Booking Engine:

1: Cancel any bookings due to stay up to the start of July to ensure you're not charged for commissions.

- Re-engage with an email/ e-zine to extend a Promo Code to come back at a later date.

2: Have you any waitlist requests requiring a response? How to respond?

3: Review Business on the Books

- What groups are you holding blocks for (weddings/ conferences/ tour groups)?
- What FIT allocations are you still holding?
- Work with your contacts to see what's going to materialise. **Release, release, release.**
- If you're moving wedding dates, why not use the Event Rates feature in Avvio. This way you can set up a block of rooms on a hidden rate, viewable only by the wedding party by use of a PROMO Code.

4: Review inventory

- Have you max inventory loaded?
- Have you reduced/ cancelled blocks?
- Have you inventory loaded on Avvio for next 18months? Enquiries starting now for 2021. Haven't done this in a while? Here's how.
- Would you like to receive a notification when inventory falls below a certain threshold?
  Here's how.

5: Review Restrictions

- You may have imposed restrictions on dates early in the year based on assumptions re: occupancy pre-Covid. How can you see them?
- How do you remove them?

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6: Review rates

- Ensure all old rates/ rate groups are suspended e.g. Easter/ St. Patricks Day/ Mother's Day etc.
- Simplify your offering - BB/ RO/ DBB/ Golf. Limit the number of rates on offer. If offering Golf Rates – be very clear on T&C's (T-Times, new policies/ procedures).
- The Spa probably won't be re-opening, therefore suspend any inclusive rates.
- Will the kids club re-open? If not, amend the packages that include.
- Use this time to optimise your sales messaging – why should someone choose you over another hotel? **What's your USPs?**

7: Review Upsells

- Have you introduced a room only rate and have you set-up a breakfast as an add-on e.g. room service/ grab and go?
- Do you need guests to book their breakfast time in the restaurant?
- Do you need guests to book their dinner time in the restaurant?
- Will your spa-open? If not, suspend the Spa treatments on offer.
- Have you extended your drinks offering if your bar is closed?
- Has the hotel Netflix/ Disney to promote in-room movie nights for families/ couples?
- Can you do Movies Treats – Popcorn/ Drinks/ Ice-cream etc.?
- Forgotten how? [How to create an upsell.](#)

8: Closed User Group

- Looking to grow your email database. Suggest enabling this to capture emails and offer a % discount off BB or RO. [How to set-up.](#)
- This is what it looks like to the guest (you customise to your property).

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9: Have you enabled Early Check-in/ Late Check out as a feature? Probably not going to be 100% occupied, therefore opportunity to enable on a % of each room type.

- Here's how. [How to set-up early check-in/ late check-out.](#)

This is how will appear to the guest:

10: Room Upgrades

- Have you this enabled? [Here's how to set-up.](#)

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This is how the feature looks like on the Guest Journey. Upgrades will only show if there's availability on that room type.

11: Review timed announcement - amend to show opening date. How to amend.

⭐ ⭐ ⭐ In the interest of health and the well being of our customers and staff, the Annebrook House Hotel will be closed until 20th July. ⭐ ⭐ ⭐

12: Review Voucher message on the booking engine. Please consult with your ECM to change the message or Click here if you wish to suspend.

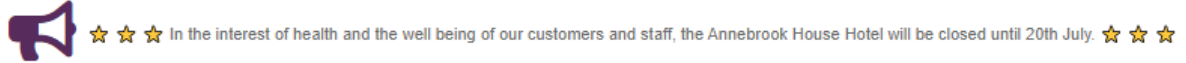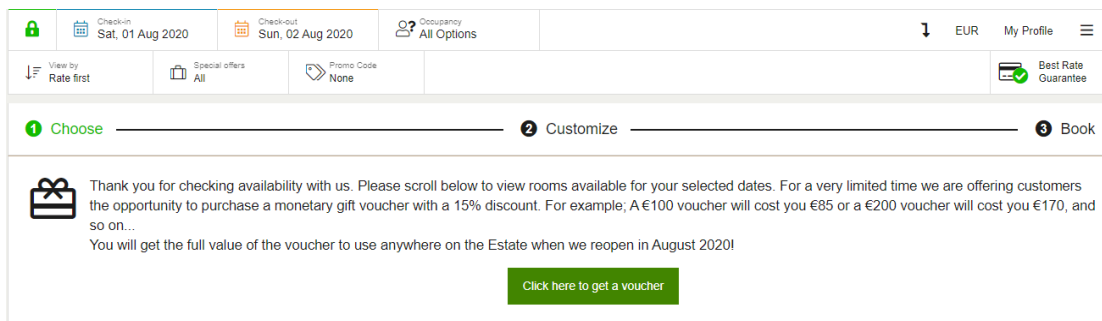| 🔒	📅 Check-in Sat, 01 Aug 2020	📅 Check-out Sun, 02 Aug 2020	👤? Occupancy All Options		↓	EUR	My Profile	☰
↓≡ View by Rate first	🏛 Special offers All	🏷 Promo Code None					💳✓	Best Rate Guarantee

1 Choose ———————————— **2** Customize ———————————— **3** Book

🎁 Thank you for checking availability with us. Please scroll below to view rooms available for your selected dates. For a very limited time we are offering customers the opportunity to purchase a monetary gift voucher with a 15% discount. For example; A €100 voucher will cost you €85 or a €200 voucher will cost you €170, and so on...
You will get the full value of the voucher to use anywhere on the Estate when we reopen in August 2020!

Click here to get a voucher

13: Cancellation Policy

- Review all cancellation policies and amend where applicable to a more flexible approach.
- Update T&C's for the hotel and per rate as necessary.
- Communicate this message loud and clear on your website (custom card on the recommender engine).

14: List Message

- Create a list message to re-inforce and link into your new Policy/ Procedures Document
- This message appears on every booking confirmation
- How to set-up.
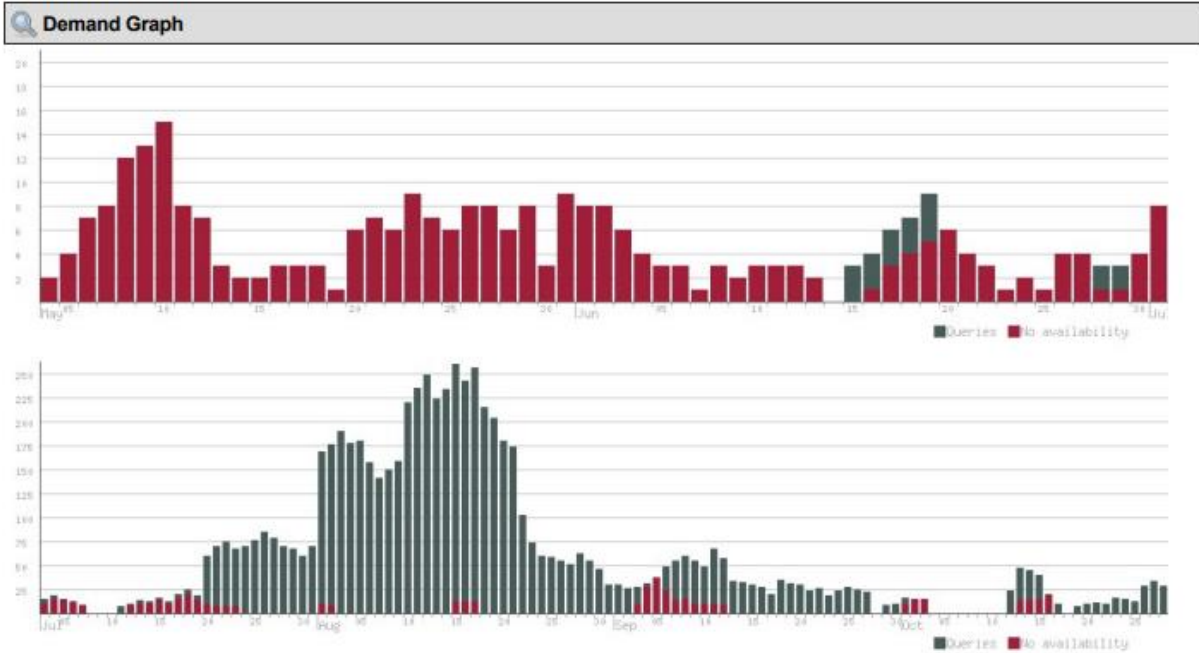
15: Pre Stay/ Post Stay Email

- What does your pre/ post stay email currently say?
- What message do you want to convey to your customer in advance of their stay?
- [Where to find the email and amend content.](#)

16: Abandonment Message

- What message do you want to convey to your guest to prevent them leaving your site and encourage them to book?
- Use the abandonment tool to convey this message.
- [Create your own unique abandonment message.](#)

17: Understand demand

- Review your Daily/ Weekly Reports in conjunction with your Google Analytics data.
- Review close out dates – are they all still valid?
- What LOS bookings are you missing out on?
- Have you Dynamic Room Substitution enabled to capture these longer LOS? If not, why not – now's the time to capture every opportunity. [Here's how to set it up.](#)
- Have you enabled Length of Stay Discounts? Can you encourage guests to stay longer with an incremental discount based on the number of nights they book? [Learn how to set this up.](#)
- Understand your demand graph.
  a) Where's the spikes?
  b) What have you been able to convert?
  c) What have you turned away?
  d) Are the OTA's still open on these demand dates?

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18: Book Direct

a) Hotels have invested a lot of time/ effort growing their direct business in the last number of years. Now is not the time to let it all slip.

b) Hotel will undoubtedly need the help of the OTAs for the future, to drive business into the hotel. That said, they still need to be smart.

c) Encourage hotels to maintain a price differential between OTAs and Brand. This will differentiate a hotels presence on META.

d) Close of OTAs in high demand periods as the graph above would indicate.

e) Close out most popular rooms in demand periods, leaving OTAs with upgraded rooms only.

f) Remember for the most part, OTAs **<u>are not</u>** contributing taxes to the Irish Government, your hotel is.

g) Remember those exorbitant OTA commission cheques – don't go back there again!

Website:

1: Review imagery on the site

- What does your home page say about you?
- What's the 1st image the guest sees?
- Looking for new imagery – log into Failte Ireland Content Pool and you can access images for FREE.

2: Have you a policy document on your new H&S Guidelines?

- Here's what some of the International Hotels are saying;

Arlo Soho NYC - https://www.arlohotels.com/rest-assured-covid-19-faq/
Corinthia London - https://www.corinthia.com/update-on-coronavirus-covid-19/
Corinthia London - https://www.corinthia.com/media/7206/corinthia-hotels-standards-for-operations-protocol-in-covid-19-era-4-may-2020.pdf
The Royal Horseguards London - https://www.guoman.com/guoman-hotels-travel-updates/the-royal-horseguards
Sea Containers London - https://www.seacontainerslondon.com/were-here-for-you-were-flexible-we-care/
The Langham NYC - https://www.langhamhospitalitygroup.com/en/media/latest-news/travel-information-covid-19-update/
The One Boutique Hotel NYC - http://theone-ny.com/covid-19/
Shangri-La Hotels - https://www.shangri-la.com/dlp/covid-19-update/

- This is a hotel wide document that requires input from all departments.
- When written, ensure it is optimised and upload to the Home/ Welcome Tab on the Website.

3: Review all tabs on the website;

- Offers
  a) Are they all valid e.g. Spa Breaks (suspend if Spa is not open).
  b) When you click on a link – does it land you on the date the hotel opens?

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- Dining
    a) Are all dining options available? Have hours of operation changed?
    b) Do they need to book meal times as part of the booking process? Can you do this via Upsells or do you need a booking tool e.g. ResDiary to facilitate?
    c) Are you doing take away between now and the reopening? Have you a message on the website to tell customers how they do it?
- Leisure Centre
    a) Will it be open to members/ residents?
    b) Will you have different times for residents?
    c) What facilities within the leisure centre will be open?
- Spa
    a) Will this be opening when the hotel re-opens? If not, suggest removing from the main navigation, however leaving the pages online for google to continue ranking.
- Wedding
    a) Look at information available and gear up for 2021.
    b) Review Gallery – look at images of outdoor spaces for drinks reception/ garden ceremonies – utilising the outdoor space to your best advantage.
    c) Bridal Fairs will be a thing of the past – so make sure you've your wedding enquiry form up to date and details on how to make an appointment for show around.
- Golf
    a) Details on when the course is re-opening
    b) Who is it open for? Members/ Residents?
    c) How many can golf at any one time?
    d) Is the club house open for food?
    e) Are the changing facilities/ showers open to members?
- Events
    a) Update any music events that were due to come to the hotel (either remove or update with new date for event)
- Family
    a) Will the kids club be open?
    b) Will the hotel still offer a baby sitting service?
    c) What facilities are available to families – leisure centre/ in-room movies/

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d) What's for families to do in your area (parks/ walks/ greenway – open spaces – areas they'll be able to move about freely)?

e) Kids Birthday Parties – can the hotel still facilitate?

f) Playgrounds – do you have one on-site and will it be open?

- Vouchers

a) Review Vouchers for sale

b) Suspend any that you cannot currently honour e.g. Spa