

This checklist is designed to guide you through some supplemental tasks that can benefit your business during the downtime you are likely experiencing as we progress through the COVID-19 pandemic. You'll notice some of these suggestions provide short-term strategies, while others will be valuable long into the future. Let's make sure we're prepared in the best way possible when our guests return!

1. Website

Update your website to address your current business status. Include any state-mandated requirements you're adhering to, as well as your current reservations status.

2. Social Media

Make sure to continue having a presence on social media. Stay engaged with your online community.

Plan out your future social media posts as best you can. Even a few days or a week can save time over posting on the fly.

If you are still posting manually, consider looking into services like HootSuite and Planoly. They can save you time by allowing you to schedule your posts in batches.

3. Blog

If you have a blog, review your existing content. Refresh anything that can be updated or enhanced.

If you don't have a blog, consider starting one as a way to not only share with your current guests and site visitors, but as a great way to have content to use for marketing.

Plan out and write some of your future blog posts. Now is a great time to build out a backlog of posts to have ready to go when things pick up again.

4. Marketing

- Review your Google My Business account. Make sure it's up-to-date and accurate. You can edit your listing to include modified services and temporary closures.
- Check your Cost-Per-Click campaigns. If it makes sense for your business, lower your bids to the minimum allowed or consider suspending your campaign.

5. Rethink Your Business Model

- Consider if there are any items or services you offer that can be moved online. Examples include gift shop products, virtual tours, cooking classes, and wine tasting events.
- If you stock certain basic supplies or even alcoholic beverages, you may be able to sell them to the public.
- Think outside-the-box. Have you been wanting to try a new type of offer, product, or service? What can you do to reinvent yourself or your business to make this reality?
- Review your current branding. You can use this time to do a brand refresh or even build up to a grand reopening when travel resumes.

6. Collaborate

- Partner with other local business owners to organize or improve your city or town tourism group. How can you work together to bring visitors back to your area?
- Build an exclusive VIP package with restaurants, spas, and other businesses. Sell it now for stays in the future. Keep the excitement high with pre-stay bonuses like an online class or a gift shipped via mail.

ThinkReservations

SLOW-SEASON CHECKLIST

This checklist is designed to guide you through some critical tasks to complete before heading into your high season. Keep in mind that many of these should be done more often, but having a checklist to review can help ensure nothing is missed! ThinkReservations users can find additional information in our Support Center for items marked with .

1. Update your calendar

Identify holidays and events for the year, including anything specific to your local area

 If you will be closed during the year, add blackouts

 Update calendar notes

2. Review your rates

 Review your booking pace report - how effective was your pricing strategy last year?

Extend your availability into the future

 Update your rates with restrictions

 Review your automatic rate adjustment rules

 Review your extra guest fees and pet fees (if applicable)

3. Review your OTA strategy

Identify how you will work with OTAs this year (availability, restrictions, pricing)

Which OTAs do you want to continue working with and which do you want to add for this year?

 Update your OTA rate(s) to reflect your strategy

4. Review your Items, Packages & Specials



Review all items and packages set up in your PMS

Clean up anything you no longer need

Adjust pricing, descriptions, and images



Ensure all upsell items are configured properly

Create any new holiday/event-specific upsells

Add any off-season specials

5. Audit your website

Google free resources or consider paying a professional lodging website company for a technical audit

Go page by page to make sure content is current

Check every link to make sure everything is still relevant and accessible

6. Audit your booking engine



First page: Is the photo and custom message current?

Review pricing and rate packages for accuracy

Review room photos and descriptions for accuracy (do they match your website?)

7. Review your policies

Make any necessary updates to your Terms & Conditions and Cancellation Policy

Make sure your policies are current on your site, booking engine, guest communication and third-party sites

8. Review your email communication



Review email templates within your PMS for accuracy and relevancy



Review email automation rules

Review email templates within your marketing platform for accuracy and relevancy

Clean up your email marketing list(s) and make sure they're up-to-date

Notes: