

# EXPLORE 23

FEST

# Communications done better

Kaitlyn Mennitt, Product Manager, Escapia, Expedia Group

Jenna Bush, Product Manager, Escapia, Expedia Group



**Kaitlyn Mennitt**

Product Manager,  
Escapia, Expedia Group



**Jenna Bush**

Product Manager,  
Escapia, Expedia Group

A person is sitting on a deck chair on a wooden deck, looking out at a vast, green landscape. A bottle and glass are on the table in front of them. The scene is dimly lit, suggesting dusk or dawn. The text is overlaid in the center of the image.

Timely and professional  
communications improve  
the guest experience





5.4

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Communications  
per booking





## Communications in Escapia

**4.18 mil**

year-to-date emails  
sent from Escapia

**500k+**

year-to-date rental  
agreements sent  
from Escapia



A woman with dark hair is sitting on the edge of an infinity pool, looking out over a coastal landscape. The pool is in the foreground, and the woman is in the lower right. The background features a lush green hillside with a house and a view of the ocean under a clear sky.

Majority of  
communications are sent  
before the stay



## Vacation rental

Lifecycle	% msgs	Topic
Pre-book	4%	<ul style="list-style-type: none"><li>Property info (amenities)</li><li>Traveler info (purpose of trip, traveler party)</li><li>Discount</li></ul>
Booking date	20%	<ul style="list-style-type: none"><li>Invalid credit cards</li><li>Traveler info</li><li>Booking confirmation</li></ul>
Pre-stay	61%	<ul style="list-style-type: none"><li>Property info</li><li>Res changes</li><li>Access info (smartlock, keypad, etc.)</li><li>Welcome info (Wi-Fi)</li></ul>
In-stay	8%	<ul style="list-style-type: none"><li>Property info</li></ul>
Checkout / Post-stay	7%	<ul style="list-style-type: none"><li>Checkout info</li><li>Review solicitation</li><li>Financial reconciliation</li></ul>





# Pre-stay communications

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**Property  
information**

**Access  
information**

**Welcome  
information**



Vrbo dash

Glad to  
Have You

Other OTA  
messages

3rd-party  
SMS systems

Outlook  
& Gmail  
inbox

escapida™



# Agenda

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## Rental agreements

The new experience  
best practices



## Templates

The new experience  
best practices



## Communications Hub

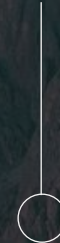
The new experience  
best practices



*Coming Soon!*

## 2-way text

The new experience  
best practices



What's next?



# Rental agreements



# It's easier than ever to create and send rental agreements in Escapia

	Before	After
Rental agreements	Glad To Have You	Escapia's Rental Agreement Templates & Dashboard
Resend rental agreement	Glad To Have You	
Rental agreement status	Run report	

# Templates

- Communications Hub Inbox
- Rental Agreements
- Templates**

Create new template

Search templates

Filters

Showing 5 of 5 templates

Name	Template type	Date modified	Status	Actions
<b>Rental Agreement - (Owner &amp; Guest)</b> ABC Property Management 123 Vacation WaySanibel, FL 33957RESERVATION DETAILS:Arrival Date: [Arrival date (international format)] Number of Adults: [Nu...	Rental Agreement	9/19/2023	Active	<a href="#">Edit</a> <a href="#">Delete</a>
<b>Pool Addendum</b> This Addendum (hereinafter the “Addendum”) is hereby a part for all purposes of the Lease Agreement between: [Business name], as LANDLORD and [Guest f...	Addendum	9/19/2023	Active	<a href="#">Edit</a> <a href="#">Delete</a>
<b>Rental Agreement - Gulf Rentals</b> [Line for Guest Signature]test[Booking charge total][Tax total for rent and grouped charges][Booking charges table   Default (rental charge, security ...	Rental Agreement	5/30/2023	Active	<a href="#">Edit</a> <a href="#">Delete</a>
<b>Boat Addendum</b> Hello [Guest first name]...	Addendum	3/2/2023	Inactive	<a href="#">Edit</a> <a href="#">Delete</a>
<b>Pet Addendum</b> [Pets]...	Addendum	2/24/2023	Active	<a href="#">Edit</a> <a href="#">Delete</a>





# Templates

[Create new template](#)[Filters](#)

Showing 5 of 5 templates

Name	Template type	Date modified	Status	Actions
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<b>Pet Addendum</b> [Pets]...	Addendum	2/24/2023	Active	<a href="#">Edit</a> <a href="#">Delete</a>

### Agreements

Showing 24 of 271 contracts

 Filter

Reservation	Contract ▼	Recipient	Sent ▼	Check-in	Status ▼	Actions
<a href="#">RES-06297</a>	Rental Agreement - ABC Vacations	Guest Kaitlyn Mennitt <a href="mailto:kmennitt@expediagroup.com">kmennitt@expediagroup.com</a>  Owner Kissie Petrussi <a href="mailto:kpetrussi73@linkedin.com">kpetrussi73@linkedin.com</a>	19/09/2023 10:24:04 PM GMT-6	10/28/2023	Unsigned	...
<a href="#">RES-06296</a>	Rental Agreement - ABC Vacations	Guest Jenna Bush <a href="mailto:jenbush@expediagroup.com">jenbush@expediagroup.com</a>	19/09/2023 10:20:36 PM GMT-6	11/20/2023	Signed	...
<a href="#">RES-06296</a>	Rental Agreement - ABC Vacations	Guest Jenna Bush <a href="mailto:jenbush@expediagroup.com">jenbush@expediagroup.com</a>	19/09/2023 9:14:46 PM GMT-6	11/20/2023	Cancelled	...
<a href="#">RES-06296</a>	Rental Agreement - ABC Vacations	Guest Admin Jenna <a href="mailto:jenbush@expediagroup.com">jenbush@expediagroup.com</a>	19/09/2023 9:13:07 PM GMT-6	11/20/2023	Cancelled	...




### Agreements

Showing 24 of 271 contracts

 Filter

Reservation	Contract ▾	Recipient	Sent ▾	Check-in	Status ▾	Actions
<a href="#">RES-06297</a>	Rental Agreement - ABC Vacations	Guest Kaitlyn Mennitt <a href="mailto:kmennitt@expediagroup.com">kmennitt@expediagroup.com</a>  Owner Kissie Petrussi <a href="mailto:kpetrussi73@linkedin.com">kpetrussi73@linkedin.com</a>	19/09/2023 10:24:04 PM GMT-6	10/28/2023	Unsigned	⋮
<a href="#">RES-06296</a>	Rental Agreement - ABC Vacations	Guest Jenna Bush <a href="mailto:jenbush@expediagroup.com">jenbush@expediagroup.com</a>	19/09/2023 10:20:36 PM GMT-6	11/20/2023	Signed	⋮
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Remind 

Download

---

Cancel

# Best practices

Choose how and when rental agreements are sent to your guests

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- Automate agreement sending via automation triggers
- Leverage optional owner signature after guest completion
- Set source categories and opt-out by marketing channel as needed
- Create addendums for units with pets, pools, and more





# Templates

# All templates all in one place

---

**Before**

**After**

Creating templates

Glad to Have You, Escapia,  
other services

New Templates  
Editor

Scheduling templates



# Template editor

Template status:  Inactive

## Create new template

Create templates for messages you send the most.

What type of template are you creating?

- Rental agreement
- Addendum
- SMS

Cancel

Back

Preview

Save template

# Template editor

Template status:  Inactive

## Create new template

Create templates for messages you send the most.

### What type of template are you creating?

Template type  
SMS

### Template name

This will help you find this template in search. Template names are not seen by guests.

\* Name your template

### Write a custom message to the guest

Add a message.

[ ]  
\* Type your message here

### Select which units this template will apply to

The template will be added to all units by default. Click on the "edit units" link to update

Cancel

Back

Preview

Save template



# Best practices

Set up custom templates to work smarter

---

- Standardize regular communications by using templates for email, rental agreements and text
- Automate workflows with scheduled templates
- Use new preview feature to review templates prior to sending



# Communications Hub Inbox



# Centralize multiple workstreams into one Hub

	Before	After
Manage inquiries	3 <sup>rd</sup> party	Escapia Communications Hub Inbox
Receive email	Outlook/Gmail, 3 <sup>rd</sup> party	
Send email	Outlook/Gmail, 3 <sup>rd</sup> party	

Inbox beta



Search inbox

- All messages 139
- Inquiry**
- Booked 135
- Arriving today
- Current stay
- Departing today
- Post stay 1
- Canceled 3

- Inquiry**
- Thu, Feb 23 – Mon, Feb 27
- Seyed Mehdi Teocalli 1/26/23  
Unit code TEOCALLI · 517 E Hyman, As...  
Thu, Feb 23 – Mon, Feb 27
- gabriella Teocalli 1/26/23  
Unit code TEOCALLI · 517 E Hyman, As...  
Fri, Feb 24 – Sun, Feb 26
- Andreas Red Lady 1/26/23  
Unit code REDLADY · 355 Main Street, ...  
Thu, Feb 23 – Sun, Feb 26
- Ryan Zephyr Peak B Side 1/26/23  
Unit code ZEPHB · 182 Aspen Road Uni...  
Sat, Feb 18 – Mon, Feb 20
- Matthew Storm Peak 11/8/22  
Unit code STORM · 2701 Parks Hwy, He...  
Sat, Jan 21 – Wed, Jan 25
- Kristen Nishiguchi Storm Peak Test Listing 9/23/22  
Unit code STORM · 2701 Parks Hwy, He...  
Tue, Sep 20 – Fri, Sep 23, 2022
- Ted Storm Peak 6/24/22  
Unit code STORM · 2701 Parks Hwy, He...
- Matthew 6/23/22

Storm Peak

[More details](#)

Hi there, is this property child friendly?

**Inquiry**  
Tue, Sep 20 – Fri, Sep 23, 2022  
1 3

Kristen · Fri, Apr 29, 2022 @ 4:29 PM

Yes, this is!

Ted · Fri, Sep 23, 2022 @ 10:32 AM · Sent via Vrbo

Type a message...

Please select delivery methods  
send to Vrbo

### Business (Account Code: ABCDEM)

**Company Details**

**Company Name**  
ABC Demo

**Company Slogan**  
Vacation rentals by ABC Demo

**Primary e-mail**  
mdesotel@homeaway.com

**Secondary e-mail**  
mdesotel@homeaway.com

**Phone Numbers**

Business  [Select Country Code](#)

Business  [Select Country Code](#)

Business  [Select Country Code](#)

Business  [Select Country Code](#)

**Time Zone**  
(GMT -10:00) Hawaii

Adjust for Daylight Savings Time

**Kaba Lodging Systems**

Enable Kaba Connectivity

**Physical Address**

Address Line 1  
123 Example Lane

Address Line 2

City: Boulder State/Province/Region: CO

ZIP/Postal Code: 80301 Country: United States

**Mailing Address**

Same as physical address

## Additional Business Settings

Setting Name	Value	
Door Codes	Include door codes in correspondence at all times	<a href="#">Edit</a>
Comm Hub Email Sender Name	ABC Demo	<a href="#">Edit</a>
Inquiry Email Recipients		<a href="#">Edit</a>
Reservation Email Recipients		<a href="#">Edit</a>
Language	en-AU	<a href="#">Edit</a>
Default Currency	USD	<a href="#">Edit</a>
Cancel Holds After Expiration	Yes	<a href="#">Edit</a>





Inbox beta

- All messages 139
- Inquiry**
- Booked 135
- Arriving today
- Current stay
- Departing today
- Post stay 1
- Canceled 3

Search inbox

- Inquiry**
- Billye James** 9/14/23
- Shirley Elk Camp** 7/3/23  
Unit code ELKCAMP · 5050 Main Street...  
Fri, Feb 24 – Sun, Feb 26
- Kaitlyn Swedlow** 5/24/23
- Kaitlyn Menitt 10** 5/24/23  
Unit code 10
- Matthew Desotel** 5/23/23
- William Elk Camp** 2/22/23  
Unit code ELKCAMP · 5050 Main Street...  
Fri, Feb 24 – Mon, Feb 27
- Eric Elk Camp** 2/21/23  
Unit code ELKCAMP · 5050 Main Street...  
Sun, Jul 9 – Sun, Jul 16
- Lexi Elk Camp** 2/21/23  
Unit code ELKCAMP · 5050 Main Street...  
Thu, Jul 27 – Sun, Jul 30
- Seyed Mehdi The Outback** 2/21/23  
Unit code OUTBACK · 164 Aspen Road,...

Byllie James

[More details](#)

Last minute stay  
Hi,

We wanted to see if Back Bowls was available this weekend? We loved the pool, and wanted to come back this Friday and Saturday with our kids. I checked your website and it did not look available.

Cheers,  
Billye

Billye · Thu, Sep 14, 2023 @ 4:18 PM

New Message from ABC Demo  
It looks like that unit is not available but let me send you a few that are. Thanks!

Admin · Thu, Sep 14, 2023 @ 4:42 PM · Sent via Email

AK

New Message from ABC Demo  
Quote sent: view quote

Admin · Thu, Sep 14, 2023 @ 4:43 PM · Sent via Email

AK

Type a message...

Please select delivery methods  
send via Email

Compose

Back Archive Move Delete Spam

Inbox 4

New Message from ABC Demo 4

ABC Demo It looks like that unit is not available but let me send you a few that are. Thanks!

ABC Demo Quote sent: view quote

Billye James Hi, We love Switch Back. Are you able to offer any discount for past guests? Thanks!

ABC Demo <info@mail.abcdemo.escapia.com> Unsubscribe To: Billye James

External images are now more secure, and shown by default. Change in Settings

Hello Byllie! We value your loyalty and are happy to offer you a 20% discount for the upcoming weekend. Please use the code "JamesFam20" on our website to receive the promotional pricing. Thank you and please let us know if you have any other questions.

Reply navigation icons

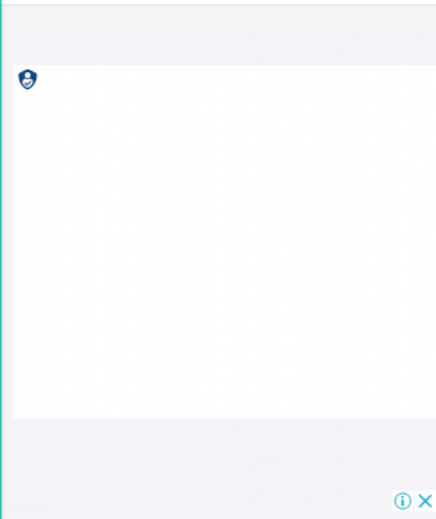
Reply, Reply All or Forward


Send










Rich text editor icons


- Unread, Starred, Drafts, Sent, Archive, Spam, Trash, Less, Views, Photos, Documents, Emails to myself, Subscriptions, Shopping, Receipts, Credits, Travel, Folders, New Folder

ABC Demo profile card with email address info@mail.abcdemo.escapia.com



**Inbox** beta 





-  All messages
-  Inquiry
-  **Booked**
-  Arriving today
-  Current stay
-  Departing today
-  Post stay
-  Canceled
-  Send quote


- Booked** 
- Kaitlyn Mennitt** 2:41 PM  
Switchback  
RES-04810 · 39284 Lower River Road, ...  
Tue, Sep 26 – Tue, Oct 3
- Admin Nmasani** 12:56 PM  
Back Bowls Uphill  
RES-04809 · 123 Redpath Ln, Aspen, Co...  
Sat, Oct 14 – Thu, Oct 19
- Billye James** 9/18/23  
Switchback  
RES-04808 · 39284 Lower River Road, ...  
Fri, Sep 22 – Sun, Sep 24
- Emelia Testin** 9/8/23  
St Sophia  
RES-04805 · 422 Wood Rd, Aspen, Colo...  
Wed, Oct 4 – Thu, Oct 5
- John Jones** 9/8/23  
Cuchara Gem  
RES-04804 · 8478 Glen Gary Ct, Aspen, ...  
Sun, Oct 8 – Thu, Oct 12
- No name Dfsdfdf** 9/8/23  
Back Bowls Uphill  
RES-04803 · 123 Redpath Ln, Aspen, Co...  
Sun, Oct 8 – Thu, Oct 12
- Joe Jackson** 9/8/23  
Ajax  
RES-04802 · 301 Midland Ave, Aspen, C...  
Sun, Oct 8 – Thu, Oct 12
- Pryce Dowd** 9/8/23  
St Sophia

**RES-04808: Switchback** [More details](#)  
**Billye James**

**New booking**  
Fri, Sep 22 – Sun, Sep 24  
2 ♂ 2 ♀

Billye · Mon, Sep 18, 2023 @ 11:46 AM

Please select delivery methods  
send via Email 



- Inbox** beta ←
- 
- All messages
  - Inquiry
  - Booked**
  - Arriving today
  - Current stay
  - Departing today
  - Post stay
  - Canceled
  - Send quote
- Booked** ↻
  - Kaitlyn Mennitt  
Switchback  
RES-04810 • 39284 Lower River F...  
Tue, Sep 26 – Tue, Oct 3
  - Admin Nmasani  
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RES-04809 • 123 Redpath Ln, Asp...  
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Fri, Sep 22 – Sun, Sep 24
  - Emelia Testin  
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RES-04805 • 422 Wood Rd, Asp...  
Wed, Oct 4 – Thu, Oct 5
  - John Jones  
Cuchara Gem  
RES-04804 • 8478 Glen Gary Ct, A...  
Sun, Oct 8 – Thu, Oct 12
  - No name Dfsdfdf  
Back Bowls Uphill  
RES-04803 • 123 Redpath Ln, Asp...  
Sun, Oct 8 – Thu, Oct 12
  - Joe Jackson  
Ajax  
RES-04802 • 301 Midland Ave, C...  
Sun, Oct 8 – Thu, Oct 12
  - Pryce Dowd  
St Sophia  
9/8/23



**RES-04808: Switchback** ↕ More details  
Billye James

**Open Reservation - Details**

abcdemo.escapia.stg/WebAgency/Reservation/OpenReservation/Details.aspx?id=15968276

Reservation
Booking(s)
Folio(s)
Events/Correspondence
Transactions
History

**Reservation Status** Confirmed

**Payment Status** Not Paid

**Processing Status** Not Processed

**Reservation Type** Renter

**Reservation Number** RES-04808

**Confirmation Code** KYHNP

**Created** 9/18/2023 7:46 AM by Admin kmennitt

**Canceled** n/a

**Reservation Name**

**Reservation Type**

**Travel**

**Created By**

Rental Agreement Signed

**Send Reservation Correspondence**

**Print Reservation**

**Print Reservation Receipt**

Group charges with rent

**Change Customer**

**Customer**

**Customer**

Name	Email	Phone	City	State
<a href="#">Billye James</a>	<a href="mailto:billyethejames@yahoo.com">billyethejames@yahoo.com</a>	+1 7204545453		

**Source**

**Source Category**

**Source Subcategory**

**Import Code**

Customer visited my Web site before making this Reservation.  Yes  No

**Travel Agents**

<input type="checkbox"/> IATA#	Agency Code	Agent Name	Commission Basis	Commission	Pre-Deduct
No Travel Agents have been added to this Reservation.					

[+ Add Travel Agent](#)

Confirm...
Delete...
Cancel Reservation...

+

Please select delivery methods  
send via Email

Inbox beta

Search inbox

RES-04808: Switchback [More details](#)  
Billye James

- All messages
- Inquiry
- Booked
- Arriving today
- Current stay
- Departing today
- Post stay
- Canceled
- Send quote

- All messages
- Kaitlyn Mennitt 2:41 PM  
Switchback  
RES-04810 • 39284 Lower River Road, ...  
Tue, Sep 26 – Tue, Oct 3
- Admin Nmasani 12:56 PM  
Back Bowls Uphill  
RES-04809 • 123 Redpath Ln, Aspen, Co...  
Sat, Oct 14 – Thu, Oct 19
- Billye James 9/18/23  
Switchback  
RES-04808 • 39284 Lower River Road, ...  
Fri, Sep 22 – Sun, Sep 24
- Mark Five Vedder 9/11/23  
Teocalli  
RES-04807 • 517 E Hyman, Aspen, Colo...  
Tue, Sep 12 – Wed, Sep 20
- Test User 9/11/23  
Zephyr Peak B Side  
RES-04806 • 182 Aspen Road Unit B, As...  
Tue, Sep 12 – Fri, Sep 22
- Emelia Testin 9/8/23  
St Sophia  
RES-04805 • 422 Wood Rd, Aspen, Colo...  
Wed, Oct 4 – Thu, Oct 5
- John Jones 9/8/23  
Cuchara Gem  
RES-04804 • 8478 Glen Gary Ct, Aspen, ...  
Sun, Oct 8 – Thu, Oct 12
- No name Dfsdfdf 9/8/23  
Back Bowls Uphill

**Apply template**

- Thank you for booking
- Grocery delivery info
- Lift tickets
- Ski home amenities
- Welcome to your new home!

Please select delivery methods  
send via Email

Inbox beta



Search inbox

RES-04808: Switchback  
Billye James

[More details](#)

- All messages
- Inquiry
- Booked
- Arriving today
- Current stay
- Departing today
- Post stay
- Canceled
- Send quote

All messages

Kaitlyn Mennitt 2:41 PM  
Switchback  
RES-04810 • 39284 Lower River Road, ...  
Tue, Sep 26 – Tue, Oct 3

Admin Nmasani 12:56 PM  
Back Bowls Uphill  
RES-04809 • 123 Redpath Ln, Aspen, Co...  
Sat, Oct 14 – Thu, Oct 19

Billye James 9/18/23  
Switchback  
RES-04808 • 39284 Lower River Road, ...  
Fri, Sep 22 – Sun, Sep 24

Mark Five Vedder 9/11/23  
Teocalli  
RES-04807 • 517 E Hyman, Aspen, Colo...  
Tue, Sep 12 – Wed, Sep 20

Test User 9/11/23  
Zephyr Peak B Side  
RES-04806 • 182 Aspen Road Unit B, As...  
Tue, Sep 12 – Fri, Sep 22

Emelia Testin 9/8/23  
St Sophia  
RES-04805 • 422 Wood Rd, Aspen, Colo...  
Wed, Oct 4 – Thu, Oct 5

John Jones 9/8/23  
Cuchara Gem  
RES-04804 • 8478 Glen Gary Ct, Aspen, ...  
Sun, Oct 8 – Thu, Oct 12

No name Dfsdfdf 9/8/23  
Back Bowls Uphill

**New booking**  
Fri, Sep 22 – Sun, Sep 24  
2 🗨️ 2 🔄

Billye · Mon, Sep 18, 2023 @ 11:46 AM



+

Hi Billye, thank you for booking Sunnyside Vacations! Please call or text us if you need anything before or during your stay.



Please select delivery methods  
send via SMS





# Best practices

Send, receive, and track guest communications in a unified inbox

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- Stay organized with grouping categories (inquiry, booking, arriving today, post stay, and more)
- Easily find inquiries from Vrbo and existing bookings by name, reservation, or keywords from conversation thread
- Switch messages to an “unread” status as a reminder for follow-up



*Coming soon!*

# 2-way text messaging with call forwarding

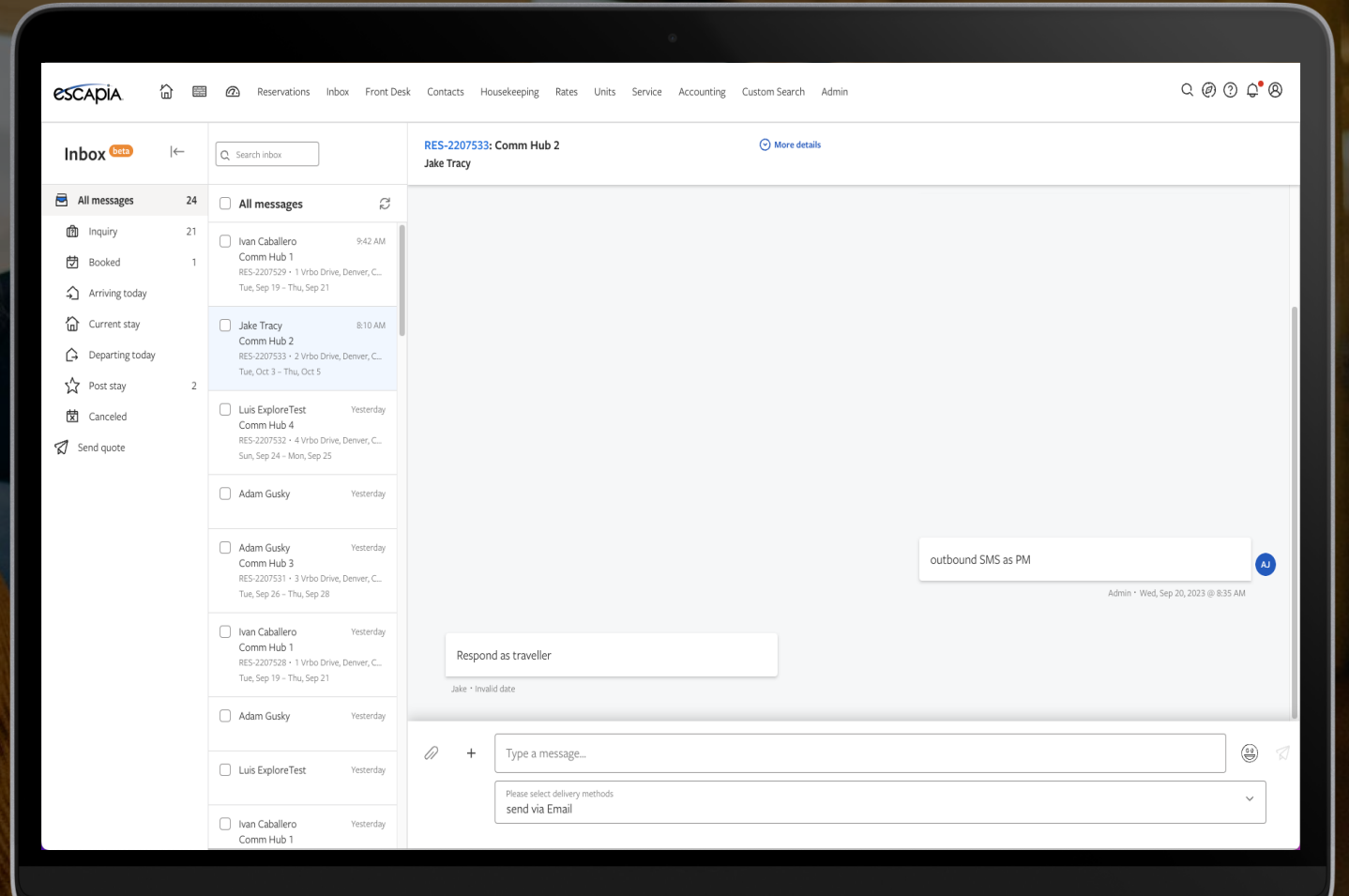
# Incorporate text messaging into your operational flow

	Before	After
Schedule mobile communications	Glad To Have You	Escapia Communications Hub
2-way text messaging	3 <sup>rd</sup> party	Inbox



Coming soon!

# 2-way text messaging with call forwarding



# Best practices

Reach guests on the go with text functionality

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- Review your current communications flow to determine which messages to send via email, text, or both
- Send priority messages right to a guest's phone with text
- Send manually or automatically
- Use sparingly!!!!



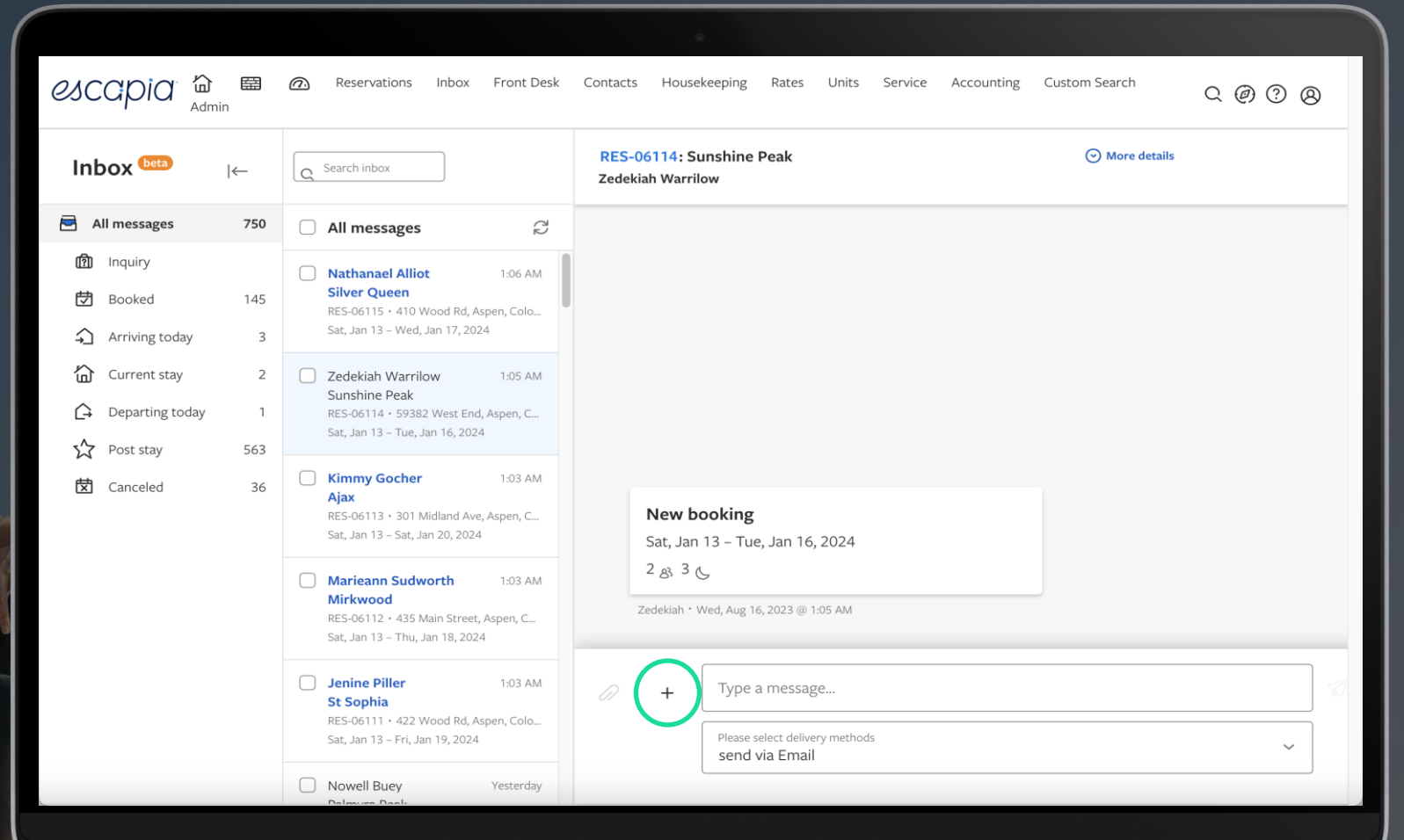


More coming soon!



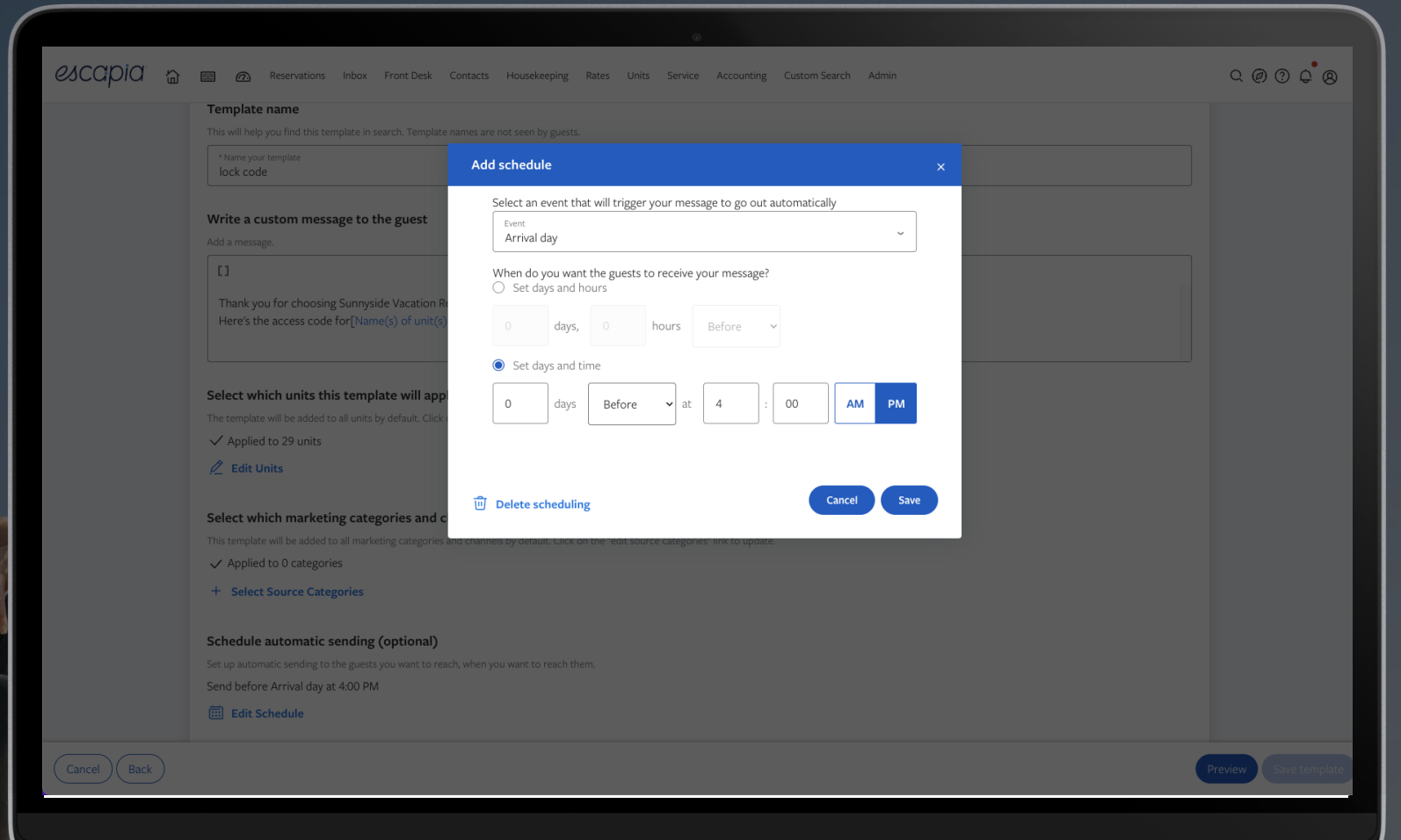
Coming soon!

# PDF Attachments



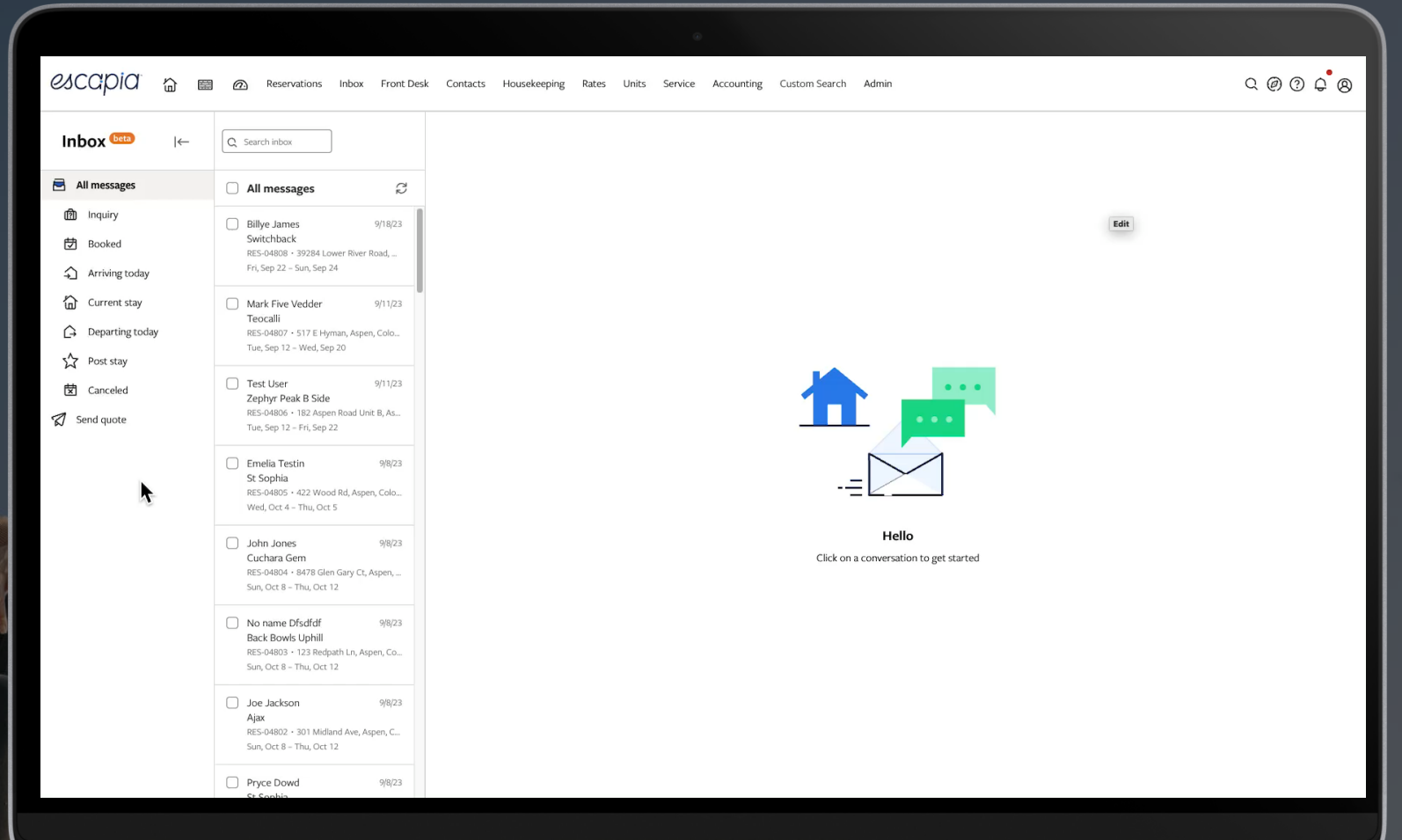
Coming soon!

# Email templates & scheduling



Coming soon!

# Multi-quote





# Enabling you to run your business your way

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Choose how and when rental agreements are sent to your guests

Work smarter with custom templates

Send, receive, and track guest communications in a unified inbox

Better manage inquiries in Escapia's Communications Hub

Send priority messages to guests on the go with 2-way text

# FREE Professional Services (normally \$250 per hour!)



## Topics

- Vrbo Health & Wellness
- Rates Manager
- New Unit Editor, Owners, Contracts
- Reservations
- Housekeeping
- Service Orders
- Correspondence
- Owner Portal

Sign up with QR code below or at  
[www.escapia.com/training](http://www.escapia.com/training)



Q&A





EXPLORE 23  
FEST

#EXPLOREfest