



breezeway



Professional Guest Communication

Templates for Effective Guest Messaging

The Importance of Guest Communication

As travel resumes across several markets, guests will want professional, predictable, and safe places to escape to from their quarantine. Vacation rental operators who effectively showcase the professional care and maintenance that is devoted to each property will be well equipped to meet the elevated expectations of the 'new traveler persona'.

After surveying hundreds of professional vacation rental operators, we found that over 74% plan on putting their guests at ease by communicating the additional precautions they're taking around health and safety. This is with the goal of building confidence, and setting the stage for a better guest experience.

We distilled thousands of messages from professional vacation rental operators that use our guest messaging product to create these communication templates. You can customize these templates to fit your COVID-19 communication plan, and use the language throughout emails, blogs, text messages, landing pages, and more.

Message to Incoming Guests (After Booking)

Hello [Guest Name],

We're excited that you'll be joining us in [Location] on [date], and can't wait for your arrival. We understand that the last few months have created a lot of uncertainty for travelers, so we wanted to proactively share the steps we've taken to ensure your health and safety.

While we've always gone to great lengths to best maintain and prepare [Property Name] for your arrival, we've since updated our operating protocols and are allocating extra cleaning time between guests to disinfect and sanitize all high-touch surfaces. This may mean that your property won't be ready until [Check-In Time], but you can rest assured that it will be clean and safe for your stay! If you'd like to learn more about what we're doing to prepare your rental, visit our Housekeeping page [[link here](#)].

To limit interaction, we've provided contactless check-in instructions for accessing your unit. Additionally, you'll find complimentary hand sanitizers and disinfecting wipes at your property!

We are committed to ensuring you have a fantastic stay, and are available if you need additional information. We look forward to seeing you soon!

[Company Name]

Condensed Message

Our priority has always been to provide our guests with premier vacation rental experiences and ensure you feel comfortable from the moment you enter your rental property. To do this, we've updated our operating protocols and are allocating extra cleaning time between guests to disinfect and sanitize all high-touch surfaces. As you begin preparing for your trip to [Location], please reach out with any questions. We look forward to welcoming you soon!

Message to In-House Guests (After Check-In)

Hello [Guest Name],

Thank you for choosing to stay with us. We hope you've settled in and are enjoying [Property Name]. Your health and safety are our top priority here at [Company Name], and we've taken several precautionary steps to ensure you have a great stay.

While it's our hope that your stay is perfect, sometimes things go wrong. If that happens, don't hesitate to reach out to us. Our staff is dedicated to ensuring that your stay in [Location] is enjoyable, and our team of local experts is happy to recommend a variety of things for you to do. We've compiled a resource of local businesses along with their updated operating hours [\[link here\]](#).

Thank you again for staying with us.

[Company Name]

Condensed Message

Thank you for staying with [Company Name]. Your health and safety are our top priority, and we've taken several precautionary steps to ensure [Property Name] was perfectly prepared for your arrival. We've compiled a resource of local businesses along with their updated operating hours to make your stay more enjoyable. Please reach out with any questions during your stay!

Message to Departing Guests (After Check-Out)

Hello [Guest Name],

Thank you for choosing to stay with [Company Name]. We hope you had a great trip to [Location] and that [Property Name] exceeded your expectations!

We shared the precautionary steps we took to ensure your property was clean and that you felt safe throughout the duration of your stay. As we continue to welcome guests over the coming months, we'd love feedback about your experience renting through [Company Name], specifically as it relates to your check-in process and the property itself.

If anyone in your party shows symptoms of COVID-19 in the coming days, we would appreciate if you could let us know.

Thank you again for staying with us, and we look forward to seeing you on your next visit to [Location]!

[Company Name]

Condensed Message

We work hard at [Company Name] to ensure all our guests have an incredible stay and that the property exceeded your expectations. We welcome your feedback on ways we can improve the experience, specifically as it relates to check-in and the property itself. If anyone in your party shows signs of COVID-19 in the coming days, please notify us immediately. We look forward to welcoming you on your next visit to [Location]!

About Breezeway

Breezeway automates property maintenance, care and service interactions to make it easy for managers to deliver the best experience to guests, tenants and owners.

Combining deep learning technology, robust property data, smart messaging, and mobile-first task management, Breezeway is bringing service optimization to the property management space. Our predictive task scheduling and quality assurance tools enable managers to improve the quality of their services, increase their operational efficiency, and transform their business.

We are serving a global customer base across a broad set of verticals, including short-term vacation managers, residential property managers, cleaning and maintenance providers, and hospitality operators. Created by the founder of FlipKey (acquired by TripAdvisor), the Breezeway team is using 90+ years of industry experience to build the future of property care.