

A hotel marketing plan for the year ahead

A printable companion to the editable annual workbook. Use one campaign brief per activity and keep the full calendar in the spreadsheet.

Start with the decisions

Identify the audience, objective and approved facts. Confirm the handoff to operations, reservations and sales before promising a guest experience. Choose a measurement source and review window before launch.

Fictional example quarter

These invented activities illustrate planning fields. They are not client work, case studies or measured outcomes. Set dates, budgets and targets for your own property.

Activity / audience	Dependency / owner	Evidence to review
Residents dining campaign	Outlet lead confirms menu, capacity and booking route	Qualified enquiries in the reservations record
Design-focused press visit	PR owner confirms facts and spokesperson availability	Relevant requests and published coverage; coverage is not guaranteed
Small cultural partnership	Both parties confirm host, access and permissions	Attendance and guest feedback

At the quarterly review

Record what to keep, change or stop and why. Separate service feedback, enquiries and bookings. Commercial attribution needs evidence connecting the activity to the result.

Source and editable workbook:

evaschmack.com/luxury-hotel-marketing-plan-template

Blank campaign brief

Repeat this page for each campaign. Keep personal guest data in the appropriate approved system.

Field	Your plan
Period and audience	<hr/>
Objective and baseline	<hr/>
Activity, channel and guest action	<hr/>
Owner and approval deadline	<hr/>
Dependency and fallback	<hr/>
Approved budget and currency	<hr/>
Measure, evidence source and review date	<hr/>
Result and next decision	<hr/>