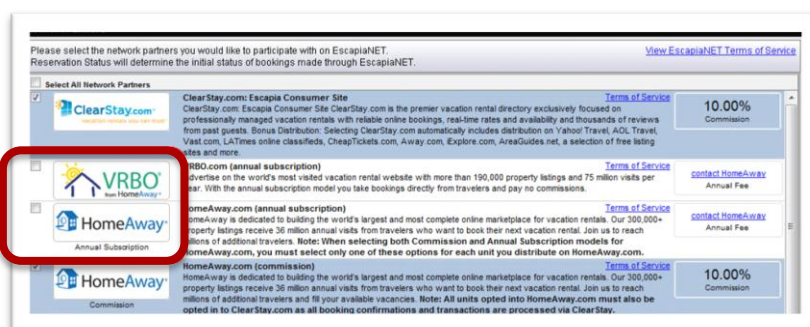


# Activating Distribution to HomeAway and VRBO through EscapiaNET

Enjoy the ease of managing your HomeAway and VRBO listings directly from Escapia.

**Escapia® VRS is natively integrated into HomeAway and VRBO through EscapiaNet™. Activating your connection is a simple process.**

1. Activate HomeAway and/or VRBO as a Channel Partner on the Network Partner Screen. An email will be sent to the HomeAway team. You will be prompted to Opt In if you are not set up.

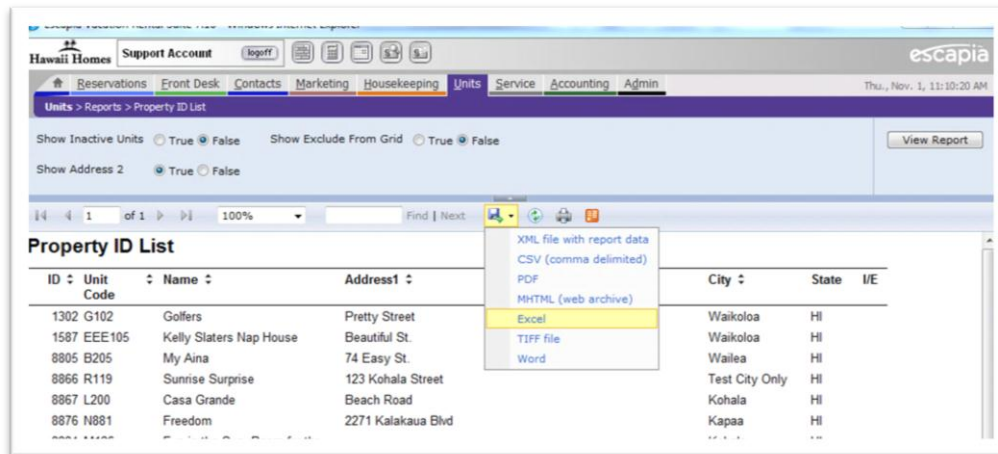


2. Your HomeAway Account Manager will contact you within one week to set up your account and listing preferences, and then begin the activation process.
3. Your HomeAway Account Manager will work with you to decide on subscription levels and bundles for your properties.
4. The HomeAway Onboarding Coordinator will then contact you to complete the activation process with you.



## Activating Distribution on HomeAway and VRBO

- Identify the properties you are listing on the **Mapping Spreadsheet** received from the HomeAway Onboarding Coordinator. If the properties are currently listed on HomeAway or VRBO, be sure to list their corresponding property IDs. To get your Escapia property IDs, export the list from the Unit > Reports > Property ID list and fill the Escapia property IDs into the mapping spreadsheet.



- Once you have returned your list and set up your account with your Account Manager, the Onboarding Coordinator will instruct you to select a few test properties and you will work together to make sure that the information is correct. It will take up to a few days for the properties to populate and be checked by the implementation team. **Note: Once you are integrated, Escapia becomes the system of record for rates, calendars, listing content and photos. Any information manually put in HomeAway or VRBO through the Listing Editor will be overwritten.** Once the integration begins, the listing content cannot be rolled back to the manually added listing content.
- Follow the **Listing Quality Integration Guidelines** to maximize your listings; be sure all pertinent fields are updated in Escapia VRS (See page 4).
- Once the testing is complete, the Onboarding Coordinator will instruct you to add the remainder of your properties. Properties must be added as EITHER subscription or commission, not both.
- If you have questions about billing, bundling, pricing tiers, adding properties, Brand Boost, etc., please contact your HomeAway List Account Manager for assistance.

### General Listing Information – Listing through EscapiaNET

**Data Information:** You cannot choose specific data to send from Escapia. Escapia is system of record for rates, calendars, listing content, and photos to be sent to HomeAway and VRBO. Some manually entered listing content may disappear if the equivalent field does not exist in Escapia (such as detailed bedding/bedroom information and custom amenities). **Changes made in the Listing Editor will be overwritten by the data feed from Escapia.**

**Type of Listings:** If you have both PPB (commission) and subscription listings, or if you are switching from commission to subscription listings, you will be set up with a new HomeAway or VRBO account. We cannot

# Activating Distribution on HomeAway and VRBO

currently integrate with existing Pay per Lead (PPL) listings. If you want to switch your PPL listings to subscription or to add additional properties, contact your Account Manager. If you have switched listing types, from commission to subscription, each reservation will stay under the payment/listing type it was booked under.

**Contacts:** We are not updating the listing-level contacts through the integration. These must be edited manually in the Dashboard. New listings will be assigned to the default contact on the account.

**Reviews:** All reviews in Escapia will be created in HomeAway or VRBO even if they are hidden on your website. Reviews will all show with a created date of the date of initial integration, not the date the review was written. If you want to respond to a review, it must be done within two weeks of receipt of the review. Units → User Reviews; open review and create “Manager Response.”

**Property Placement/Maps:** We use the address in Escapia to place the property in a region on VRBO or HomeAway. If the address is incomplete, the placement will likely be incorrect. The placement service relies on Google to map properties. If Google’s coverage of an area is not good, placement could be incorrect. All integrated Escapia listings are mapped at a zoom level of street. You should verify that the location of each listing is correct.

## Rates and Rate Rules:

- If you have Rate Rules associated with the Base Plan (i.e.: increase or decrease Rent based on occupancy, booking time, etc.) then those will be factored into the rate calculation on the sites.
- If the rates for a certain period can vary due to advanced rate rules, we will display a minimum and a maximum for the rate period on the sites.
- Rates on HomeAway or VRBO will be inclusive

of housekeeping fees, etc... unless specified in Escapia.

**Custom Seasons:** By enabling custom seasons, you can update how date ranges display in EscapiaNET. Units → Setup → Custom Seasons.

**Images:** Only the first 24 images are sent in the data feed to HomeAway or VRBO.

**Amenities:** Amenities pull from the Unit, not EscapiaNET searchable amenities. The general amenities “Pets” and “Non-Smoking” should be added under Rates and Policies, not amenities, so they do not appear twice in the listing or conflict.

**Quality Sort:** Some property managers may see their placement in sort change slightly after the integration is complete. Most property managers will see an increase in their sort order placement as a result due the frequency of the calendar updates made by the integration. The most common cause of a lower placement in sort order is due a decrease in zoom level on the map pre and post integration. All integrated listings from Escapia are mapped to street level, whereas it is possible to zoom to property level within the HomeAway or VRBO listing editor. See the **Listing Quality Integration Guidelines** for specific details and ways to improve your properties’ ranking.

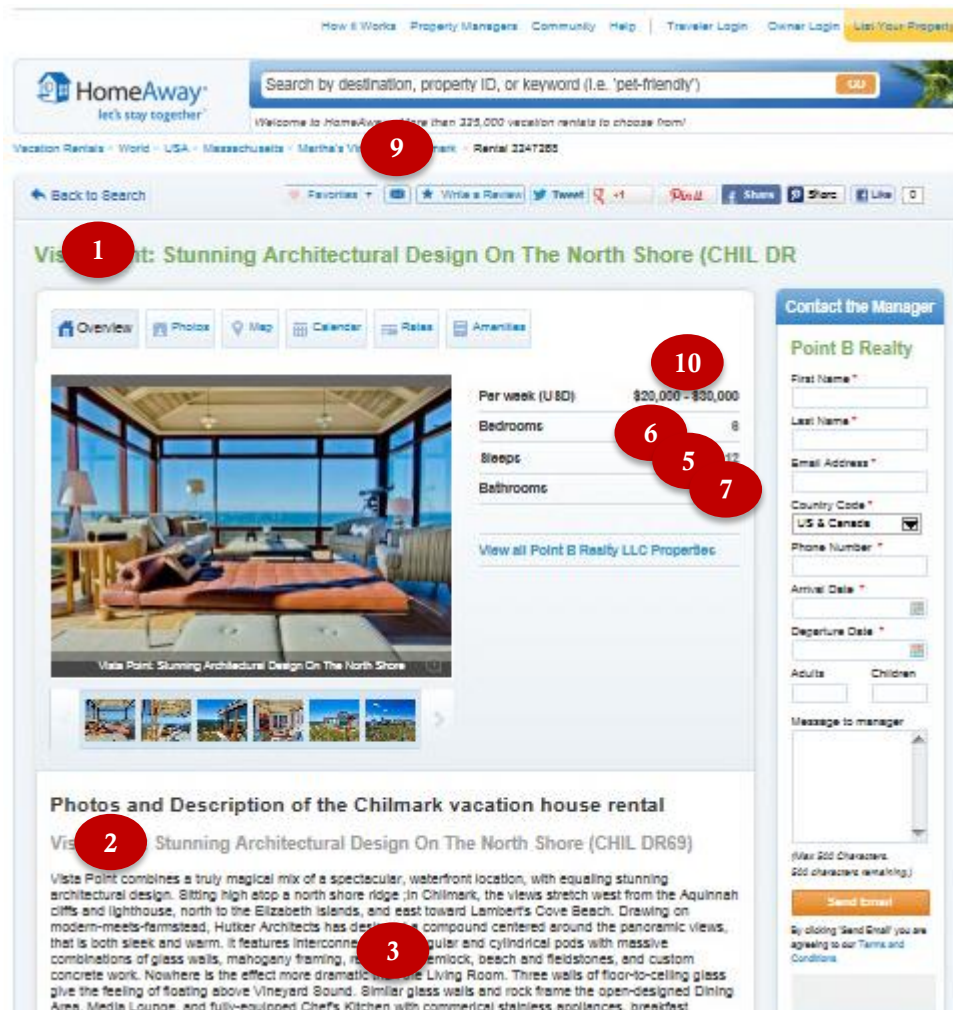
## Contact

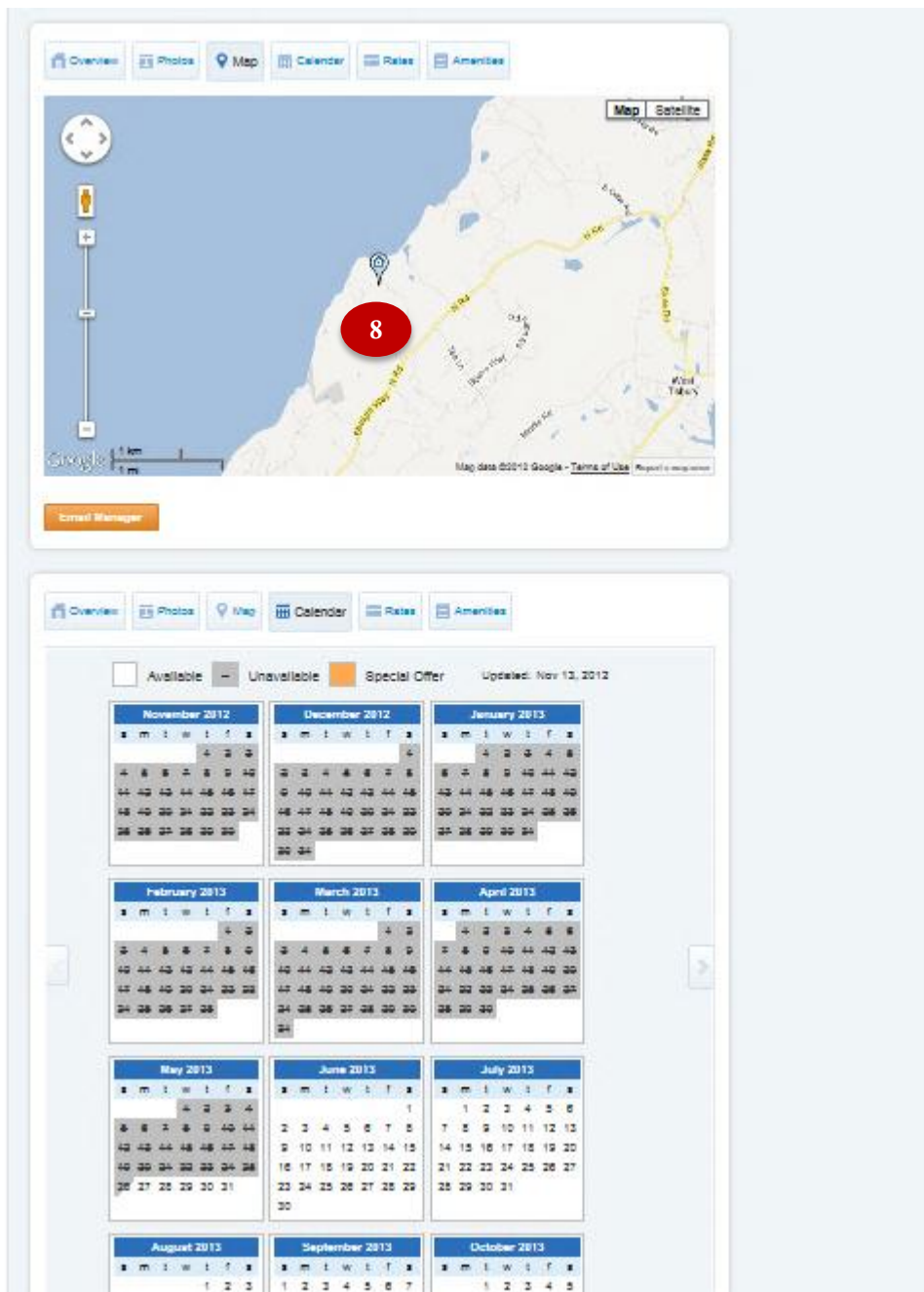
- For any Escapia and EscapiaNet questions, contact the Escapia support (877.238.2287 x2, or [support@escapia.com](mailto:support@escapia.com))
- For any HomeAway/VRBO questions, contact your HomeAway Account Manager (888.581.1849, or [pmservices@homeaway.com](mailto:pmservices@homeaway.com))

# Your Data Fields in the HomeAway Listing

(1)	HomeAway Guidelines (2)	Escapia VRS Fields	Comments
1	Headline*	Marketing Headline	Limit to 70 characters.
2	Title*	Friendly Unit Name	Not displayed in the HomeAway Listing; Dashboard only
3	Description*	Long Description	Must have 10 characters in both long & short description fields.
4	Minimum Length of Stay*	# nights - Min. Online Res Hold Duration	Unless Rate Rule designates a different min.
5	Maximum Number of Guests*	Maximum Occupancy	
6	Number of Bedrooms*	Bedrooms	
7	Number of Bathrooms*	Bathrooms	
8	Longitude*, Latitude*	Longitude and Latitude	See note below to find Longitude and Latitude.
9	Street*	Address Line 1	
9	City*	City	
9	State/Province* (if applicable)	State/Province/Region	
9	PostCode*	Zip/Postal Code	
9	Country*	Country	
10	Rates*	Pricing Plan	Base Plan only.
11	Floor Area	Square Feet	

**Table A:** (1) See Appendix for mapping (2) Recommended or \*Required fields in the HomeAway Listing Quality Guidelines





Overview Photos Map Calendar Rates Amenities

### Rental Rates for this vacation house rental in Chilmark, Massachusetts

Rental Basis: Per property  
Rental rates quoted in: US Dollar  
Approximate equivalent in:

May 25 2013 - Jun 29 2013	Minimum Stay: 1 Week
Weekly .....\$20,000	
Jun 30 2013 - Jul 27 2013	Minimum Stay: 1 Week
Weekly .....\$25,000	
Jul 28 2013 - Aug 31 2013	Minimum Stay: 1 Week
Weekly .....\$30,000	
Sep 1 2013 - Oct 26 2013	Minimum Stay: 1 Week
Weekly .....\$20,000	

Payment is usually accepted in the quoted currency (US Dollar) unless the currency and the amount is specifically agreed in advance with the owner / advertiser.

[Email Manager](#)

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Overview Photos Map Calendar Rates Amenities

### Accommodation and Amenities for this vacation house rental in Chilmark, Massachusetts

<b>Property Type:</b>	house	
<b>Floor Area:</b>	4500 sq. ft.	
<b>Location Type:</b>	waterfront	
<b>General:</b>	Parking Internet wireless broadband Wood Stove Telephone Air Conditioning	Linens Provided Washing Machine Clothes Dryer Fireplace Iron & Board
<b>Kitchen:</b>	Dishwasher Microwave Coffee Maker Toaster	blender toaster pot Pantry Items grill
<b>Bathrooms:</b>	5 Bathrooms Bathroom 1 - Bathroom 2 - Bathroom 3 - Bathroom 4 - Bathroom 5 -	
<b>Bedrooms:</b>	6 Bedrooms, Sleeps 12	
<b>Entertainment:</b>	DVD Player Television Radio	radio Stereo TV

# Your Amenities in the HomeAway Listing

Escapia Amenity Name	Homeaway.com amenity	Homeaway.com Feature Set	VRBO.com Amenity	VRBO.Com Feature Set
CD Player	CD	ENTERTAINMENT	CD	ENTERTAINMENT
Cookware	full kitchen	KITCHEN	full kitchen	KITCHEN
Washer & Dryer	clothes dryer	KITCHEN	clothes dryer	GENERAL
Washer & Dryer	washing machine	KITCHEN	washing machine	GENERAL
Outdoor Shower	outdoor shower	WASHING_FACILITIES	outdoor shower	WASHING_FACILITIES
Nearby Grocery	groceries	LOCAL_SERVICES_AND_BUSINESSSES	groceries	LOCAL_SERVICES_AND_BUSINESSSES
Tennis	tennis	SPORTS_AND_ADVENTURE_ACTIVITIES	tennis	SPORTS_AND_ADVENTURE_ACTIVITIES
Deck	deck wood	OUTSIDE	deck/patio	OUTSIDE
Patio	patio stone/concrete	OUTSIDE	deck/patio	OUTSIDE
DVD Player	DVD	ENTERTAINMENT	DVD	ENTERTAINMENT
Ironing Board	iron & board	KITCHEN		
Nearby ATM	ATM/bank	LOCAL_SERVICES_AND_BUSINESSSES	ATM/bank	LOCAL_SERVICES_AND_BUSINESSSES
Central Air	air-conditioning	GENERAL	air-conditioning	GENERAL
Linens	linens provided	GENERAL	linens provided	GENERAL
Gas Grill	outdoor grill gas	OUTSIDE	gas/electric BBQ grill	OUTSIDE
Near Beach	beach	ATTRACTIONS		
BBQ Grill	outdoor grill	OUTSIDE	gas/electric BBQ grill	OUTSIDE
On Beach	beach	ATTRACTIONS	beachfront	LOCATION_TYPE
On Bay or Sound	bay/sound	ATTRACTIONS		
High Speed Internet	broadband access	INTERNET_ACCESS	broadband access	COMMUNICATION_INTERNET
Cable TV	satellite or cable	ENTERTAINMENT	satellite or cable	ENTERTAINMENT
Satellite TV	satellite or cable	ENTERTAINMENT	satellite or cable	ENTERTAINMENT
Games	games adults	ENTERTAINMENT		
Jacuzzi Tub	jacuzzi	GENERAL	hot tub	GENERAL
Air Conditioning	air-conditioning	GENERAL	air-conditioning	GENERAL
Golf Course	golf	SPORTS_AND_ADVENTURE_ACTIVITIES	golf	SPORTS_AND_ADVENTURE_ACTIVITIES
Shared Pool	communal pool	SWIMMING_POOL	communal pool	GENERAL
Nearby Bank	ATM/bank	LOCAL_SERVICES_AND_BUSINESSSES	ATM/bank	LOCAL_SERVICES_AND_BUSINESSSES
Nearby Medical Services	medical services	LOCAL_SERVICES_AND_BUSINESSSES	medical services	LOCAL_SERVICES_AND_BUSINESSSES
Movie Theatres	cinemas	ATTRACTIONS	cinemas	ATTRACTIONS
Wood Stove	woodstove	LIVING_ROOM	woodstove	GENERAL
Area FitnessCenter	fitness center	LOCAL_SERVICES_AND_BUSINESSSES	fitness center	LOCAL_SERVICES_AND_BUSINESSSES
Dishwasher	dish washer	KITCHEN	dish washer	KITCHEN
Shopping			shopping	LEISURE_ACTIVITIES

Screened Porch	screened porch/lanai	OUTSIDE		
Kids Games	games kids	ENTERTAINMENT		
Utensils	cooking utensils	KITCHEN	cooking utensils	KITCHEN
Nearby Golf Course	golf	SPORTS_AND_ADVENTURE_ACTIVITIES	golf	SPORTS_AND_ADVENTURE_ACTIVITIES
Wildlife Viewing			wildlife viewing	LEISURE_ACTIVITIES
Hiking Trails	hiking	SPORTS_AND_ADVENTURE_ACTIVITIES	hiking	SPORTS_AND_ADVENTURE_ACTIVITIES
Television	TV	ENTERTAINMENT	TV	ENTERTAINMENT
Miniature Golf			miniature golf	LEISURE_ACTIVITIES
Movie Theatre	cinemas	ATTRACTIONS	cinemas	ATTRACTIONS
Area Fitness Center	fitness center	LOCAL_SERVICES_AND_BUSINESSES	fitness center	LOCAL_SERVICES_AND_BUSINESSES
DVD Movies	video library	ENTERTAINMENT	video library	ENTERTAINMENT
Whirlpool Tub	whirlpool	POOL_SPA	hot tub	GENERAL
Game System	videogame console	ENTERTAINMENT	videogame console	ENTERTAINMENT
Near River	river	LOCATION_TYPE		
Medical Services Nearby	medical services	LOCAL_SERVICES_AND_BUSINESSES	medical services	LOCAL_SERVICES_AND_BUSINESSES
Deep Sea Fishing	Deep sea fishing	SPORTS_AND_ADVENTURE_ACTIVITIES	Deep sea fishing	SPORTS_AND_ADVENTURE_ACTIVITIES
Water Park	water parks	ATTRACTIONS	water parks	ATTRACTIONS
Sight-Seeing	sight seeing	LEISURE_ACTIVITIES	sight seeing	LEISURE_ACTIVITIES
Theatre	live theater	ATTRACTIONS	live theater	ATTRACTIONS
Jet Ski Rental	jet skiing	SPORTS_AND_ADVENTURE_ACTIVITIES	jet skiing	SPORTS_AND_ADVENTURE_ACTIVITIES
Bicycle	bike	OUTSIDE		
Wind Surfing	wind-surfing	SPORTS_AND_ADVENTURE_ACTIVITIES	wind-surfing	SPORTS_AND_ADVENTURE_ACTIVITIES
Shared Swimming Pool	communal pool	SWIMMING_POOL	communal pool	GENERAL
Snowmobile Rental			snowmobiling	LEISURE_ACTIVITIES
Cable Television	satellite or cable	ENTERTAINMENT	satellite or cable	ENTERTAINMENT
Baseball Park				
Satellite Television	satellite or cable	ENTERTAINMENT	satellite or cable	ENTERTAINMENT
VHS Movies	video library	ENTERTAINMENT	video library	ENTERTAINMENT
Theme Park	theme parks	ATTRACTIONS	theme parks	ATTRACTIONS
Ballet	live theater	ATTRACTIONS	live theater	ATTRACTIONS
Beach Walking	walking	LEISURE_ACTIVITIES	walking	LEISURE_ACTIVITIES
Rollerblading	roller blading	SPORTS_AND_ADVENTURE_ACTIVITIES	roller blading	SPORTS_AND_ADVENTURE_ACTIVITIES
Ocean Kayaking	kayak	OUTSIDE		
Battlefields	sight seeing	LEISURE_ACTIVITIES	sight seeing	LEISURE_ACTIVITIES
Wireless Internet	wireless broadband	INTERNET_ACCESS	wireless broadband	COMMUNICATION_INTERNET