

Are you ready to open your independent hotel?

The practical checklist to make sure your hotel is priced, bookable and ready to sell from day one.



1 Define your concept and positioning

- Identify your primary target guest and stay type
- Choose your market positioning (budget, midscale, upscale, boutique)
- Define one clear reason guests should choose you
- Validate that your concept is easy to explain in one sentence

2 Structure and name your room types clearly

- Create a clear hierarchy from basic to premium rooms
- Define the differences for each room type
- Name rooms based on size, layout or features
- Apply the same room names across all channels

3 Build clear rate plans

- Limit the number of rate plans per room type
- Differentiate rate plans by price, flexibility or inclusions
- Standardize rate plan logic across your booking channels
- Remove overlapping or confusing rate plans

4 Set your pricing baseline

- Set one base rate per room type
- Align base rates with your positioning and local competitors
- Define minimum and maximum prices for each room
- Prepare to adjust pricing quickly after opening

5 Define your distribution mix

- Select OTAs based on where your guests actually book
- Assign a clear role to each channel: visibility or profit
- Position direct bookings as the best-value option
- Test distribution settings before going live

6 Prepare your booking engine

- Match room types and rate plans exactly with OTAs
- Highlight inclusions and cancellation policies clearly
- Test the full booking flow on mobile and desktop
- Complete at least one test booking

7 Prepare your photography

- Photograph every room type professionally
- Select one clear hero image per room
- Capture key features, layout and scale accurately
- Include public areas and exterior photos

8 Align your systems

- Configure your PMS with correct rooms and rates
- Check if your channel manager is syncing correctly across all channels
- Test availability, pricing and booking scenarios
- Eliminate manual workarounds before launch

9 Set guest expectations clearly

- Draft clear confirmation and pre-arrival emails
- State inclusions, policies and check-in details clearly
- Align communication tone with your positioning
- Ensure consistency across all guest touchpoints

10 Prepare for reviews and feedback

- Decide when and how to ask guests for reviews
- Assign responsibility for monitoring and responses
- Set up alerts for OTA and Google reviews

11 Check marketing consistency

- Align website copy, prices and photos
- Remove language that over-promises the experience
- Match messaging to your target guest and price point
- Highlight relevant local demand drivers

12 Perform a final launch check

- Book your own hotel online as a guest
- Review pricing clarity without internal explanations
- Compare room types for obvious differences
- Confirm the booking journey feels effortless

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