01 / PROPERTY CLARITY

Make the property easy to understand.

Before expanding promotion, check whether a guest can understand the setting, the accommodation and what is actually included.

- ☐ **Define the right stay occasion.**

  Describe the property, its location and the type of stay it suits. Distinguish a business stay, leisure break, retreat and group event rather than using one generic promise.

- ☐ **Explain the room and experience.**

  Verify room types, occupancy limits, accessible facilities where known, amenities and inclusions. Use current, authorised images that match the actual offering.

- ☐ **Make commercial details clear.**

  Review rates, applicable charges, meal inclusions, cancellation terms, deposits and payment steps. Agree who updates information when a rate or policy changes.

- ☐ **Keep one approved information source.**

  Compare the property website, eligible local profiles, booking-platform descriptions, brochures and reservation scripts. Resolve contradictory details before publication.

- ☐ **Separate concept from evidence.**

  Do not present illustrative property renders, stock-style scenes or sample interfaces as a real client property or an achieved booking result.

> Keep a useful existing identity. Commission a rebrand only when the property story or presentation is part of the gap.

02 / TWO DIFFERENT JOURNEYS

Separate stay bookings from event enquiries.

A room reservation and a wedding proposal require different information, decisions and operational owners. Design the handoff accordingly.

- ☐ **Connect stays to the actual booking route.**

  Use the operator's booking engine or authorised reservation contact. Test the destination on mobile, including unavailable dates and incomplete requests.

- ☐ **Distinguish request from confirmation.**

  A click, submitted enquiry or requested date does not confirm inventory or a reservation. Use confirmation wording only after the real system or authorised team confirms it.

- ☐ **Give weddings their own requirements brief.**

  Ask for relevant planning context such as date range, event format, approximate guest scale and required spaces. Do not imply that the venue or date is already reserved.

- ☐ **Prepare an appropriate event-team handoff.**

  Assign the enquiry to the team that can review suitability, availability, inclusions and proposal terms. Record missing information and the next conversation.

- ☐ **Check every route, not just the main button.**

  Test room pages, event pages, mobile menus, direct enquiry links and follow-up templates. Keep unsupported booking widgets out of the published site.

The agency can design the information and handoff. The property operator owns rates, inventory, contracts, reservations and actual service delivery.

03 / COMMUNICATION & OWNERSHIP

Make follow-through useful and accountable.

A relevant message and a named owner are more useful than repeated generic reminders. Establish the communication boundaries before launch.

- ☐ **Collect only what the next step needs.**

  Keep general enquiry forms focused on business or stay-planning requirements. Do not request identity documents, payment-card data or sensitive guest histories in a marketing form.

- ☐ **Explain the purpose of follow-up.**

  Identify the contact channel and the reason for communication. Keep an enquiry response separate from an ongoing promotional subscription; handle opt-outs through the agreed process.

- ☐ **Assign enquiry ownership.**

  Define who receives stay, event and trade enquiries. Record source, relevant context and the next action without assuming that every message is a booking-ready lead.

- ☐ **Set expectations before arrival.**

  Use approved practical information about arrival, access, inclusions and relevant policies. Keep unsupported promises out of pre-arrival messages.

- ☐ **Close the loop after the visit.**

  Use appropriate permission-based follow-up and genuine feedback. Escalate service concerns to the responsible property team rather than treating them as a design issue.

No response-time or availability promise should be shown unless the actual property team has agreed and can support it.

04 / TRUST & MEASUREMENT

Review the evidence, then choose the next step.

Evaluate the quality of information and the recorded next actions. Do not treat a visually attractive dashboard as proof of bookings or revenue.

- [ ] **Define every reported outcome.**

  Separate enquiries, recorded bookings, cancellations and completed stays. Use property records where available and identify client-reported figures or missing attribution.

- [ ] **Publish genuine proof only.**

  Before using client logos, quotations, occupancy, star classifications or revenue results, verify the source, scope, period, contribution and publication permission.

- [ ] **Give feedback a responsible owner.**

  Keep requests neutral, replies factual and private guest information out of public responses. Track recurring themes and operational actions rather than inventing ratings.

Choose your first three priorities.

Priority	Owner	Due date
1.		
2.		
3.		

This is a working brand and communication checklist, not legal advice, a property certification or a guarantee of bookings, occupancy or revenue.