

AI-Bookable Readiness Checklist

Seven checks that decide whether an AI travel assistant can actually find, quote and book your property. Work through them in order, tick each box as you go, and repeat the last one every month.

1	Structured data on your own website Add Hotel, HotelRoom, Offer and FAQPage JSON-LD schema markup, or ask your website provider whether it is already included. Check any page with Google's free Rich Results Test tool.	DONE ☐
2	Real-time rates and availability Replace any hand-updated calendar with a channel manager or booking engine that keeps one synced calendar as the single source of truth across your website and listings.	DONE ☐
3	The same property information everywhere Compare your website, Google Business Profile and OTA listings side by side. Name, address, phone number, room names, amenities and photos should match exactly across all of them.	DONE ☐
4	Machine-readable policies, every fee named and priced Put cancellation terms, deposits, pet and smoking policy, minimum check-in age and parking on one page, with every mandatory fee named and priced, not folded into vague language.	DONE ☐
5	A booking path that finishes in a handful of steps Aim for a checkout with no forced account creation, no re-entered information, and a clear confirmation. Ask your provider about a simplified guest-checkout flow if it takes more than about four steps.	DONE ☐
6	Reviews that are recent, honest, and answered Keep a steady stream of recent reviews and reply thoughtfully to both good and difficult ones. This signals an actively managed property, not an abandoned listing.	DONE ☐
7	Monthly check-in: ask the AI assistants about your own property Once a month, ask ChatGPT, Claude, Gemini or Perplexity to find a property like yours in your area. Check whether you appear, and whether the details and rate quoted are accurate.	DONE ☐

How to Use This Checklist

- None of these seven items need an engineering team, and several can be finished this week.
- Work through them roughly in order: the first three set up everything that follows.
- Repeat item 7 every month. It is the earliest warning sign of a data mismatch.

This is a fast-moving, still-forming area of hotel technology. The checklist reflects publicly available information at the time of writing and may change as AI assistants and booking protocols evolve. It is a planning aid, not a guarantee of visibility or bookings. Always verify current requirements directly with your channel manager or booking-engine vendor.