

Day 1 Execution

This work completes the Awareness block of your Guest Journey Framework.

EXERCISE 1: THE FIRST-TOUCH AUDIT

List every touchpoint a guest could realistically discover your hotel for the first time.

Use these three categories:

<p>Algorithmic Awareness</p> <p>(Instagram Explore, TikTok For You, OTA recommendations, YouTube, SEO blogs)</p>	<p>Intent Awareness</p> <p>(Google search, Maps, TripAdvisor, YouTube hotel search, OTA filters)</p>	<p>Brand-Controlled Awareness</p> <p>(Website, Instagram feed, pinned Reels, group site, email, referrals)</p>
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Write these specifically for your property, not in general terms.

Algorithmic Awareness :

Intent Awareness:

Brand-Controlled Awareness:

EXERCISE 2: IDENTIFY YOUR AWARENESS GAP

For each touchpoint, answer:

- Is this realistically where many guests see us first? What data do we have to reinforce this belief
- What belief or feeling does this create right now?
- Does that belief or feeling match what we want to be known for?

Circle all mismatches of perception.

You have now identified your Awareness Gaps.



EXERCISE 3: DEFINE YOUR CLARITY TRIGGER

In one sentence, define the single emotional truth a guest must understand about your hotel within the first 3 seconds.

- **Wellness / Longevity**

“Quiet, science-led luxury designed to restore energy and longevity.”

- **City Hotel**

“A calm, design-led sanctuary in the centre of the city.”

- **Beach / Coastal**

“Effortless beachfront serenity with understated luxury.”

- **MICE / Business / Bleisure**

“High-functioning spaces designed for clarity, focus, and flow.”

- **Honeymoon / Romance**

“Intimate, secluded luxury created for connection and privacy.”

- **Family / Multi-Generational**

“Thoughtful, relaxed luxury where every generation feels considered.”

YOUR CLARITY TRIGGER:

EXERCISE 4: UPDATE YOUR GUEST JOURNEY FRAMEWORK

Complete the Awareness section with:

YOUR FIRST ENTRY POINTS:



YOUR IDENTIFIED AWARENESS GAPS

YOUR CLARITY TRIGGER

1-3 PRIORITY CORRECTIONS TO RESTORE ALIGNMENT

You have now completed the first block of your Guest Journey Map Framework.

PHASE I: OUTPUT

You now have:

- A complete **First-Touch Audit**
- A clearly defined **Awareness Gap**
- One **Clarity Trigger**
- The Awareness block of your **Guest Journey Map completed**

This is the foundation of your entire guest journey system.
You are now ready to proceed with Phase 2 - Consideration.