

ECOMM TIP

EXPEDIA GUEST COMMUNICATION TOOL

Guest relations messages easily communicate with your guests before, during, and after their stay. An exceptional guest experience requires proactive and clear guest communication. How it works you create custom templates to reuse, adding attachments including images to share important details about your property at pre-arrival, during stay and post stay. Guest communications will foster a higher Guest Experience Score.

Expedia Guest Communication Tool
GUEST RELATIONS MESSAGES

LET'S GO

- Open Expedia Partner Central navigate to Messages in Guest Relations.
- Click New Template > Label Template > Use the Dropdown Menu (Insert Custom Information Fields)
- Pro Tip: Use a Word Doc to create your message then copy & paste into template adding in the custom insert information. *No spell check within template.

The screenshot shows the 'New template' creation interface. On the left is a sidebar with navigation options: Messages, Smart templates, Post-stay review requests, Custom templates, and New template. The main area is titled 'New template' and includes a 'Template Name' field (pre-filled with 'Pre-Arrival'), a 'Your message' text area (pre-filled with 'Dear'), and an 'Insert custom information' dropdown menu. The dropdown menu is open, showing options: Select, Guest Name, Hotel Name, Check-In Date, Check-Out Date, and Shopping Site. There is also a 'Send on a schedule' toggle switch and an 'Attachment' section with 'No attachments selected'.

SCHEDULE

- Slide "Schedule" Button On
- Review and Save
- Repeat

The screenshot shows the scheduling options for a template. The 'Send on a schedule' toggle is turned on. Below it, the text says 'Schedule this message to go out automatically to the guests you want to reach, when you want to reach them.' The 'When do you want to send this message?' section has a dropdown menu set to 'After booking' and a '0 days' input field. There are two radio button options: 'Starting immediately (no end date)' (selected) and 'During a specific date range'. A 'Save' button is at the bottom.