lighthouse

Prepare your independent hotel for 2027 in ten steps

1

Rate plans and extras

You keep three or four clear rate plans, and each extra has a price and a description guests understand

2

Occupancy and results

You know your weak dates and the dates that sold out too early, adjusted for one-off events

3

Net revenue per channel

You can rank every channel by net revenue after commission and cancellations

4

Mapping and sync

You can rank every channel by net revenue after commission and cancellations

5

Open calendar

All your rates and availability are open through the end of 2027 and set for expected peak moments

6

Google price feed

Your own prices reach Google through Hotel Center, your booking engine, your channel manager or a partner

7

AI visibility test

You have tested at least three AI assistants and noted what they say and whose booking button they offer

8

Direct rate and website

Your direct rate is competitive with the OTAs, and guests can book in three or four clicks on mobile

9

Guest experience

You use small tools to cut manual steps and increase the guest’s experience before, during and after stay

10

Automation and staffing

You have a list of tasks to automate and a plan to reduce staff turnover

for **independent hotels**