



breezeway



Guest Communication Guide

Templates for Effective Guest Messaging

The Power of Proactive Guest Communication

In prior years, vacation rental managers have taken a reactionary approach to in-stay communication. Leave the guest alone, and be ready to respond when needed. This is no longer the case. The trend for proactive engagement throughout the stay has accelerated in 2020, becoming a basic expectation for many guests.

In fact, 74% of professional managers plan on communicating with renters before, during and after each stay. Proactive outreach not only demonstrates a level of professionalism, it also helps get in front of potential issues, and improve the in-stay experience.

We reviewed thousands of messages from professional vacation rental operators that use our guest messaging product to formulate the following templates. We encourage you to customize these templates to fit your brand, voice, and protocols, and deploy them as part of your guest communication strategy. Doing so will simplify your operational processes and help you deliver best-in-class guest service.

Message to Guests: After Booking

Hello [First Name],

Thanks for choosing to stay with us at [Company Name]. We're excited to welcome you to [Property Name] in [Location] on [Reservation Start Date].

If you have any questions between now and your arrival, please email us at [Company Email], or call us directly at [Company Phone Number].

Thanks again for choosing [Company Name], and we can't wait to accommodate your stay!

Best,
[Company Name]

Condensed Message

Thanks for choosing [Company Name]. We're excited for your stay with us. If you have any questions or concerns about your upcoming reservation, please email [Company Email] or call [Company Phone Number].

Message to Guests: Upcoming Reservation

Hello [Guest Name],

We're excited for your arrival on [Date]. In preparation for your stay, please review your reservation information below.

Check-In: [Check-In Date] at [Check-In Time]

Check-Out: [Check-Out Date] at [Check-Out Time]

Number of Guests: [Number of Guests]

Location: [Property Name] at [Address] in [Location]

Check-In Instructions: [Insert Specific Instructions]

Please review our FAQs, and contact us with any requests or questions on your reservation. Thanks again, and we can't wait to welcome you!

Best,

[Company Name]

Condensed Message

Thanks for choosing to stay with [Company Name] at [Property Name]. If you have any requests or questions on your upcoming reservation, please contact us. See you soon!

Message to Guests: After Check-In

Hello [Guest Name],

We hope you arrived safely at [Property Name] and are enjoying your stay thus far. If you have any questions, or require additional information or services, please don't hesitate to reach out to the [Company Name] team at [Company Email] or [Company Phone Number].

Thanks again for choosing us, and please reach out if we can help make your stay more enjoyable.

Best,
[Company Name]

Condensed Message

Welcome to [Property Name] and we hope you're enjoying your stay thus far. Please let us know if there's anything you need to make your trip more enjoyable.

Message to Guests: Check-Out Reminder

Hello [Guest Name],

We hope you've enjoyed staying with us at [Company Name]. This is a friendly reminder that you're scheduled to check out on [Check-Out Date] at [Check-Out Time]. If you have any questions or would like to extend your stay, please reach out to us at [Company Email] or [Company Phone Number].

Thanks again for choosing [Company Name] and we look forward to welcoming you back to [Location] soon.

Best,
[Company Name]

Condensed Message

This is a friendly reminder that you're scheduled to check out of [Property Name] on [Check-Out Date] at [Check-Out Time]. Please let us know if you have any questions.

Message to Guests: After Check-Out

Hello [Guest Name],

We hope that you had an exceptional stay at [Property Name] in [Location].

If [Company Name] exceeded your expectations, we'd appreciate if you could leave us a review here [Hyperlink]. If anything fell short of your standards, please contact our team directly at [Company Email] or [Company Phone Number].

Thanks again for choosing [Company Name], and we look forward to welcoming you back soon!

Best,
[Company Name]

Condensed Message

Thanks for choosing [Company Name]. We'd love to hear your feedback about your stay at [Property Name], and encourage you to leave a review here [Hyperlink]. We look forward to welcoming you back soon.

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.