

Hotel Self Assessment - Rate yourself. What are you doing to sell rooms online cost effectively?			
I check and adjust room rates often	1 or more times per day	160	
	Once per week	80	
	Never	0	
I work with Online Travel Agents	5 or more	160	
	Between 2 and 4	80	
	None	0	
I have Mobile Website with Mobile Booking facility		60	
have a Multi Lingual Website		30	
I offer on my website a clear incentive to book direct		40	
I prioritise my Allocation towards low cost channels		40	
I have a Google Adwords Campaign	>1% of Online Room Sales	40	
	< 1% of Online Room Sales	20	
	Not at all	0	
I have a Paid TripAdvisor Business listing	TripConnect + Updated Offers	40	
	Updated Offers (No TripConnect)	30	
	Yes but not updated	20	
	No Paid Listing	0	
Website actively updated (News/Events)	Once Per week	40	
	Once Per Month	20	
	Never	0	
Website has thoughtful/useful/informative local content	Informative Content	25	
	Average Content	15	
	No informative content	0	
I undertake Paid Facebook Marketing	Once Per Month	40	
	Twice per Year	20	
	Never	0	
I activley manage FaceBook.	Once Per Week	25	
	Once per Month	15	
	Don't have a page	0	
I communicate offers/news to customer via e mail	10 times per year Month	25	
	4 times per year	15	
	Never	0	
I have good quality recent photography	Professional Quality	25	
	Average Quality	15	
	Poor Quality	0	
I promote the website within the hotel	All over Hotel	25	
	Reception Only	15	
	Nowhere	0	
I display preferential rates on my FaceBook Page		15	
I create Packages/Special Offers monthly		15	
I have preferential rates for returning customers		15	
Departing customers are given an incentive to book direct		15	
I offer cheaper rates when booking direct on mobile Devices		15	
I offer direct bookers preferential Last Minute Rates.		15	
Direct Mobile Bookings don't require postal address		15	
Direct Last minute bookings don't require c/card details		15	
I advertise future/upcoming offers throughout the hotel		15	

I actively ask happy customers to post Tripadvisor reviews		15	
I actively seek 'inbound links' to my website		15	
I actively gather customer e mail addresses		15	
'Best Rate Guarantee' strongly displayed on the website		15	
I promptly answer negative Tripadvisor reviews		15	
Online chat is available on my website (Skype/PureChat etc)		15	
<b>TOTAL</b>	<b>ACTUAL</b>		
<b>TOTAL</b>	<b>POTENTIAL</b>	1000	0

**This is not a scientifically accurate tool, nor would it suit all hotels in all locations. We acknowledge that it is very much geared to the features available within the AccuBook System and fully expect it to need frequently updating, but we do hope it provides hotels with a tool with which to assess and improve their Online Room Sales.**