



Digital Marketing Checklist for Temporary Hotel Closures

- Website: Use proper verbiage, ie “temporarily suspending operations”
 - If independent, add a pop up and update FAQs
 - If Marriott, add Hotel Alert in Efast > HWS Forms Submission Tool > HWS Renovation & Hotel Alert Work Request
 - If Hilton. Submit a ticket to <http://www.hiltonecgssupport.com> or visit their [Coronavirus FAQs](#)
 - If IHG, add Announcement in Concerto
- PMS: Update inventory levels; Shop multiple sites to ensure inventory is closed out
- CRS: Update inventory levels, especially if no 2-way connectivity with the PMS
- Channel Manager: Update inventory levels
- Central Reservations:
 - If independent, not likely applicable
 - For Hilton, and you are using ResMax and have already updated PIM: ResSMART Guide is [HERE](#) or log into the Lobby > My Applications > ResMax Reports> My ResSmart Data
 - Or, email ResMaxSupport@hilton.com
 - For Marriott, email Cec.pss@marriott.com
 - For IHG, in Concerto > Hotel Content > Content Explorer > Marketing Text > Sales Help Description for CRO
 - Also, Add a CRO Alert Description with Dates in Concerto by search for CRO Alert
- Local Listings:
 - Google My Business – Log into business.google.com then go to the Info Tab on the left hand side. Select “Temporarily Closed” and enter dates
 - Note, you cannot receive new reviews during this time
 - Bing Places – Mark as temporarily close AND add an announcement
 - Yelp (https://www.yelp-support.com/article/How-do-I-temporarily-close-my-business-or-change-my-business-hours?l=en_US)
 - Must have an end date for when it’s temporarily closed until
 - Add information to the “From the Business” information section
 - TripAdvisor (<https://www.tripadvisor.com/hc/en-us/articles/360044800594-How-can-I-report-that-my-accommodation-has-temporarily-closed->)
 - Sign into your Management Center.
 - From the top bar select “Manage listing” then click on “Name & description”.
 - The “General details” page will open.

- Toggle the selector to “on” in the corner of the right side of the “Mark your property as temporarily closed” box.
 - Select the date range for the temporary closure message to appear on your listing.
- Yext (<https://help.yext.com/hc/en-us/articles/360040614252>)
 - If you have access, update Holiday Hours to reflect these changes
 - Leave Regular Hours as they are, otherwise it may indicate to certain publishers that you are permanently closed
 - Update the Business Description to add COVID-19 messaging as it pertains to your business: “Please note this location is closed through [DATE]”
 - For IHG, email channels@ihg.com to update. If you don’t have access for Hilton, submit ticket to [ECG](#). If you don’t have access for Marriott, put in an eFast ticket > HWS Forms Submission Tool > Local Search Engine/Map Request Form.
- Booking.com:
 - If only closing the Restaurant, Bar, Pool and/or Fitness Center: In the admin panel, under Property > Facilities & Services then scroll to the bottom where it says Temporary Closure of Facilities.
 - To load a message on the website, log into Admin.Booking.com and under the Property tab > Your Profile > About Your Property
 - To send a message to reservations currently on the books, either do a PMS export and email guests using the email address created by Booking.com. Or, contact your Market Manager. There is a scheduling template option under Property > Messaging Preferences, where you can message people X amount of days prior to check in, as a back up.
- Expedia:
 - In Expedia Partner Central, under Property Details > Renovations and Closures, fill out the “Temporary closure under way/upcoming” section
 - To send a message to reservations currently on the books, XXX. You can also message each guest individually if there are only a handful. You can also set up a schedule template for X amount of days prior to check in, as a back up, under Guest Relations > Messaging.
- Paid Media:
 - Metasearch (Koddi) – Pause all spending
 - Expedia Travel Ads – Pause all spending
 - TravelClick GDS - Notify account manager; Can pause campaigns for 30 days
 - Sabre Spotlight - Notify account manager
- Social Media:
 - Facebook – Taking the verbiage from your website, do a post with closure details. After the post is live, click the 3 dots to the right of the post, then click “Pin to Top of Page” to ensure it is front and center to anyone that visits the page.
 - Consider a new cover photo with an update

Cogwheel Marketing offers digital marketing services for branded hotels. For questions, please contact [Cogwheel Marketing](#) on [our website](#).