

Hotel partnership brief

Educational worksheet · 31 October 2026

Agree the purpose, responsibilities and approvals before inviting guests.

Planning field	Your notes
Purpose and audience	
Experience and guest action	
Hotel contribution and owner	
Partner contribution and owner	
Date, location and dependencies	
Resources agreed privately by	
Names and imagery approved by	
Invitation route and reply owner	
Permissions still required	
Arrival and service owner	
Follow-up owner and deadline	
Measure, source and review date	
Fallback	
Decision: proceed / revise / hold	

Keep guest records in the approved system. This planning brief does not replace contractual review.

Source: <https://evaschmack.com/hotel-brand-partnerships-guide>