12 places to look when your hotel is not working as one

Use this checklist to spot gaps between what your hotel promises and what happens on the property. Mark each item **clear**, **needs work** or **not sure**. This is not a scored assessment or a promise of financial improvement.

		CLEAR	NEEDS WORK	NOT SURE
01	**The offer.** Can you explain who the hotel is for and why a guest would choose it?	☐	☐	☐
02	**The promise.** Does the website describe an experience your team can actually deliver?	☐	☐	☐
03	**Booking.** Are rates, packages and inclusions consistent across the channels you use?	☐	☐	☐
04	**Arrival.** Does the welcome help guests understand what is available and how to use it?	☐	☐	☐
05	**The team.** Can staff explain the experience and make appropriate recommendations?	☐	☐	☐
06	**The handoffs.** Do departments know what guests have been promised before they arrive?	☐	☐	☐
07	**The experience.** Do rooms, food, activities and any spa or wellness services support one another?	☐	☐	☐
08	**Underused assets.** Are there spaces or services guests rarely understand, book or use?	☐	☐	☐
09	**Demand.** Do you understand when demand is weak and which part of the offer needs attention?	☐	☐	☐
10	**Delivery.** Are staffing, training and everyday routines ready for the experiences you want to sell?	☐	☐	☐
11	**Decisions.** Do you use information from guests, the team and the business when setting priorities?	☐	☐	☐
12	**Direction.** Does the team know which change matters first, who owns it and what happens next?	☐	☐	☐

Choose one useful next step

Look at the items marked **needs work** or **not sure**. Pick one gap that affects the guest experience and involves more than one part of the business. Write down what happens now, what you want to happen and who needs to be part of the discussion.

You do not need to solve every issue at once. Start by making the situation clear.

Want a second perspective?

If your hotel needs a clearer direction and practical support to make it happen, working with me is the right decision.

Tell me about your hotel: fl@go-well.mx