

the hotel marketer's weekly AI checklist

no buzzwords. just practical action.

monday: check what AI says about your hotel

- ☐ ask AI to describe your hotel
- ☐ review how amenities are described
- ☐ check whether key experiences are mentioned
- ☐ look for outdated or inaccurate information
- ☐ note any major gaps

tuesday: review missed opportunities

- ☐ identify 3-5 experiences your hotel should own
- ☐ check whether AI recommends your hotel for them
- ☐ review missed mentions
- ☐ identify competitors showing up instead
- ☐ document visibility gaps

wednesday: refresh one important page

- ☐ select one high-value webpage
- ☐ update outdated information
- ☐ improve content clarity
- ☐ add missing details or experiences
- ☐ ensure messaging aligns with guest intent

thursday: learn from your competitors

- ☐ review competitor AI visibility
- ☐ compare competitor mentions to yours
- ☐ identify common themes in recommendations
- ☐ look for experiences associated with competitors
- ☐ note opportunities to strengthen positioning

friday: turn insights into action

- ☐ identify one improvement opportunity
- ☐ assign a next step
- ☐ update content or messaging
- ☐ fix inaccurate information
- ☐ add any newly discovered opportunities to your marketing plan

monthly review

visibility

- ☐ are AI mentions increasing?
- ☐ are missed mentions decreasing?
- ☐ are competitors gaining ground?

accuracy

- ☐ is AI describing your property correctly?
- ☐ are amenities and experiences up to date?
- ☐ are inaccurate responses being corrected?

content

- ☐ have priority pages been refreshed?
- ☐ is messaging consistent across the website?
- ☐ are key experiences being clearly communicated?

want the full framework?

Download the ["We Need AI Playbook"](#) and learn how AI is reshaping hotel discovery, content, workflows, and decision-making.

[The Playbook](#) includes the complete Get Found · Get It Done · Get Smarter framework plus practical AI adoption guidance for hotel marketers.