



Messaging via API launch kit



What's included in the launch kit



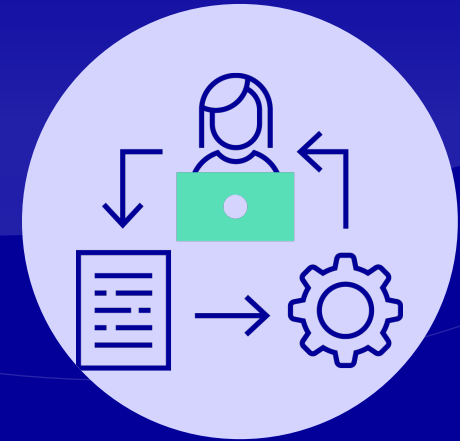
Overview

Overview of property status via API




Benefits

Key benefits for connectivity partners and lodging partners



Getting started

Examples, next steps, and certification details



In the past, lodging partners had to manage guest communications via email or through Expedia Partner Central. This led to an increased reliance on Expedia support and partner headcount for message management.

The messaging capability via our Lodging Supply GraphQL API will enable lodging partners to standardize and simplify the communication management process, thus increasing responsiveness, improving booking conversion, preventing cancellations, and building trust.

Functionality

Lodging partners will be able to maintain communication with travelers from messages during pre-booking through messages post-stay

Goals

1. Retrieve a message thread (and its messages) by ID
2. Add a message to a message thread
3. Retrieve message threads (conversations) for a property
4. Retrieve all messages for a property
5. Retrieve a reservation's message thread ID
6. Upload and download message attachments



How Messaging via API will help you



This capability will unlock 3 key benefits for you



Simplify Guest Communication

Provide consistent, easy-to use message fields for software providers to build around



Scale with Consistency

Allows software providers to offer the same communications management experience across all OTAs in their solution



Reduce Support Burden

Enable providers to shift staff dedicated to messaging support to other areas of the business

How Messaging via API will help your lodging partners

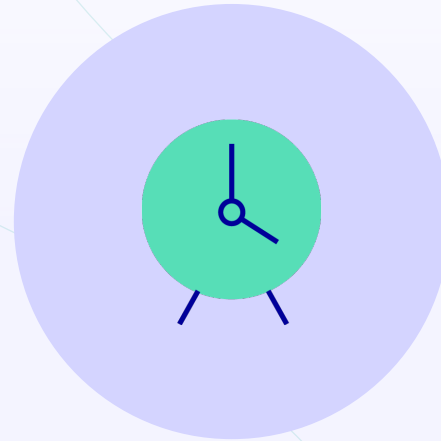


This capability will unlock 3 key benefits for your lodging partners



Improve booking conversion

Deliver an exceptional traveler experience from the beginning with a strong consistent line of communication



Increase Responsiveness

Quickly react and respond to messages throughout a traveler's stay in one software solution



Reduce the Risk of Cancellations

Maintaining quick and consistent lines of communication is correlated with up to a 3% reduction in cancellations

Once implemented the following workflow is possible

- A traveler makes a reservation, which creates the message thread, and the MessageThreadCreated webhook notification is sent to the lodging partner. A message is also created, which captures the reservation event, and the MessageReceived notification is also sent
- After the reservation is created, either party (traveler or partner) can add a message to the message thread.
- Lodging partner retrieves the message using the ID (using the message query).
- Lodging partner responds to the message using their software (using the sendMessage mutation and the message thread ID in the notification)
- MessageReceived webhook notification is sent.



Review Messaging specifications [HERE](#)

- If you have read the documentation and are ready to continue, reach out to your Account Manager to discuss next steps.

Test the Integration



- You will be able to run queries offered by the Lodging Supply GraphQL API in our **interactive GraphQL Explorer** [HERE](#)
- We will provide a self-test plan to be completed when the development is done.
- Once testing is successfully verified, you will be certified for this capability.

Go live



- Once you have been certified by our support teams, you are ready to release this functionality into production. Communicate with your customers so they know to take advantage of your new capability!



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