



Guest Journey Scorecard

Is Your Guest Communication Building Your Brand?

Instructions: Score each touchpoint from **1 to 5**.

1 = Needs Significant Improvement

3 = Good, but inconsistent

5 = Excellent, reinforces our brand and creates memorable hospitality

Guest Touchpoint	Score 1 to 5	Notes & Opportunities
Booking Confirmation		
Welcome Message		
Pre Arrival Communication		
Check In Instructions		
Arrival Follow Up		
Mid Stay Check In		
Issue Resolution		
Local Recommendations		
Checkout Instructions		

Thank You & Review Request

Return Guest Follow Up

Total Score: _____ / 55

Results

48 to 55

Your communication is a competitive advantage.

35 to 47

Solid foundation with several opportunities to elevate the guest experience.

Below 35

Your communication is likely creating unnecessary friction and missed opportunities to build loyalty.