



KICK-OFF CHECKLIST

Hotel Rooms & Marketing

Use this checklist as a starting point to discuss with your PUM expert. Before your first meeting, you can answer any questions you can answer. At the kickoff meeting, this checklist will walk you through all the information your PUM expert needs to know.

1. ABOUT THE PROPERTY

The first step to effective online marketing is to know who you are and who you are targeting. Is it easy for you to set, or could you use some help?

1.1 What is the name of your property

...

1.2 Can you describe your property?

...

1.3 How many rooms do you have available?

...

1.4 Describe the different room types/numbers you offer (e.g. standard, deluxe, family hotel rooms, suites, apartments)

...

1.5 What is your overall occupancy rate?

...

1.6 What are the room rates and what is the main rate booked?

...

1.7 What do your guests like most about your property or what is your strong point?

...

1.8 What do your customers comment on or what is your weakness?

...

1.9 Describe your business' level of service.

...

2. ABOUT YOUR COMPETITORS AND THEIR ENVIRONMENT

The next step is to define your external factors, such as your competitors. Do you know your competitors, and can you explain more about the surroundings of your region?

2.1 Where is your company located?

...

2.2 Can you explain the location further? Is it in the city or in nature, for example?

...

2.3 Who are your main competitors?

...

2.4 What advantages do you have over your competitors?

...

2.5 What is your disadvantage compared to your competitors?

...

2.6 Explain in short the market you are in.

...

3. ABOUT YOUR TARGET AUDIENCE

To define who you are as a business, we need to determine who your target audience is. What types of guests stay at your accommodation?

3.1 What are the top 5 regions where your customers are from?

...

3.2 Do you mainly have leisure or business customers?

...

3.3 Can you describe your main customers?

...

3.4 What is the main purpose of their stay with you?

...

4. ONLINE VISIBILITY

For the final step, we need to indicate how visible you are online. How can your guest find you online? What are you already doing so that your customers can find you online?

4.1 Do you have a website?

- Yes
- No

4.2 What is the URL of the website? And/or the email address for reservations?

...

4.3 Do you receive bookings via this website?

- Yes
- No

4.4 If you receive bookings via your website, what percentage (approximately) of your total bookings come from your website?

...

4.5 Is this site working well for you? What would you like to see different?

- Better Representation
- More direct bookings
- Better functionality
- Improve search engine findability
- Others, **namely...**

4.6 Which ad sites are you present on?

- Google Maps (including business information through Google My Business)
- Tripadvisor
- Booking.com
- Expedia
- AirBnB
- Kayaking
- Price Range
- Hotels.com
- Agoda
- (Local) Tourism initiatives, namely: ...
- Others, **namely...**

4.7 For which social media platform do you have an account for your property?

- Facebook
- Instagram
- YouTube
- TikTok
- WhatsApp
- Facebook Messenger
- WeChat
- Twitter
- LinkedIn
- Snapchat
- Pinterest
- Others, **namely...**

4.8 Do you run online advertising or promotions? If so, which ones?

- Google Ads (formerly known as Google Adwords)
- Banner Ads
- Facebook Ads
- Instagram Ads
- Tripadvisor paid listing
- Cooperation with travel blogger influencers
- Others, **namely...**

4.9 Do you advertise or promote OFFline? If so, which ones?

- Google Ads (formerly known as Google Adwords)
- Banner Ads
- Facebook Ads
- Instagram Ads
- Tripadvisor paid listing
- Cooperation with travel blogger influencers
- Others, **namely...**

4.10 Do you send promotional newsletters?

- Send email newsletters
- Send an email before their stay with information and/or additional sales opportunities
- Send an email after you check out to ask for a review
- Others, **namely...**