

Is your hotel ready to be recommended by AI?

Fifteen checks and five ready-made prompts that tell you, in one afternoon, what ChatGPT, Gemini and Perplexity know about your hotel and how a guest gets from that answer to a direct booking. Tick what is done, turn the gaps into tasks for marketing, development and the front desk, and review the technical items with a specialist.

Hotel

Date of review

01 Answers to the questions guests actually ask

- ☐ **Real guest questions are collected.** The front desk writes down what guests ask about: children, pets, parking, breakfast, early and late arrival.
- ☐ **Conditions are stated precisely.** Check-in and check-out times, surcharges and limits are on the site. For a dog: weight, rules and price, not "pets on request".
- ☐ **Pages exist for real travel scenarios.** Family holiday, business trip or a stay with a dog each get a page with facts, photos and answers, not one line in a services list.

02 Access for search engines and AI crawlers

- ☐ **The site is reachable by crawlers, including AI ones.** robots.txt, noindex and error states checked. GPTBot, ClaudeBot, PerplexityBot and Google-Extended are not blanket-blocked.
- ☐ **Key information is text with structured data.** Services, policies, prices and contacts live in HTML, not only in a PDF or image. Pages carry schema.org Hotel and FAQPage markup.
- ☐ **The site has been tested on a phone.** Pages load without a long wait; menu, gallery and booking button all work with a thumb.

03 Information and reputation off your own site

- ☐ **Data matches across platforms.** Name, address, contacts, services and policies are current on the site, Google Business Profile, Booking.com, Tripadvisor and regional directories. Rate differences explained.
- ☐ **Updates have a named owner.** A list of platforms exists. When conditions change, one person works through it and records the date.
- ☐ **External information has been reviewed.** Guest reviews and press mentions read, complaints answered, outdated facts reported for correction.

04 The path to a direct booking

- ☐ **The booking engine works.** The guest sees available rooms, current rates and conditions. The final amount is clear before payment, not at the last step.
- ☐ **A full test booking went through.** On a phone, from date selection to confirmation, including payment, cancellation terms and confirmation emails.
- ☐ **The reason to book direct is specific.** Breakfast, transfer or late check-out, not "best rate guaranteed". Every limit on the perk is written down.

NOTES

See what the guest sees

Start with the five prompts below. Substitute your city and real trip conditions. Run the first three without naming your own hotel.

05

AI answers and measurement

- ☐ **A baseline measurement exists.** The same prompts in ChatGPT, Gemini and Perplexity with web search on. Each prompt in a fresh chat.
- ☐ **Answers and sources are saved.** Date, service, prompt, hotels mentioned, links and errors. Repeat under comparable conditions: the answers move.
- ☐ **Bookings are tracked separately.** Analytics goals plus booking engine data. Mentions, the visit data you can actually attribute, and confirmed bookings are counted apart.

Five prompts for the first review

1. Recommend five hotels in [city] for a family with a [age] child. We need breakfast and parking.
2. Where can I stay in [city] with a [weight] dog? Compare the restrictions and surcharges.
3. Find hotels near [landmark] for [dates] under [budget] per night. Say where to verify the price.
4. Compare [my hotel] and [competitor] for [type of trip]. What are the advantages and the limits?
5. Where is the official website of [hotel name, city] and how do I book direct? Include the cancellation terms.

Add to every prompt: "Cite your sources. If you do not have the data, say so."

Checks passed

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Below 10 means AI is describing you from somebody else's sources.

Three tasks from the result

Fix booking errors and wrong key facts first, then close the gaps in content and external listings. Every task gets an owner and a deadline.

#	What to fix	Owner	Due
1			
2			
3			

This review shows your starting point and helps set priorities. Completing the items does not guarantee an AI recommendation. A rise in direct or branded traffic alone does not prove that language models caused it.