

Michal Ai Hotels

In the full, 13-page report, we adapt the model to a specific hotel, city, offer and public signals. This teaser shows the way of working without pretending to forecast a property we do not yet know.

This is a teaser: 5 pages from a 13-page hotel report.
We show how to move from public signals about a hotel to decisions about revenue, reception work and the reasons why a guest returns.

The full 13-page analysis does not beautify a hotel description. It shows what can work harder: package, reception, parking, day service, direct return and a simple implementation model.

What we show in this teaser

- How we look at a hotel as one sales system, not a collection of separate features.
- How we select strengths that can realistically increase reservation value.
- How we build a business model for discussion with the owner, board and reception.
- How we turn recommendations into decisions, tests and metrics.

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1. The hotel as a whole

We look at the hotel as one system, not as a list of rooms and amenities. In such a system, what matters is not only what the hotel has, but also where the guest makes a decision and where the value of the stay can be calmly increased.

Business meaning

If the guest sees only a room, they mainly compare price. If they see easy arrival, parking, breakfast, the possibility to work, an additional service and a reason to return, the decision becomes less dependent on price.

Direction: move from the logic "we sell a room" to the logic "we guide the guest through the stay". In the second logic, the hotel has more sales moments and more reasons for contact.

Layer	What the guest sees	What they can see after the change
Arrival	Address and check-in time.	Easy arrival, parking and a clear start to the stay.
Stay	Room and breakfast.	Package, daily rhythm, add-ons and decision comfort.
After the stay	End of transaction.	Reason to return, direct code or local service.

2. Strengths translated into business

A hotel strength begins to have value when it helps the guest make a decision, pay a little more, buy an additional service or return. That is why the analysis does not make a list of strong points. It looks for places that can truly earn money.

Strength	Meaning for the guest	Possible business translation
Location	Less uncertainty before arrival.	Higher effectiveness of the website and direct campaigns.
Reception	Contact with a real person.	Upsell, packages, vouchers and reasons for another contact.
Parking	Less stress when choosing.	Direct package, surcharge included and check-in conversation.
Breakfast	Safe start to the day.	Stay package and higher booking value.
Service facilities	The hotel also works beyond accommodation.	Local traffic, day entries and cross-selling.

The most important selection

Not every strength deserves the same emphasis. First, it is worth strengthening the elements that quickly create revenue or traffic through the hotel.

Conclusion for the website - a strength should not be only a descriptive sentence. It should end with a decision. Book a package. Add a service. Arrive more easily. Return for a voucher. Ask reception.

3. Return Traffic Model

The most interesting direction in the teaser is not another promotion. It is a simple model that gives the guest more reasons to contact the hotel before the stay at reception, during the day and after departure.

Lever	Mechanism	Effect worth measuring
Parking in a direct package	Simple message: arrive without friction. The cost is included in the room price or a controlled surcharge.	Share of direct packages, higher booking value, fewer abandonments.
Reception as a sales point	Check-in does not end the transaction. It opens a conversation about an add-on, voucher, late check-out or local service.	Additional revenue per stay, number of sales conversations.
Day entry	A service for people from the city. No overnight stay. With the option to turn it into a voucher, weekend stay or corporate offer.	External traffic, day-entry sales, local leads.
Return package	After check-out, the guest receives a simple reason to return. Direct code, coffee, parking, voucher or mini-offer.	Returns, code use, direct bookings.

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4. What the full report includes

The full hotel report has 13 pages of analyses, recommendations and ready-made paths for discussion. It is created after indicating the hotel and city. It is not just a document. It is meant to help see decisions that can increase revenue, traffic through the hotel and the number of reasons why a guest returns.

What the hotel receives	Why it matters	Effect
Hotel picture as a whole	Organizes the offer, language, strengths and risks.	Less chaos. Faster decision on what to strengthen.
Selection of business strengths	Separates nice features from features that can sell.	Clearer priority for the website, reception and packages.
Revenue model	Connects packages, day traffic, reception and direct return.	A concrete topic for implementation, testing and measurement.
Implementation and KPI	Turns recommendations into steps, metrics and control points.	The analysis ends with a conversation plan, not inspiration.

The full version has 13 pages: analyses, recommendations and implementation models. It is created for a specified hotel, city and real sales context.

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Teaser for publication. It does not describe a specific hotel or disclose names of comparison properties. It shows the style, structure and logic of the full 13-page report.

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