AMADEUS

An Independent's
Checklist to New Hotel Openings

PRE-BUILDING

3 MONTHS
prior to construction

__Determine your positioning within the market
__Work with technology providers to determine the components of your tech stack
__Compile and analyze your competitive set
__Conduct a SWOT analysis and identify business strategies and opportunities
__Begin development of your brand identity and naming
__Determine target audiences and market segments
__Set an overall budget and craft your marketing plan, hire your core pre-opening team

18 MONTHS
before booking launch

__Research core technology vendors and partners
__Take a current technology inventory and determine gaps
__Choose guest-facing technology
__Choose staff-facing technology
__Determine hiring process – Operations
__Determine the components of your marketing tech stack
__Determine overall guest experience in relation to positioning in the market
__Outline amenities, including spa and F&B outlets
__Finalize brand identity and naming of hotel and outlets

PRE-BOOKING

10 MONTHS
before booking launch

__Choose core technology vendors
__Create, implement and optimize CRM plan
__Determine your channel mix
__Hire and onboard your tech/IT staff
__Work with your sales and marketing lead to develop your website and
   pre-opening collateral
__Develop social media, launch first phase of website and offline marketing plans
__Start meeting local and industry leaders
__Define internal and external core values, culture

9 MONTHS
before booking launch

__Finalize room details and pricing
__Integrate marketing automation and forward-looking demand data
__Launch landing page/placeholder website with high-level hotel details
__Implement your PMS and start onboarding other IT technology
__Hire leadership staff
__Commission a photographer and videographer
__Copywriter to develop content creation. Define room, experience and outlet descriptions

6 MONTHS
before booking launch

__Implement tools for group and event bookings
__Raise awareness through media, digital marketing, and GDS advertising
__Launch full-scale website with SEO implementation
__Implement Reservations Solutions – CRS, GDS, Booking Engine, Call Center,
   Channel Manager
__Compile press kit and distribute pre-opening release to media

4 MONTHS
before booking launch

__Implement CRM, Accelerate digital marketing media plan and advertising spend
__Consider implementing a loyalty program
__Continue to film video and stage photo shoots
__Consider on-site guest programs and experiences

2 MONTHS
before booking launch

__CRM go-live
__Launch e-newsletter to start building a database
__Service Optimization implementation and go-live
__Launch and optimize online listings
__Test and launch full-scale website with all integrations

PRE-OPENING

3 MONTHS
before opening day

__Update website with additional content, events, and details, expand
   booking capabilites
__Launch promotions across distribution channels, including OTAs and metasearch
__Test all systems and integrations
__Hire all operational staff
__Expand/scale your sales/marketing team to respond to inquiries for
   groups/events
__Finalize filming and photography
__Ramp up promotion across distribution channels
__Start to analyze website traffic data to develop best practices

1 MONTH
before opening day

__Onboard all operational staff
__Check in on employee training and preparedness
__Add additional videos/pictures to website/online channels
__Amplify opening information across paid and owned channels
__Host a soft opening
__Write opening announcement press release and distribute press materials to media

POST-OPENING

__Assess marketing performance / general performance and refine
   tactics across channels
__Develop promotions/strategies to continue to drive demand and interest in the space
__Review/respond to any online and guest feedback
__Continue to invest in employee training
__Make sure the brand message and image is consistent throughout the property
__Ensure employee adoption and optimization of all systems
__Evaluate distribution channel performance