



Hotel Winter Checklist

**Use the below as a checklist to ensure that you are utilising the 'quiet' winter period to prepare for next year.
Consider giving it to a member of staff and ask for it to be completed and returned**

		Actioned Y/N
	Direct Bookings	
1	Look at what you are doing to promote 'Direct Booking's in the hotel. Would a stranger walking off the street into the hotel instantly know you are promoting Direct Bookings?	
2	What incentives do you offer to Book Direct?	
3	Have you signs in reception promoting direct booking?	
4	Is it advertised on your menus?	
5	How is it advertised in your bedrooms?	
6	Is it advertised on your Guest Sign in Forms?	
7	Is it advertised on your Invoices?	
8	Are the guests given any promotional material when they leave?	
	Next Years Offers	
9	Can offers be set up NOW ready for 2019 even if they are not live? (St Patricks Day/Easter etc etc)	
	Review your listings on the OTA's (Booking.com/Expedia etc)	
10	Is the text description correct?	
11	Is the map location correct?	
12	All all the latest images uploaded?	
13	Are all the relevant room types and rate plans loaded?	
14	Is it worth setting up any Special Offers on the OTA?	
15	Is it possible to get any better deals out of the OTA's?	
16	Are any OTA's missing ie Ryanair Rooms	
	Check the 'Google Listing'	
17	Is text/description correct?	
18	Is Address Correct?	
19	Are all necessary images uploaded?	
	Tripadvisor	
20	Check you have access to your Tripadvisor Account	
21	Are the details on your account correct?	
22	Can any TripAdvisor reviews be answered?	
	Link Building/SEO	
23	Decide what key markets you want to go after, discuss suitable metatags with your website designer.	
24	Contact local websites to see if you can get a link to your website from them. (Local Museums	

	Check your website content;	
25	Does it contain directions from the Bus Station/Airport/Train Station/How mch a taxi costs etc?	
26	Is your GPS Location clear?	
27	Does it contain useful information on what to do in the area? Ie Places to dine/places to shop/What to do in 48 hours in your town/What to do on a rainy day with children? Etc	
	Sales and Marketing Plan;	
28	Generate a Sales and Marketing Plan for 2019. Aim for 10 Promotions over the year. (See 'Sample Marketing Plan' from AccuBook)	
29	For each promotion decide.	
30	1. M1 What is the Market you are going after? (Men/Women/Families/Young Adults etc)	
31	2. M2 What is the Means for getting your message into the market (Print/E mail/FaceBook)?	
32	3. M3 What is the Message ie What are you offering?	
33	4. M4 Money. What is your budget?	
34	Make someone responsible to execute the Sales and Marketing Plan	
35	Agree a budget for the Plan	
	Customer Retention	
36	What are the benefits of a 'Frequent Customer'r program?	
37	How is this promoted?	
38	How do guests sign-up?	
	E Mail Marketing	
39	Ensure someone is trained in MailChimp	
40	Locate and upload to MailChimp a Marketing Database	
41	Get a MailChimp Post Card out to recent customers.	
	Revenue Management	
42	Ensure someone is responsible as Revenue Manager	
43	Agree targets for the Revenue Manager	
	Corporate/Local Businesses	
44	Compile a list of local companies/businesses	
45	Approach each one with a Corporate Rate and Meetings/Conference documentation or Brochure.	
46	Check the Meetings/Conference section of your website. Does it really list everything you can offer for businesses. The potential room layouts? Equipment Hire? Refreshments Options etc	
	Social Media	
	Is someone updating your FaceBook Page?	
	What is the response time for queiries on your FaceBook Page	
	Do you have a 'Book Now' button on your FaceBook Page?	
	Are the photos uptodate?	