

Prepare your independent hotel to get the most out of 2026

1 Audit your performance data

- ☐ Analyse your rate plans
- ☐ Understand your occupancy trends
- ☐ Optimize extras for more revenue
- ☐ Evaluate your OTA performance

3 Strengthen your financial foundations

- ☐ Optimize your revenue streams from booking channels
- ☐ Review your rate plans and upsell strategies
- ☐ Generate financial reports and analyse your performance

5 Elevate your guest experience

- ☐ Adopt small, impactful smart features
- ☐ Offer authentic experiences
- ☐ Create spaces that fit your audience
- ☐ Personalize your communication

2 Avoid mistakes in your technical setup

- ☐ Check your channel mapping
- ☐ Extend your bookable period
- ☐ Sync availability across all channels

4 Boost your online visibility for direct bookings

- ☐ Give direct booking channel priority
- ☐ Leverage your data for marketing strategies
- ☐ Review the user experience of your website

6 Strengthen operational efficiency

- ☐ Plan everybody's work time carefully
- ☐ Build a reliable and flexible team
- ☐ Lean on technology to reduce manual work

for independent hotels

