

The DEEP-DIVE Hotel Audit to Create Greater Competitiveness

LESS IS MORE FOCUS - this table reduces the overall totals to more manageable minimums for comparison from our **Distant Booker** best practice principles. (40+ pictures is enough for a Distant Booker)

TARGET NUMBER	Your Hotel	Hotel 1	Hotel 2	Hotel 3	Hotel 4	Hotel 5
---------------	------------	---------	---------	---------	---------	---------

Why Would They Book? First Impressions - the basics

Total Feedback from Booking.com/ Hotels.com/ Expedia/ etc	10					
Specific Cleanliness Feedback	10					
How do we look after you? A three bullet description – 3 x USPs and Pictures	3					
The Hotel 'Experience'. What it will feel like to have been here? Text	3					
Who are we? Staff – insights about staff - pictures of them working	3					
Do we have offers that link to guest activities in the hotel?	3					
Do we have offers that link to guest activities outside the hotel?	3					
Do we have three collaborative deals with local attractions?	3					
Links to personally recommended for trips and activities by our staff?	3					
Hotel Organised Events – in the hotel and using the hotel facilities?	5					
Guest Chosen Events - What guests do outside when staying	5					
	37					

First Impressions count – is the website doing that? 1 to 10 score	10					
--	----	--	--	--	--	--

"The Product" (Rooms, Facilities, Food, Location, etc.)

Clear Pricing? Link to Booking Pages?	1	1				
Offers, deals, at hotel – web pages?	3	3				
Deals with Collaborators/Attractions outside the hotel – web pages?	3	3				
The Facilities in the Hotel – all on one page?	1	1				
Groups/ Weddings/ Meetings? Page for each? Facility based events?	3	3				
Business Page - Desk - Space - USBs - Lighting - Wi-Fi - meetings - etc.	1	3				
Events organised and themes by the Hotel. Page for each?	3	1				
Location Description? What's the area like? Pictures and text?	1	1				
Directions to the Hotel? A text description and/or a Google type map?	1	1				
Attractions nearby – a page for at least three?	3					
	20					

TARGET NUMBER	Your Hotel	Hotel 1	Hotel 2	Hotel 3	Hotel 4	Hotel 5
---------------	------------	---------	---------	---------	---------	---------

Website Pictures

Puddings plated up	3					
Starters and Evening Main Courses	6					
Lunches ready to serve	3					
Breakfast plate pictures	3					
Location – pictures of the surrounding area 1 mile radius	6					
The hotel from outside – three angles - shows the location and 'neighbours'	3					
Bedroom Interiors – 6 pictures is enough	6					
Bathrooms – 6 pictures	6					
Views from the bedroom windows – guests assume the worst if there are none	3					
Staff – pictures of staff happily working – like showing happy guests on other pics.	3					
Ambience photos – log fires, lighting, décor – with guests having a happy time	3					
Busy Bar/reception areas with happy guests enjoying their stay	3					
	48					

Overall food picture scores	15					
-----------------------------	----	--	--	--	--	--

Overall Bedroom + Bathroom scores	12					
-----------------------------------	----	--	--	--	--	--

TARGET NUMBER	Your Hotel	Hotel 1	Hotel 2	Hotel 3	Hotel 4	Hotel 5
---------------	------------	---------	---------	---------	---------	---------

Website Pictures - continued

Photos of hotel events - weddings, parties, events, meetings, conferences, set-ups	6					
Photos of hotel facilities - pool, conference rooms, gardens, spa, sauna	6					
Pictures of local attractions – things, activities, and events	6					
Guest Pictures – publish photos guests took - from TripAdvisor / Facebook etc.	6					
Guests having a great time - anywhere in the hotel	6					
Business Guest Photos - desk - lighting - facilities - sockets - <i>in bedrooms</i>	3					
	33					

Website Picture Totals	81					
------------------------	----	--	--	--	--	--

