



## Public Relations and Marketing Checklist

While we find ourselves in unexpected times, we've developed the following list of PR "housekeeping" items that can be completed on an ongoing basis to ensure marketing materials are ready to go when travel resumes. We feel it may be a competitive market and we want to help ensure your hotel and the entire destination can be promoted to its fullest potential.

For any questions, please reach out to our PR team with Lou Hammond Group at [colliercountygroup@louhammond.com](mailto:colliercountygroup@louhammond.com).

- **Recovery Updates**

- Clear instructions on rebooking for guests that were forced to cancel a reservation
- Updated/relaxed cancellation policies
- Safety/cleaning policies
- Hotel restaurant/F&B outlet policies
- Enhancements to in room offerings (dining, wellness, spa, entertainment)
- Creative immunity booster offerings during future travel (i.e. complimentary oranges in room, wellness tonic/smoothie, highlight immunity boosting recipes on the menus)

- **Hotel Website**

- Audit imagery to ensure most current is displaying and remove any outdated imagery
- Update recent media coverage, press releases, accolades (if applicable)
- Ensure PR media contacts are accurate and easy to find
- Audit all packages/promotions – work to craft reopening and/or relevant packages or promotions for future travel
- Include recommendations where guests can shop or dine locally and support small businesses in the community
- Engagement opportunity – ask consumers what they would like to see from the hotel or questions they may have ahead of traveling once the ban is lifted
- List current menu of treatments for spa (if applicable)

- **Third Party Channels**

- Ensure all content is up to date across social media, third party and/or travel partner channels (e.g. Facebook, Instagram, Twitter, LinkedIn, TripAdvisor, Yelp, Cvent, The Knot, U.S. News & World Report, Expedia and more)
- Ensure warranted guest reviews have been responded to
- Ensure direct hotel website is accurate and easy to find on all third-party channels

- **Asset/Relationship Management**
  - Review image and video libraries, remove any assets that are out of date or not high resolution
    - As budget/travel restrictions allow, capture new photos while the property is empty
  - Review property content and imagery on local and state visitor bureaus sites to ensure accurate and current
  - Review contact information for local and state visitor bureaus – confirm CVBs are receiving your regular press materials.
  - Update your local/state visitor bureaus with your PR agencies contact information (if applicable)
  - Audit email templates and automated guest CRM to ensure content is accurate and relevant
  
- **Press Kit**
  - Ensure fact sheet is up to date
  - Update/develop current bios of General Manager, Director of Sales and operational leaders (Culinary, Spa/Wellness, Concierge)
  - Review boiler plate

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