



BOUTIQUE HOTEL OPERATION & MARKETING SURVEY

1. There is regular communication going out to our current customers

YES

NO

NOT SURE

2. Developing new business is not a big part of the sales forecast

YES

NO

NOT SURE

3. Setting goals is not an important as part of the improvement plan

YES

NO

NOT SURE

4. The hotel is receiving positive exposure for newspaper articles, free publicity etc.

YES

NO

NOT SURE

5. The hotel has a written mission statement for the company

YES

NO

NOT SURE

6. An annual budget with revenue and profit projections is maintained

YES

NO

NOT SURE

7. There is no need for a sales and marketing business plan. It does not help the company run daily operations

YES

NO

NOT SURE

8. The hotel is doing fine without sales team/staff training programs

YES

NO

NOT SURE

9. Employee meetings are held once a month and are worthwhile with a great source of information

YES

NO

NOT SURE

10. Hotel staff often do not understand how their jobs affect/impact other departments

YES

NO

NOT SURE

11. The hotel has a tracking mechanism in place to analyze data for ROI

YES

NO

NOT SURE

12. Hotel revenue has grown steadily for the past three years

YES

NO

NOT SURE

13. Over 30% of our business comes from one customer

YES

NO

NOT SURE

14. We are losing business because of not enough follow up with existing client base

YES

NO

NOT SURE

15. The hotel has no key advantages over our competition

YES

NO

NOT SURE

16. The hotel sets objectives and goals with the management team at least once a year

YES

NO

NOT SURE

17. An active listing of all our past and existing customers are maintained

YES

NO

NOT SURE

18. The sales and marketing plan is reviewed daily

YES

NO

NOT SURE

19. The Hotel gets new business from referrals from existing customers

YES

NO

NOT SURE

20. Hotel collateral effectively generates sales leads

YES

NO

NOT SURE

21. The sales and marketing plan is reviewed monthly

YES

NO

NOT SURE

22. Our current promotional campaign is not bringing in new business

YES

NO

NOT SURE

23. We use customer complaints as a way to improve my business

YES

NO

NOT SURE

24. We forward a guest survey to each guest upon departure

YES

NO

NOT SURE

25. The sales and marketing plan is reviewed quarterly

YES

NO

NOT SURE

26. The hotel currently has no need for a 'corrective action plan'

YES

NO

NOT SURE

27. The hotel website creates a steady stream sales leads

YES

NO

NOT SURE

28. Our competition has been taking away customers from us

YES

NO

NOT SURE

29. The hotel has a very loyal and growing customer base

YES

NO

NOT SURE

30. There are detailed job descriptions for most or all positions

YES

NO

NOT SURE

31. We have a formal training program for all of our employees

YES

NO

NOT SURE

32. We have not defined the ongoing needs of our customer very well

YES

NO

NOT SURE

33. Employee turnover is causing us quality problems

YES

NO

NOT SURE

34. The hotel is not achieving its revenue goals

YES

NO

NOT SURE

35. Strategies and tactics for the hotel are developed by the Director of Sales/Marketing in collaboration with the General Manager

YES

NO

NOT SURE

36. At least 90% of our customers say that are satisfied with our product/services

YES

NO

NOT SURE

37. We do special promotions to target new business or retain existing customers

YES

NO

NOT SURE

38. Public relations is a key part of our marketing efforts

YES

NO

NOT SURE

39. The company website does not create much activity for us

YES

NO

NOT SURE

40. We have a well-defined sales team

YES

NO

NOT SURE

41. The hotel has targeted revenue and room night goals for the sales team

YES

NO

NOT SURE

42. There are successful programs in place for generating new business

YES

NO

NOT SURE

43. We are effectively using social media to generate new business

YES

NO

NOT SURE

44. We have regularly scheduled e-mail campaigns

YES

NO

NOT SURE

45. We solicit feedback from our employees to improve our products/services

YES

NO

NOT SURE

46. We conduct annual wage analysis to remain competitive for quality talent

YES

NO

NOT SURE

47. The company has a sales and marketing budget and/or sales and marketing plan

YES

NO

NOT SURE

48. The company understands who the competitors are and how to maintain a competitive edge

YES

NO

NOT SURE

49. The hotel is well known in the community

YES

NO

NOT SURE

50. We conduct special promotions during the year

YES

NO

NOT SURE

**Please click this link to submit your survey.
We will get back to you with a confidential and unbiased analysis.**