

# Setting Up Automated Quick Replies on Airbnb: A Step-by-Step Guide for Atlas Ferries Partners

For Isle of Wight Accommodation Providers

---

## Introduction

This guide will walk you through setting up an automated quick reply message on Airbnb that will be sent to your guests 5 minutes after they confirm their booking. This message promotes the Atlas Ferries discount available to your guests, helping them save money on their ferry crossing while supporting a local Island business. Part 1 is for setting up via mobile, Part 2 is for setting up via desktop

**Time required:** Approximately 5-10 minutes for initial setup.

---

## Prerequisites

Before you begin, ensure you have:

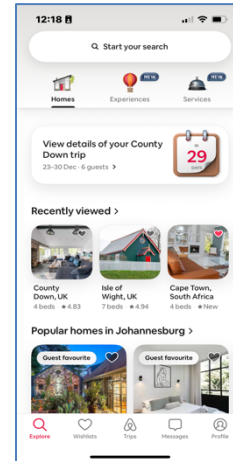
- An active Airbnb host account
  - Access to the Airbnb app on your mobile device OR the Airbnb website on a computer
  - Your property name ready (to insert into the message template)
-

# Part 1: Setting Up Quick Replies on Mobile (Recommended)

The mobile app provides the most streamlined experience for setting up quick replies. Follow these steps:

## Step 1: Access the Messages Tab

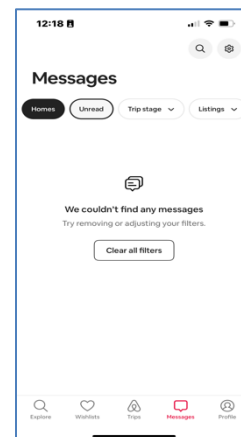
1. Open the **Airbnb app** on your smartphone
2. At the bottom of the screen, tap on **Messages** (the speech bubble icon)
3. You should now see your hosting inbox with all guest conversations



## Step 2: Navigate to Message Settings

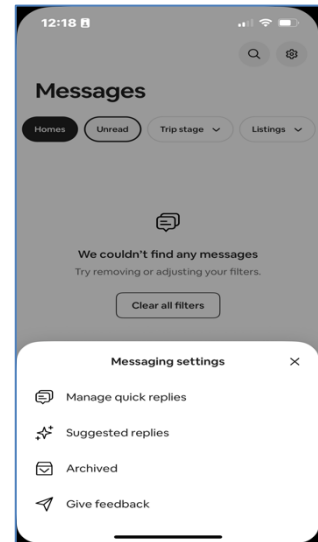
1. In the top right corner of the Messages screen, tap the **Settings icon** (three horizontal lines or gear icon)
2. A menu will appear with several options
3. Select **Quick replies** from the menu

**What you'll see:** A list of any existing quick reply to templates you've created, or a blank screen if this is your first time using the feature.



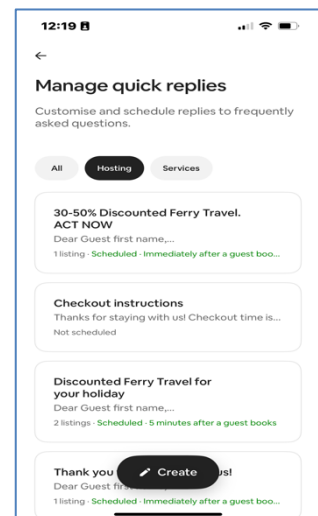
## Step 3: Create a New Quick Reply

1. Tap the **manage quick replies** or **Create** button in the top right corner or bottom middle
2. You'll now be on the quick reply creation screen



## Step 4: Name Your Quick Reply Template

1. In the **Template name** field, enter “Discounted Ferry Travel for your Island Visit”
2. Press Create



## Step 5: Compose Your Message

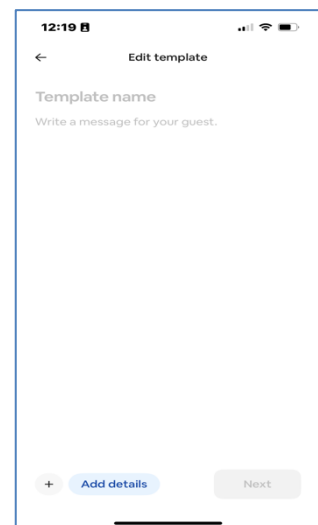
In the message composition box, copy and paste or type the following message, making sure to replace **[Your Property Name]** with your actual property name, and **[Insert Host name]** with the actual name of the host.

### Message Template:

Dear **[Guest]**,

We have partnered with Atlas Ferries to offer our guests a ferry discount. To take advantage of this offer, please visit [www.atlasferries.co.uk/ferry-enquiry3](http://www.atlasferries.co.uk/ferry-enquiry3) and enter your travel details. Please be sure to mention that you're staying at Northbrook Lodge.

Atlas Ferries will provide you with the best available crossing and price. They offer highly competitive discounts, always with flexible and refundable tickets. Atlas is an Island-based company with an excellent



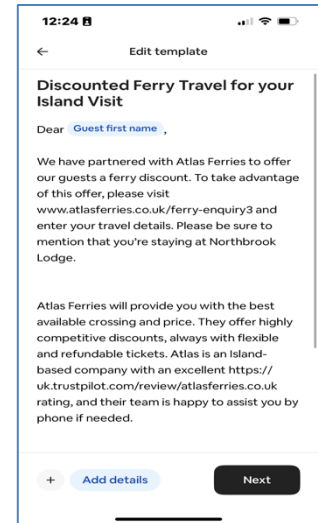
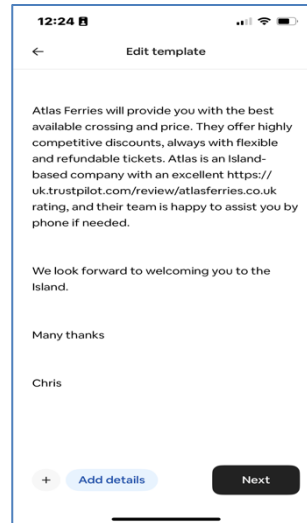
<https://uk.trustpilot.com/review/atlasferries.co.uk> rating, and their team is happy to assist you by phone if needed.

We look forward to welcoming you to the Island.

Many thanks

**[Insert Host name]**

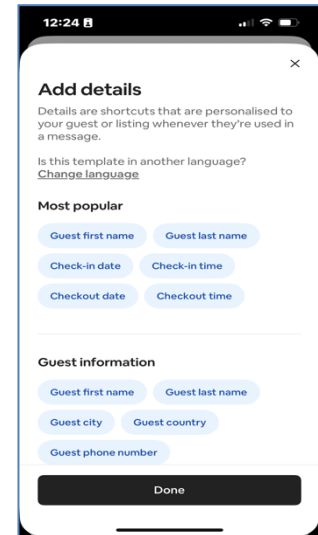
**Important:** Replace **[Your Property Name]** with the actual name of your Airbnb property (e.g., "Cozy Cottage by the Sea" or "Beachfront Retreat").



## Step 6: Add Personalization with Details/Shortcodes (Optional)

Airbnb allows you to personalize messages with automatic details that pull information from the guest's reservation. To add these:

1. Look for the **Add detail** or **Shortcode** dropdown menu in the message composition area
2. Common useful shortcodes include:
  - **Guest first name** - Addresses the guest personally
  - **Check-in date** - References their arrival date
  - **Listing name** - Automatically includes your property name
3. Tap a shortcode to insert it into your message



### Enhanced message example with personalization:

*Dear [Guest first name],*

*We have partnered with Atlas Ferries to offer our guests a ferry discount. To take advantage of this offer, please visit [www.atlasferries.co.uk/ferry-enquiry3](http://www.atlasferries.co.uk/ferry-enquiry3) and enter your travel details. Please be sure to mention that you're staying at [Listing name].*

*Atlas Ferries will provide you with the best available crossing and price. They offer highly competitive discounts, always with flexible and refundable tickets. Atlas is an Island-based company with an excellent TrustPilot rating, and their team is happy to assist you by phone if needed.*

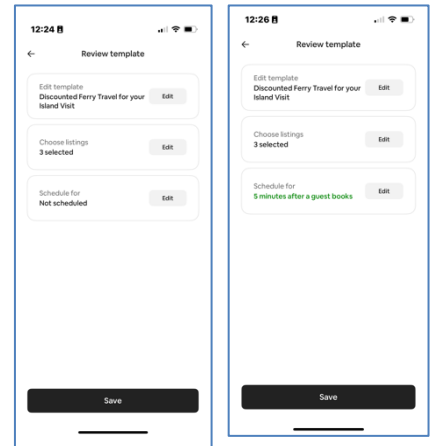
*Looking forward to welcoming you on [Check-in date]!*

## Step 7: Schedule the Message

This is the crucial step that makes the message send automatically:

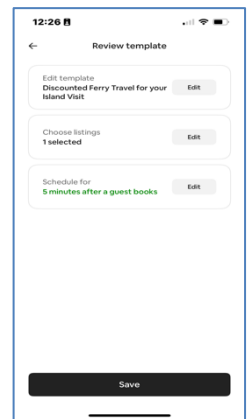
1. Look for the **Schedule** section or **When to send** option
2. Tap on **Edit** to reveal scheduling options
3. Select **5 minutes after a guest books** as the trigger event
4. Click **Apply**

**What this does:** The message will automatically send to guests 5 minutes after they complete their booking, giving them immediate information about the ferry discount while their travel plans are fresh in their mind



## Step 8: Select Your Listing (If You Have Multiple Properties)

1. If you host multiple properties, tap **Choose Listings**
2. Select which property/properties this message should apply to
3. If you only have one listing, this field may be pre-selected or not appear



## Step 9: Save Your Quick Reply

1. Review all your settings carefully
2. Tap **Save** or **Create** at the bottom of the screen
3. You'll be returned to the quick replies list, where you should now see your new template

**Confirmation:** Your scheduled quick reply is now active and will automatically send to all new bookings going forward.

---

# Part 2: Setting Up Quick Replies on Desktop/Website

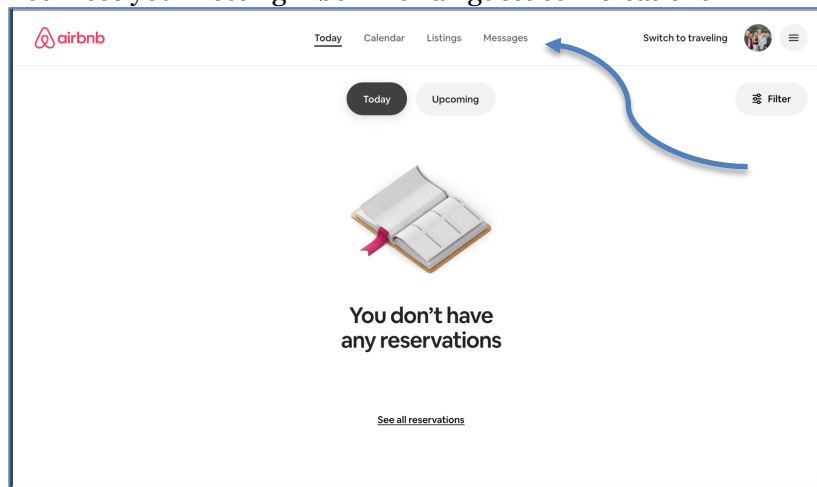
If you prefer to use a computer, follow these steps:

## Step 1: Log Into Airbnb

1. Open your web browser and go to **www.airbnb.com**
2. Log in to your hosting account
3. Click on your profile picture in the top right corner
4. Select **Switch to hosting** if you're not already in host mode

## Step 2: Access Messages

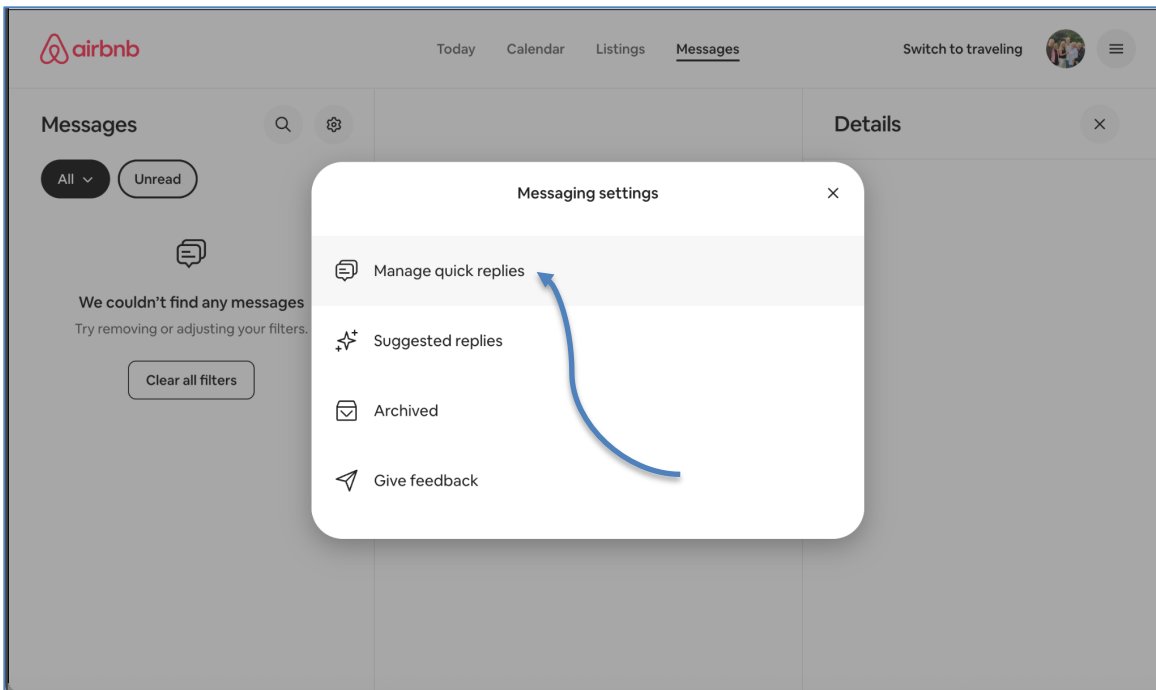
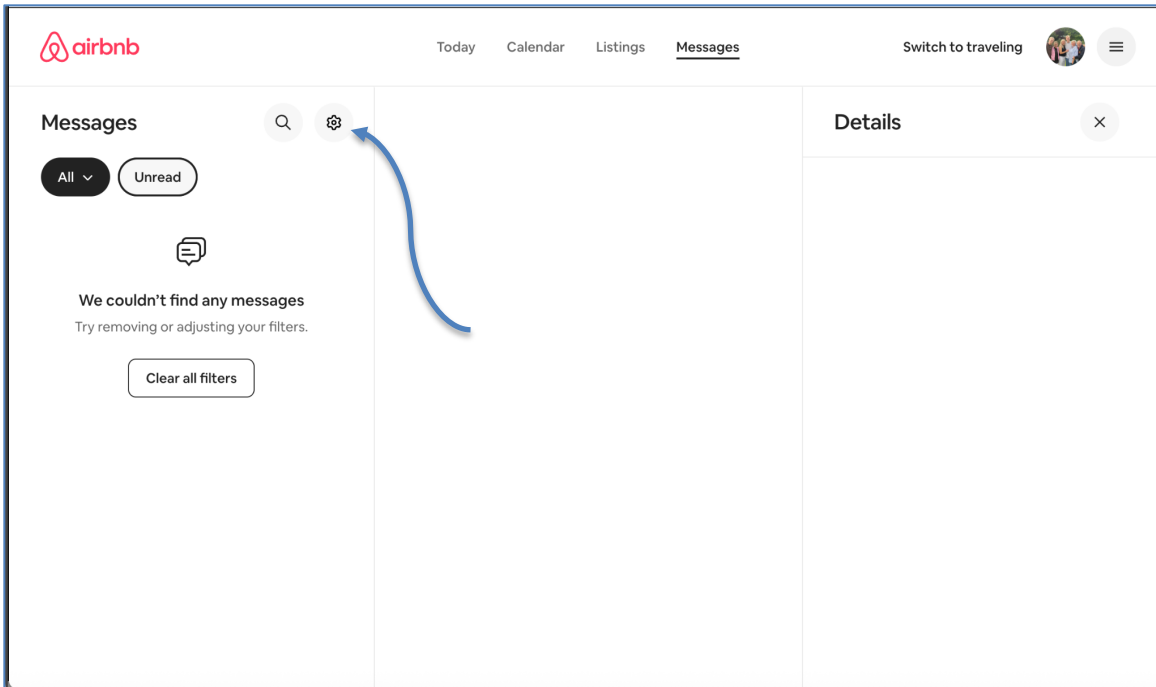
1. In the top navigation menu, click on **Messages** or **Inbox**
2. You'll see your hosting inbox with all guest conversations



## Step 3: Open Message Settings

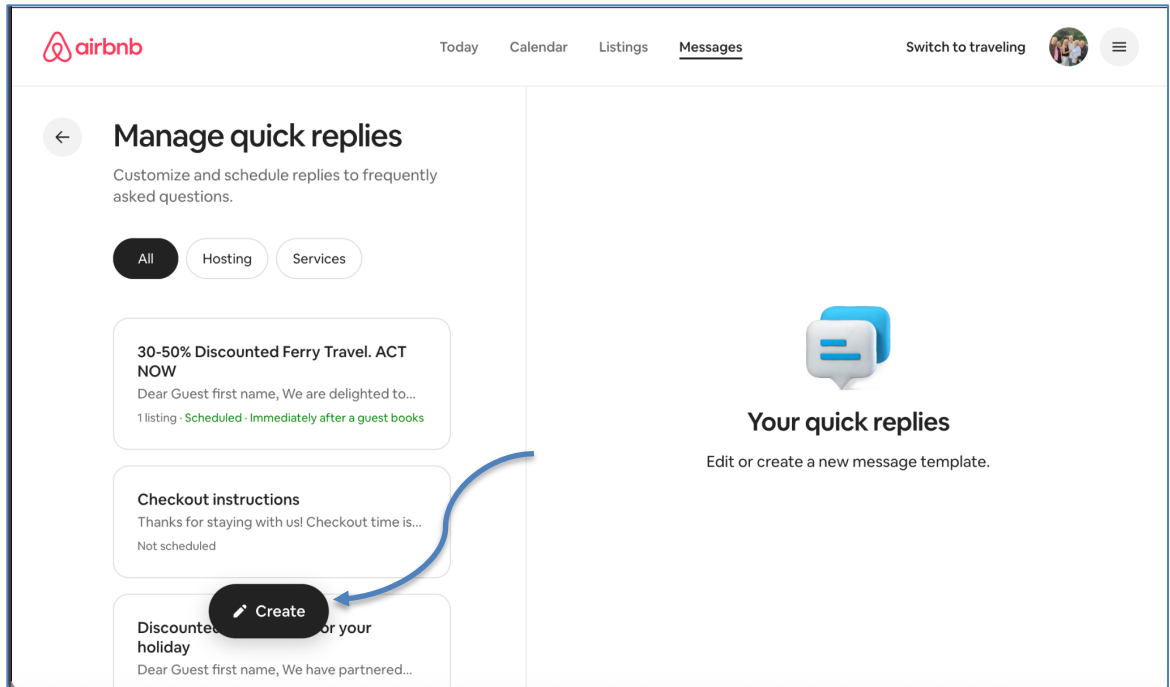
1. On the left side of the screen, look for a **folder icon** (cog wheel on the left hand side )menu
2. Click on it to expand the menu
3. Select **Manage quick replies** or **Quick replies**.

**Alternative path:** Some Airbnb interfaces have a **Settings** gear icon near the top right of the Messages page. Click this, then select **Quick replies**.



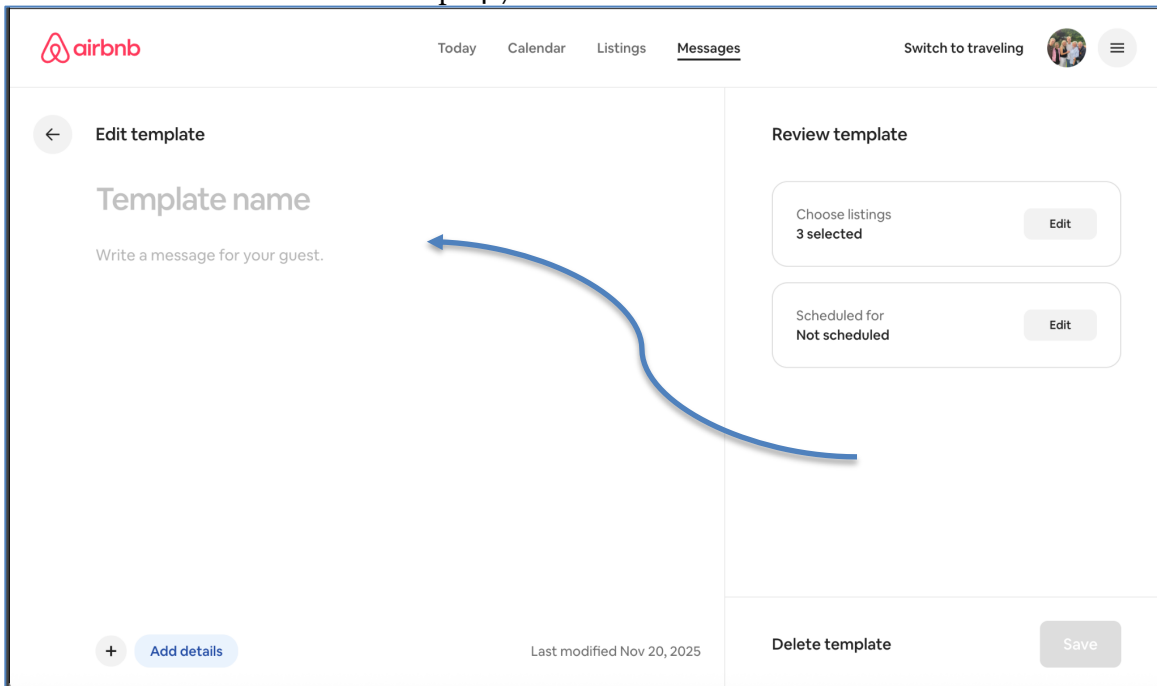
## Step 4: Create New Quick Reply

1. Click the + **New Reply** or **Create** button
2. A new form will appear for creating your template



## Step 5: Fill In the Quick Reply Details

Follow the same instructions as Steps 4-7 in the mobile section above:



- Name your template: "Discounted Ferry Tickets for your Island Holiday"
- Select your listing(s) if you have multiple properties
- Compose your message using the template provided:

***Message Template:***

Dear **[Guest]**,

We have partnered with Atlas Ferries to offer our guests a ferry discount. To take advantage of this offer, please visit [www.atlasferries.co.uk/ferry-enquiry3](http://www.atlasferries.co.uk/ferry-enquiry3) and enter your travel details. Please be sure to mention that you're staying at Northbrook Lodge.

Atlas Ferries will provide you with the best available crossing and price. They offer highly competitive discounts, always with flexible and refundable tickets. Atlas is an Island-based company with an excellent <https://uk.trustpilot.com/review/atlasferries.co.uk> rating, and their team is happy to assist you by phone if needed.

We look forward to welcoming you to the Island.

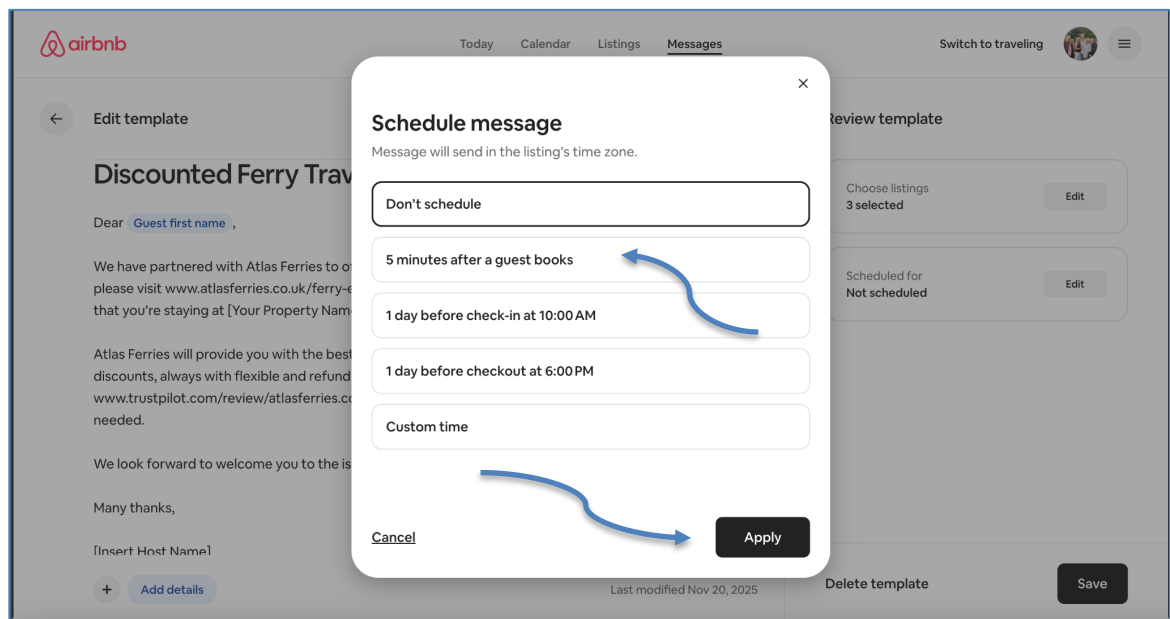
Many thanks

**[Insert Host name]**

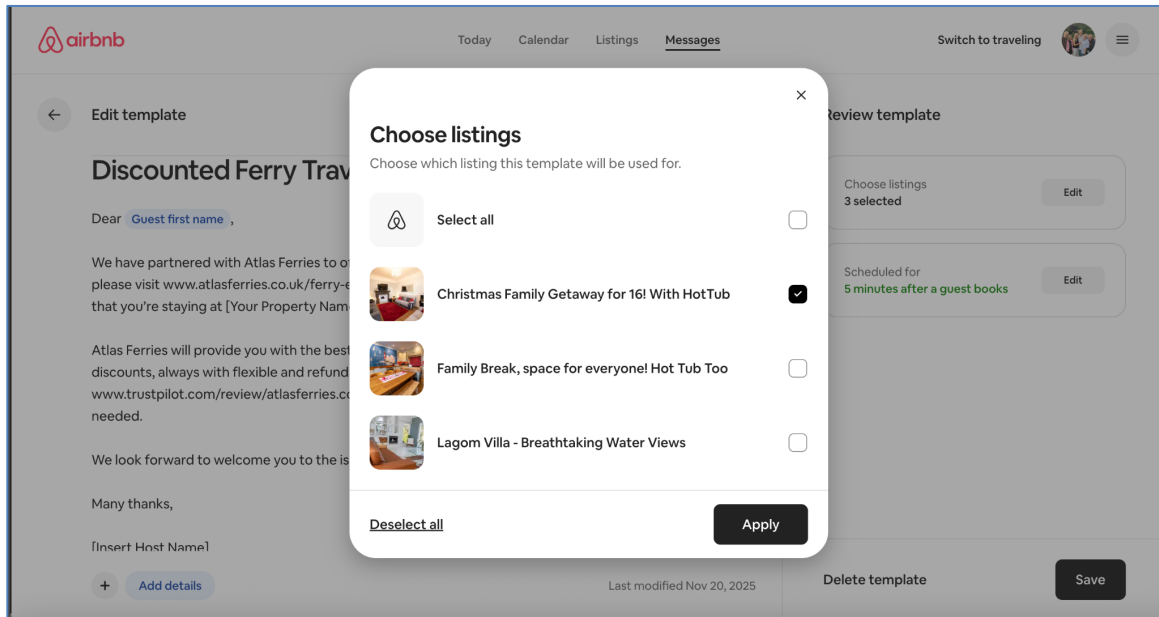
- Add personalization shortcodes if desired (look for an **Insert detail** dropdown)

## Step 6: Schedule the Message

1. Look for the **Schedule** or **Automation** section
2. Select **Send automatically** or toggle the scheduling option to ON
3. Choose the trigger: **Booking confirmed** or **New reservation**
4. Set the timing: **5 minutes after** the event



## Step 7: Select your listing(s) if you have multiple properties



## Step 8: Save and Activate

1. Click **Save** or **Create quick reply**
2. Your scheduled message is now active

---

## Part 3: Testing Your Quick Reply

After setting up your scheduled message, it's important to verify it works correctly:

### How to Test

1. Wait for a new booking to come through, or
2. Use Airbnb's preview feature if available (some versions allow you to send a test message to yourself)
3. Check your message thread with the guest 5 minutes after booking to confirm the message was sent automatically

## What to Check

- The message sent at the correct time (5 minutes after booking)
  - Guest's name was inserted correctly (if you used the shortcode)
  - Your property name appears correctly
  - The Atlas Ferries link is clickable: [www.atlasferries.co.uk/ferry-enquiry3](http://www.atlasferries.co.uk/ferry-enquiry3)
  - The message tone is friendly and professional
- 
- 

## Frequently Asked Questions

### **Q: Can I customize the message for each guest before it sends?**

A: Yes. When a scheduled message is about to send, you'll see a reminder in your conversation with the guest. You can edit, skip, or send the message early before the scheduled time

### **Q: Will guests receive the message if they book last-minute?**

A: For bookings made within a few days of check-in, Airbnb may automatically skip some scheduled messages to prevent guests from being overwhelmed. You can adjust settings to always send messages regardless of booking timing[10].

### **Q: Does this affect my response rate?**

A: Scheduled quick replies do count toward your response activity, but they don't directly improve your response rate metric. You still need to personally respond to direct guest questions within 24 hours to maintain a good response rate[11].

### **Q: Can co-hosts also create quick replies?**

A: Yes, both you and your co-hosts can set up your own quick reply templates. They'll all be available for use by anyone managing the listing[12].

### **Q: What's the character limit for quick replies?**

A: Airbnb messages, including quick replies, have a limit of 4,000 characters. The Atlas Ferries message template provided is well within this limit[13].

### **Q: Will the message work for all booking channels?**

A: This quick reply is specific to Airbnb's platform. If you list on other booking sites ([Booking.com](http://Booking.com), VRBO, etc.), you'll need to set up similar messages in those platforms or use a property management system that handles multi-channel messaging[14].

---

## Getting Help

If you encounter issues setting up your quick reply:

## **Airbnb Support**

- Visit the Airbnb Help Center: [www.airbnb.com/help](http://www.airbnb.com/help)
- Call Airbnb host support (available 24/7)
- Use the in-app messaging to contact support directly

## **Atlas Ferries Support**

For questions about the ferry discount program:

- Contact Atlas Ferries team directly for partnership questions
  - They can provide guidance on how guests should reference your property
-