following changes in our operations: [insert specific company protocols like pool closures, generator information, etc.). We will be in touch if early departure is warranted, and encourage you to reach out with any questions or concerns.

# Message to In-House Guests (Early Departure)

Hello [Guest Name]

With inclement weather fast approaching in [Property City], we regret to inform you that we must temporarily close our facilities and require your early departure. We did not reach this decision lightly, and have been assessing the situation in conjunction with local authorities over the last several hours.

Our reservationists and property care teams will be in touch with early check-out procedures and evacuation plans, with refund and re-booking information to follow. We apologize for any inconvenience this may cause, and hope you understand our commitment to the safety of our guests, staff, and community.

If you need help with your travel arrangements, or have any other questions or concerns, please contact our offices immediately.

[Company Name]

## Condensed Message

With inclement weather fast approaching in [Property City], we regret to inform you that we must temporarily close our facilities and require your early departure. We did not reach this decision lightly, and hope you understand our commitment to the safety of our guests, staff, and community. Our reservationists and guest services teams will be in touch with early check-out procedures and evacuation plans, with refund and re-booking information to follow. Please contact our offices with any questions or concerns.

# About Breezeway

Breezeway's property care and operations platform helps coordinate, communicate, and verify detailed work at properties, and deliver the best service experience. Breezeway's software and mobile apps have facilitated over 3M property tasks across 80+ million square feet, and help hundreds of short-term rental operators and hospitality professionals meet detailed service standards.

Combining deep learning technology, robust property data, smart messaging, and mobile-first task management, Breezeway is bringing service optimization to the property management space. Created by the founder of FlipKey (acquired by TripAdvisor), the Breezeway team is building the future of property care and service.