



The questionnaire below will guide our initial conversation. Your answers will help us shape an internet marketing program that dramatically raises the reservations, revenue, and reputation for your hotel.

1. What is the size, location, and brand of your hotel?
2. What is your current
 - Occupancy?
 - Annual or monthly revenue?
 - RevPAR?
3. What are your objectives over the next 12 months for
 - Occupancy?
 - Annual or monthly revenue?
 - RevPAR?
4. What are you doing currently:
 - To gain online reservations?
 - To respond to online guest reviews?
 - To monitor your competitors within a five-mile radius?
5. Are you satisfied with your current initiatives and if not, why:
 - To gain online reservations?
 - To respond to online guest reviews?
 - To monitor your competitors within a five-mile radius?
6. Do you adjust room pricing in response to:
 - Holidays?
 - Special events in your area?
 - Weather?
 - Other reasons and what are they?



7. How do you currently promote your hotel online:
 - Through brand website only?
 - Through your own hotel website?
 - Other?
8. Where do you currently rank in search results for your market?
9. How often do you update your property information and photos on the brand website or your own website?
10. When was the last time you had professional photography of your property?
11. What do you do to generate online guest reviews:
 - In-room tent card message?
 - Message on check-out receipt?
 - Verbal request from staff member at check out?
 - Other?
12. How much are you now spending for online marketing:
 - To generate online reservations?
 - To respond to guest reviews?
 - To handle social media posts?
 - To post rate changes / updates?
13. Do you post on any social media platforms and if so, which one(s)?
14. How do you handle social media posts or responses to guest reviews:
 - Staff person with this assigned responsibility?
 - Yourself?
 - Outside agency or vendor?
 - Other?



15. Who is your target audience and what is the mix of your current business:
 - Business travelers?
 - Leisure travelers?
 - Groups?

16. What are your hotel's special features or "Unique Selling Points" that are used or can be used to attract guests?

17. Do you gather guest information (name, e-mail address) to build a mailing list of people who can receive communication about special "return visit" offers or other topics that will bring these previous guests back to your property?

18. Do you have a customer referral program ... such as offering a discount on next visit for every verified new guest that is recommended?

19. What do you think are you most important marketing objectives?
 - What are your biggest marketing problems / challenges?

20. Who are your main competitors?
 - Do these competitors appear on third-party sites?

21. Could you benefit from enhanced services such as:
 - E-mail marketing?
 - Rate management?
 - Revenue management ?
 - Group sales?

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