

		MOST POPULAR	
	2 Day \$25,000 2 days onsite	5 Day \$35,000 5 days onsite	5 Day + Visual Identity \$55,000 5 days onsite
INITIAL ENGAGEMENT.			
Research and analysis of your online reviews (Trip Advisor, Google, etc.).	✓	✓	✓
Brand Discovery and creation of desired customer/staff Brand Promise.	✓	✓	✓
ONSITE.			
In-person 1-on-1 staff and customer interviews.	—	20 people	30 people
Online staff and customer survey.	20 people	20 people	40 people
Onsite brand touchpoint analysis of your physical spaces (including exterior building and grounds, entrance, lobby, elevators, lounges, bathrooms, hallways, restaurants and bars, swimming pool, gym, business facilities, staff areas, kitchens, and as many guest rooms as possible).	Spread over 1 night / 2 days undercover	Spread over 4 nights / 5 days undercover	Spread over 4 nights / 5 days undercover
Onsite analysis of staff customer service (including door person, bell hop, reception, concierge, restaurant and bar, and management).	Spread over 1 night / 2 days undercover	Spread over 4 nights / 5 days undercover	Spread over 4 nights / 5 days undercover
Onsite "undercover" conversations with customers about their experiences.	Spread over 1 night / 2 days undercover	Spread over 4 nights / 5 days undercover	Spread over 4 nights / 5 days undercover
Onsite "undercover" conversations with staff about their experiences.	Spread over 1 night / 2 days undercover	Spread over 4 nights / 5 days undercover	Spread over 4 nights / 5 days undercover
On-the-street conversations about your company's reputation.	Spread over 1 night / 2 days undercover	Spread over 4 nights / 5 days undercover	Spread over 4 nights / 5 days undercover
Analysis of digital and physical marketing (logo analysis, written language, website, brochures, posters, ads, social media sites, etc.).	Spread over 1 night / 2 days undercover	Spread over 4 nights / 5 days undercover	Spread over 4 nights / 5 days undercover
Tripadvisor onsite recommendations.	✓	✓	✓
REPORTING & TRAINING.			
Online touchpoint realignment recommendations ticketing system.	Approximately 60 pages of recommendations.	Approximately 200 – 250 pages of recommendations.	Approximately 200 – 250 pages of recommendations.
Follow-up meeting with key stakeholders to answer questions about the realignment recommendations.	—	Remote	In person
Staff presentation of touchpoint realignment recommendations.	Pre-recorded presentation	Pre-recorded presentation	In-person presentation + recorded for people who cannot attend
Brand training. An introduction to what a brand is and the importance it has for your business.	—	Best practice document	Bespoke in-person training presentation + recorded for people who cannot attend
New staff onboarding brand ambassador training.	—	Generic pre-recorded	Custom for your business pre-recorded
Framed certificate of completion.	✓	✓	✓
VISUAL IDENTITY.			
Brand slider exercise to ensure that everything visually aligns with your brand promise.	—	—	✓
Detailed mood board recommendations for your visual identity, website, and social media for your graphic design team to follow. Includes recommended colours, font pairings, graphic devices, overall stylistic direction (modern, traditional, corporate etc.) and image styles.	—	—	✓
Three hours of consultation with your graphic design team to ensure visual identity, website and social media are aligned with your brand's strategic direction.	—	—	✓
ADVANCED TRIPADVISOR.			
Improving images and property descriptions.	✓	✓	✓
Business Advantage package:	—	✓	✓
<ul style="list-style-type: none"> Bring your property to life Convert traveler demand Unlock competitor insights 			
Improve your ranking. More reviews. More visibility. More bookings:	—	✓	✓
<ul style="list-style-type: none"> Impact your ranking and bubble score on Tripadvisor Never miss a review Save time in responding to guests Improve the guest experience 			
Sponsored placements. Stand out. Book up:	—	—	✓
<ul style="list-style-type: none"> Gain exposure Increase direct bookings (and profitability!) Manage and optimize 			
Exclusive rewards. Attract ready-to-book travelers:	—	—	✓
<ul style="list-style-type: none"> More high-value bookings Preserve rate integrity Stronger customer relationships The reach you want 			