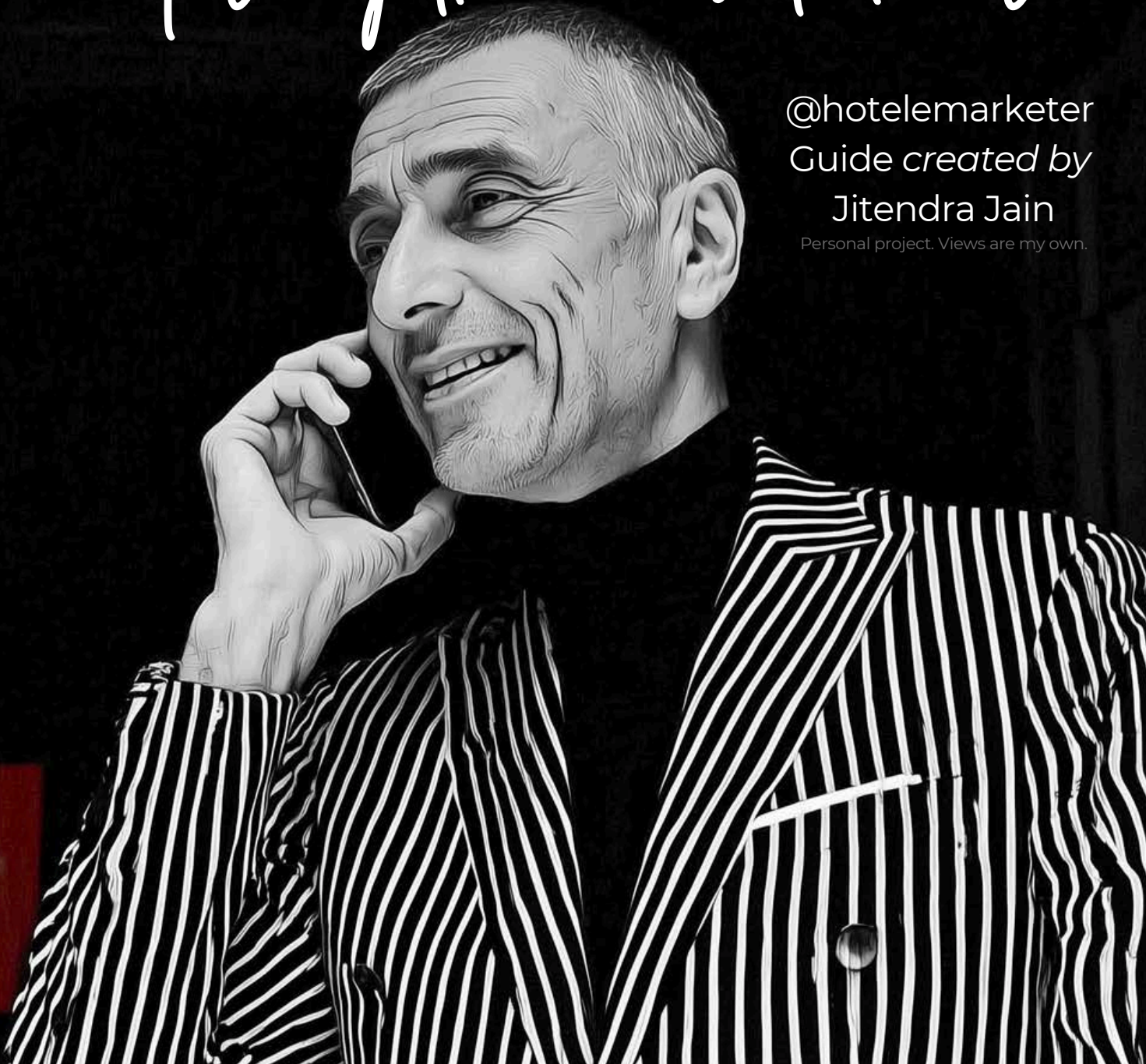


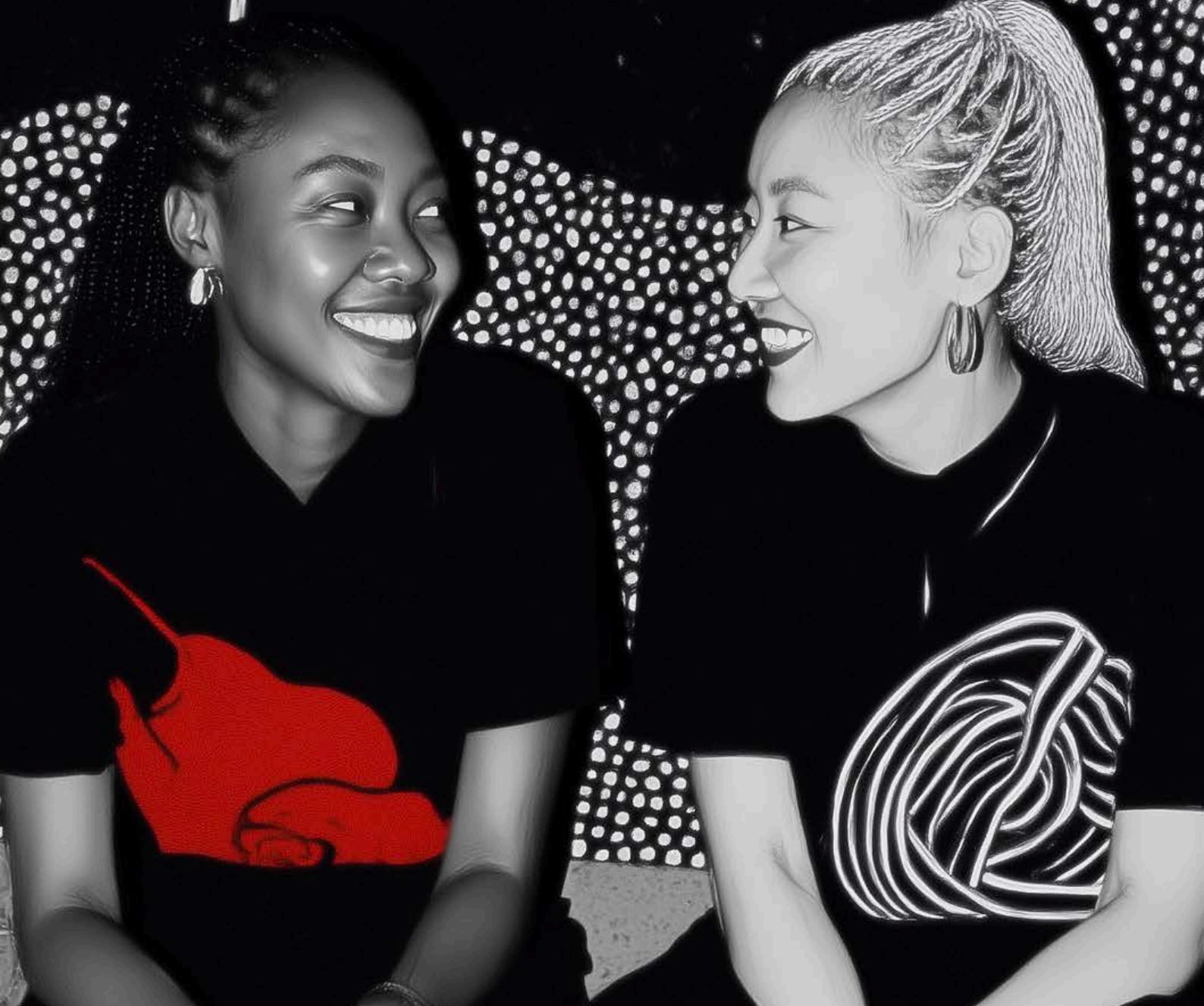
100 PRACTICAL AI PROMPTS FOR BUSY HOTELIERS

#Promptlikeahotelier

@hotelemarketer
Guide created by
Jitendra Jain

Personal project. Views are my own.





Why this guide exists

Running a hotel can feel like a constant juggling act - guests, reports, staff, owners, and never-ending messages all competing for attention. AI can't replace a great leader, but it can buy you back time to be one. These prompts help hoteliers shift from firefighting to focused leadership - simplifying reports, improving communication, and freeing up headspace for what matters most: your guests, your team, and your strategy.

How to use this safely: Use your company's approved AI tools only. Paste non-sensitive text. Never include PII, card data, health data, or confidential contracts. Treat outputs as drafts. For anything legal, safety, HR or regulatory, get human sign-off. Not legal, HR, or safety advice. Not a replacement for brand standards. You can also use this tiny wrapper before any prompt to lift **quality** across the board: "Act as a professional [role]. Write in [tone]. Output as [format]. Keep to [length]. If info is missing, state assumptions. Do not invent data."

A man with grey hair and a beard, wearing a black suit and white shirt, is looking upwards and to the left. Behind him is a large, stylized parrot with a red beak and black and white feathers. The background is a solid red color. There are white line-art decorative elements, including a branch with leaves in the top left and bottom right corners, and some Japanese calligraphy in the top right corner.

General Managers

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hotemarketer.com by Jitendra Jain

20 AI Prompts for General Managers

From firefighting operations to inspiring teams, GMs live in the tension between strategy and daily chaos. Use these prompts to shift from reacting to leading.

1. "Act as an ops chief. Summarize today's departmental reports into 5 bullets for a 90-second huddle, max 80 words, priority-ordered, end with one action per team."
2. "Analyze this week's guest reviews to find recurring complaints or praise. Suggest 1 action item per department."
3. "Draft a friendly memo to staff explaining why we're launching a new customer service initiative and how it links to our goals."
4. "Rewrite our staff grooming policy using clear, positive language that's easier to follow."
5. "Write a sincere apology email to a guest who experienced a noisy room and billing error. Offer compensation."
6. "Create a GM agenda template for the weekly leadership meeting with sections for KPIs, wins, guest issues, and staff highlights."
7. "Brainstorm 5 low-cost ideas to boost morale during staffing shortages."
8. "Summarize this monthly P&L in 3 bullet points I can include in my owner update."
9. "Outline a simple 3-week onboarding plan for a new front office associate, focused on culture and guest service."
10. "Draft a guest-friendly lobby sign explaining our new checkout time policy and why it helps everyone."
11. "Draft a templated response for serious review complaints using AAA structure: acknowledge, apologize, action taken. Output 120 words, warm and factual, no defensiveness."
12. "Generate a daily walkthrough checklist for the GM (front desk, back office, kitchen, public areas, guest interaction)."
13. "Suggest time-blocking tips for balancing guest issues, financial reviews, and team coaching."
14. "Summarize the latest hotel trend (e.g., AI concierge, bleisure travel) and how we might trial it."
15. "Explain RevPAR, ADR, and GOPPAR in plain English and how I can use them to brief my team."
16. "Proofread this owner letter to make it sound professional, optimistic, and concise."
17. "Outline steps to plan a hotel-wide event for staff appreciation week."
18. "Brainstorm 5 creative ideas to attract weekend leisure guests during a slow business period."
19. "Write a warm welcome letter template from the GM to be placed in VIP rooms."
20. "Summarize our emergency protocols (fire, power outage, medical) into a 1-page quick guide for department heads."


Rooms Leaders

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20 AI Prompts for Rooms Leaders

Front Office, Housekeeping, and Concierge teams make or break the guest experience. These prompts reduce friction, improve coordination, and empower service excellence.

1. "Summarize last night's shift log into 4 bullets for the morning team, flagging unresolved issues."
2. "Draft a 5-minute daily housekeeping team briefing script with occupancy, arrivals, priorities, and reminders."
3. "Create a morning checklist for front desk agents (float check, VIP review, shift handover, email scan)."
4. "Role-play an angry guest about a dirty room. Do 3 escalating rounds with realistic language. After each round, give me a score and one coaching tip."
5. "Write a warm, 20-second welcome script for check-in, including one upsell mention."
6. "Draft a confirmation email for a guest's late checkout request, including timing and fee details."
7. "Outline our hotel's lost & found process in 5 steps."
8. "Create a housekeeping inspection checklist for supervisors (check linens, minibar, bathroom, electronics, smell)."
9. "Suggest 5 ways to upsell room upgrades or breakfast at check-in using polite language."
10. "Summarize 5 must-see attractions near our hotel with distance and guest tips."
11. "Draft a message a front desk agent can send to maintenance to report a water leak in room 412."
12. "Outline a strategy for handling early check-in requests on high occupancy days."
13. "Create a training scenario for staff handling an overbooking and walking a guest to another hotel."
14. "Rewrite our hotel facilities signage to sound more guest-friendly and consistent."
15. "Draft an email from concierge to a restaurant confirming a guest's anniversary dinner reservation."
16. "Write a short internal memo alerting sales/events team to this week's group and VIP arrivals."
17. "Draft a handwritten apology card text for a guest whose room wasn't ready on time."
18. "List 6 steps to prep for a VIP arrival (room check, welcome note, amenity, briefing staff, alert GM, concierge ready)."
19. "Write a short WhatsApp-style message reminding housekeeping staff to double stock carts during full occupancy."
20. "Summarize steps front desk should take during a fire alarm, including guest communication."



Sales & Marketing Leaders

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20 AI Prompts for Sales & Marketing

Where creativity meets commercial pressure. These prompts help teams sell smarter, write faster, and market more authentically.

1. "Draft a sales proposal for a corporate event (3-day conference, 100 people) including meeting rooms, F&B, and group rate."
2. "Rewrite this basic package: 'Weekend deal includes breakfast and late checkout' to sound irresistible for couples."
3. "Give 5 content ideas for next month with post text, asset type, CTA, and KPI to watch. Include one 'behind the scenes' post."
4. "Draft a short press release announcing our hotel's eco-certification award with a GM quote."
5. "Write a follow-up email to a corporate client after a site visit, referencing their needs and next steps."
6. "Outline a simple campaign plan to promote a Mother's Day brunch: channels, hooks, copy."
7. "Summarize last 30 guest reviews: list 3 top positives and 3 recurring improvement areas."
8. "Create a professional response to a guest review complaining about slow check-in."
9. "List 5 blog topics that can drive SEO and engagement (local guide, behind-the-scenes, travel tips)."
10. "Propose 3 slogans for our new spa offer: midweek escape with massage and high tea."
11. "Create a checklist for sales call prep: client research, custom offer, past examples, follow-up plan."
12. "Proofread this wedding brochure text to make it sound polished and emotionally engaging."
13. "Write a personalized proposal email for a couple looking to book 20 rooms and a rehearsal dinner."
14. "Draft a promotional email offering a loyalty bonus for returning summer guests."
15. "Summarize this industry market report and suggest 2 actions for our hotel."
16. "Write a homepage meta description under 155 characters focusing on our location and amenities."
17. "Compose a short internal newsletter update on the success of last month's 'Stay Longer' campaign."
18. "Suggest 3 ways to showcase our green initiatives in an upcoming RFP response."
19. "Brainstorm 5 weekend package ideas to boost occupancy during shoulder season."
20. "Write a letter from our DOSM introducing themselves to local business partners and inviting collaboration."



Food & Beverage Leaders

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20 AI Prompts for Food & Beverage

In F&B, creativity meets chaos. Use AI to reclaim time for your craft - and your guests.

1. "Write a rich, sensory menu description for grilled salmon with lemon butter and seasonal veg."
2. "Draft a pre-shift huddle note highlighting specials, 86'd items, and VIP guests."
3. "Write an email to beverage supplier requesting earlier delivery before Saturday event."
4. "Generate a morning open checklist for the restaurant (reservations, clean tables, staff briefing)."
5. "List key closing duties for bar staff (cash out, sanitize, inventory update)."
6. "Rewrite this technical recipe in step-by-step format for new cooks."
7. "Write a response to a guest complaint about overcooked steak and suggest a return invite."
8. "Create a banquet checklist from inquiry to execution (menu, tasting, setup, staffing, feedback)."
9. "Write a short memo on new fridge labeling policy with reminder of hygiene standards."
10. "List 5 ways to reduce food waste in the kitchen without affecting guest experience."
11. "Write a fair and upbeat note sharing next week's staff rota with reminders about swaps."
12. "Create a health inspection prep list (temp logs, sanitizer, expiry labels, clean zones)."
13. "Analyze menu data I provide. Return a 3-row table: item, margin issue, fix. Then give a one-paragraph chef-friendly rationale."
14. "Write a 4-step guide for handling guest allergy requests safely."
15. "Summarize feedback from last wedding event: 2 positives, 2 improvements."
16. "Write an internal email announcing our new seasonal menu and inviting staff tasting."
17. "Create a supplier comparison: price, delivery speed, freshness."
18. "Write a short blog post from the chef about our new dessert menu and local ingredients."
19. "Act as an upset diner still waiting after 40 mins — let me practice resolving the complaint."
20. "Write text for a back-of-house hygiene reminder poster with 5 simple rules."



Finance Leaders

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20 AI Prompts for Finance Leaders

Accuracy meets clarity. These prompts simplify financial communication and help teams focus on insights, not spreadsheets.

1. "Turn this P&L into 5 bullets for the GM: revenue drivers, cost hotspots, profit variance, one risk, one action. 90 words max."
2. "Explain variance analysis using our F&B overspend example from last month."
3. "Rewrite our travel claim policy in plain English with bullet points and examples."
4. "Draft an email asking 3 vendors for bulk amenity quotes with clear specs and deadlines."
5. "Create a month-end close checklist for the finance team."
6. "Summarize this invoice list by vendor and flag anomalies or overdue items."
7. "List key clauses in this supplier contract (cost, duration, termination, liability)."
8. "Write a 1-page guide: 'Finance for Non-Financial Managers' using hotel examples."
9. "Draft a memo reminding teams about fraud prevention basics."
10. "Create a 3-column table comparing linen supplier quotes: price, delivery, quality."
11. "Draft a short YTD performance summary email for the GM."
12. "Outline our purchase-to-pay process in 6 steps."
13. "Simplify this sentence: 'GOP variance driven by labor cost and ADR lag in Q2'."
14. "Create a department budget review meeting agenda."
15. "List 5 cost-saving ideas (energy, cross-training, renegotiation)."
16. "Write a polite reminder email to client overdue by 14 days, attaching invoice."
17. "Explain why our ADR dropped despite high occupancy, using simple logic."
18. "Generate an audit prep checklist: reports, reconciliations, documentation, staff contacts."
19. "Write a rationale paragraph for choosing Supplier X over Y for cleaning materials."
20. "Summarize this new VAT regulation affecting service charges in 5 bullets."



Building the Habit

AI is most powerful when it becomes part of your daily rhythm. Start small, stay curious, and always use approved, enterprise-safe tools. Each time you use AI to draft, summarize, or brainstorm, you're training a digital copilot that helps you lead smarter, not harder. Share what works, keep it human - and keep prompting like a hotelier.

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by Jitendra Jain

Jitendra "JJ" Jain is a hotel industry leader and the writer behind Hotelemarketer.com. He helps teams use AI safely and practically. All images are AI-generated and depict no real people or artworks. Prompts are for educational use and opinions are my own. Do not input confidential or personal data. Always follow your company policy, local laws, brand standards, and required approvals.