

Is your morning routine stealing an hour from your day?

You didn't open a hotel to spend your mornings buried in browser tabs and spreadsheets. Run through this checklist and tick every box that sounds familiar. **The more you tick, the more of your day is going to tasks that could practically run themselves.**



Pricing

- You check competitor rates across multiple browser tabs every morning
- By the time you've decided on a price, those rates have already changed
- Your pricing doesn't update when a local event gets announced
- Your rates don't reflect how many rooms you have left
- You price the same way on a Tuesday in January as on a Friday in July
- You've left money on the table during a busy period because you didn't adjust in time
- You rely on gut feeling more than data when setting rates

Distribution

- You log into each booking channel separately to push updates
- A single rate change doesn't automatically go everywhere
- A rate has gone out wrong because of a manual error
- An availability update hasn't synced in time
- Your direct website rate isn't always the most competitive
- You're not sure if all your channels are showing the correct availability right now
- You've had a double booking because two channels didn't sync fast enough

Operations

- A pre-arrival message didn't go out because you were too busy
- Guests sometimes arrive without a confirmation or pre-arrival email
- Reservation changes trigger a chain of manual tasks like room updates, housekeeping, availability edits
- You lose track of what needs doing when you're pulled away from your desk mid-morning
- Your check-in process still involves collecting information the guest already gave you at booking
- Your whole routine depends on you being at your desk