chatlyn

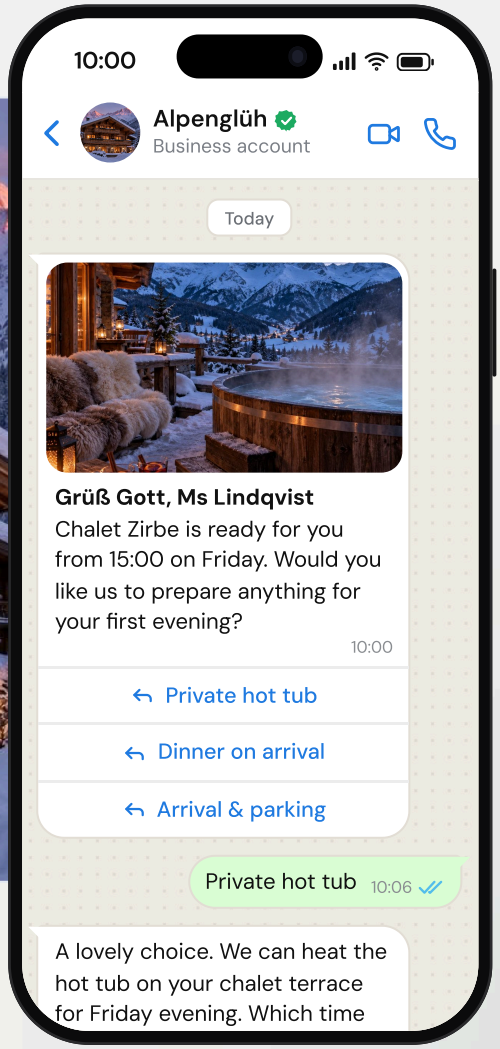
CHATLYN GUIDE 2026

Claude for hoteliers: prompts, Projects and Skills

A hands-on guide to using Anthropic's Claude in a hotel: 50+ prompts that work, a knowledge base your team can share, your first Skill, and where guest messaging needs more than a chat window.

52 prompts





chatlyn.com

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INTRODUCTION

Why this guide

Most hotel teams have tried an AI assistant by now. Someone pasted a review into a chat window, got a reply that sounded like a call centre, and went back to writing it themselves. The problem is rarely the model. It is the brief: no facts about the property, no house voice, no examples, no clear task.

This guide is about Claude, the AI assistant from Anthropic, as it stands in October 2026. It shows a GM, a revenue manager or a front office lead how to brief Claude properly, how to turn the hotel's fact sheet and SOPs into a shared Project, and how to package a recurring job, such as guest letters in the house voice, as a Skill that the whole team can use. You will find 52 numbered prompts you can copy: the first ones teach the method, and a library in chapters 6 and 7 covers every department, from front office to finance, each written around a real situation in a fictional hotel.

The last chapter is honest about the limits. Claude is a very good colleague at the desk, but it does not sit on your WhatsApp number, it does not see tomorrow's arrivals and it does not answer a guest at 23:40. That is the part chatlyn does, and we show how the two fit together.

KEY TAKEAWAYS

- A good prompt is a brief: role, documents, task, examples, format.
- Skills package a recurring job, such as guest letters, so it runs the same way every time.
- Projects hold what every chat needs to know about your hotel.
- Claude works at the desk; guest conversations need a system connected to your PMS and channels.

CHAPTER 1

What Claude is and where it helps a hotel

Claude is Anthropic's AI assistant. For hotels it is strongest where the work is long documents, careful writing and structured analysis.



Claude runs in a browser at claude.ai, in desktop apps for Mac and Windows and in mobile apps for iOS and Android. It also comes as add-ins for Excel, PowerPoint, Word and Outlook, and as **Claude in Chrome**, a browser extension that can read and act on web pages for you. In September 2026 Anthropic began merging chat and Cowork, its agent mode, into one conversation: you ask for what you need and Claude decides whether it is a quick answer or a longer task that produces a finished spreadsheet, document or deck. The rollout started with Pro and Max plans, so your screen may still show separate Chat and Cowork options.

The Claude models, October 2026

Model	What it is for	Note
Claude Opus 5.5	Demanding analysis, long documents, multi-step tasks	Released 22 Sep 2026
Claude Sonnet 5.5	Everyday writing and analysis, faster	Released 28 Sep 2026
Claude Haiku 4.5	Quick, light tasks	A Haiku 5.5 is announced
Claude Fable 5.1	Anthropic's most advanced, generally available model	Higher cost per task
Claude Mythos 5.1	Same model as Fable 5.1, restricted access	Vetted cyber defence and life science teams only

You pick the model in the menu next to the send button, where you can also set the **effort level**: low and medium for routine jobs, high for most work, higher levels for long analysis. Which models appear depends on your plan. For the work in this guide, Sonnet 5.5 handles most writing tasks, and Opus 5.5 is worth switching to for a 60-page contract or a messy revenue export.

1M tokens

context window of Claude Opus 5.5 and Sonnet 5.5 in chat on paid plans

Source: Claude Help Center

~500 pages

of text fit into a 200K-token context window, Anthropic's own rule of thumb

Source: Claude Help Center

Where Claude earns its place in a hotel

Long documents

Read the whole contract

Tour operator agreements, MICE requests, brand standards, a year of guest survey comments. Claude reads them in one go and answers with quotes from the source.

Writing

Letters in your voice

Pre-arrival letters, apology emails, review replies and offers that sound like your property once you give it examples to follow.

Analysis

Make sense of exports

Upload a pickup report or a channel mix export and ask what changed, why it matters and what to do this week. Claude can return a working spreadsheet.

Languages

Native-sounding translations

Turn a German SOP into English, Portuguese and Ukrainian for the housekeeping team, or check that an Italian menu reads naturally.

Training

From SOP to checklist

Turn a 12-page handbook into a one-page shift checklist and a ten-question quiz for new starters.

Which plan for a hotel team

- **Free, Pro and Max** are individual plans. They are fine for trying things out and for work that contains no guest data.
- **Team** starts at two members and goes up to 150 seats. It adds central billing, admin controls, shared Projects and connectors to Google Drive, Gmail, Microsoft 365 and Slack that an owner enables for the whole team.

- **Enterprise** adds audit logs, custom data retention, SCIM user management and a compliance API. Hotel groups with an IT department usually land here.
- Team and Enterprise fall under Anthropic's commercial terms, which include a data processing addendum with Standard Contractual Clauses. Chapter 8 explains why that matters for guest data.

TIP

Start with one job, not with a strategy

Pick the task your team complains about most, often review replies or MICE offers, and use Claude for that job alone for two weeks. You will learn more about prompting from that than from any workshop.

02

CHAPTER 2

Prompting Claude well: the hotel brief

Anthropic's own advice is to treat Claude like a brilliant new colleague who knows nothing about your hotel yet. A good prompt is the briefing you would give that colleague.

2 prompts
Prompt 01 to 02

Anthropic suggests a test for every prompt: would a colleague with no background understand exactly what you want? If not, Claude will not either. The fix is almost always the same. Tell Claude who it is writing as, give it the documents, say what the task is and why, show an example of good work, and describe the format you need back.

The five-part hotel brief

1. **Role**
   One sentence on who Claude is in this task: "You are the guest relations manager of Grand Hotel Wilhelmina in Vienna."
2. **Documents**
   Paste or upload the fact sheet, the review, the export or the policy, each wrapped in its own tag. Put long material first and your question last.

3 Task and reason
Say what you need and why. "Keep it under 120 words because guests read it on their phone" works better than "be short".

4 Examples
Give one to three examples of replies you liked, inside <example> tags, so Claude copies the tone and structure rather than inventing its own.

5 Format
Say what comes back: a ready-to-send email, a table, three options, a German and an English version, a list of open questions.

Prompt 01 The reusable template

SITUATION Copy this into a note and fill the brackets each time. It works for almost every writing and analysis task in this guide.

```
<role>
You are [role] at [hotel name], a [type of property] in [location].
</role>

<documents>
<document name="[file or source name]">
[paste the text or upload the file]
</document>
</documents>

<task>
[What you need, in one or two sentences.]
This matters because [reason: who reads it, where, what should happen next].
</task>

<examples>
<example>
[a reply or text you were happy with]
</example>
</examples>

<format>
[Length, language, structure, what to return.]
If a fact is missing from the documents, do not invent it. Mark it as [CHECK] and
list it at the end.
</format>
```

The tags are not magic words; they simply stop Claude mixing up your instructions with the review or the policy you pasted. The last line about [CHECK] is the most useful habit in hotel work: it turns invented details into a visible to-do list.

The same request, two ways

A TYPICAL PROMPT

- "Write a reply to this bad review."
- No facts about what actually happened
- No house voice, so the reply sounds generic
- No length or platform, so it comes back too long
- Claude fills the gaps with guesses

A HOTEL BRIEF

- Role: guest relations manager, Wilhelmina, Vienna
- The review plus a note from the duty manager on what happened
- Two past replies the GM liked, as examples
- Google review, under 110 words, same language as the guest
- Missing facts marked [CHECK] instead of invented

Prompt 02 **Worked example: a winter package text**

SITUATION Grand Hotel Wilhelmina wants a description of its new January package for the website and the newsletter.

```
<role>
You are the marketing manager of Grand Hotel Wilhelmina, a historic grand hotel in
Vienna, open since 1898.
</role>

<documents>
<document name="package-sheet-jaenner.txt">
[paste: two nights, breakfast, Sachertorte-style cake tasting in the Café, guided
walk through the Ringstraße, late checkout 14:00, valid 7 to 31 January]
</document>
<document name="brand-voice.txt">
[paste your voice guide]
</document>
</documents>

<task>
Write the package description for our website and a shorter version for the
newsletter. Readers are couples from Germany, Austria and Switzerland planning a
city break.
</task>

<format>
Website: headline under 8 words, 90 to 120 words, then the inclusions as a list.
```

Prompt 02 **Worked example: a winter package text** *continued*

```
Newsletter: 45 words, one line of call to action.
Write both in English and in Austrian German with Sie and "Jänner".
No prices unless they appear in the package sheet. Mark missing facts as [CHECK].
</format>
```

Ask for two or three headline options if you want to choose. If the first draft is too flowery, reply "more matter-of-fact, fewer adjectives" rather than starting again; Claude keeps the context.

- **Long documents go first, the question last.** Anthropic reports that putting the query at the end of long, multi-document prompts improved answer quality by up to 30 percent in its tests.
- **Ask for quotes before conclusions.** For a contract or a policy, ask Claude to quote the relevant passages first, then answer. You can check the quote in seconds.
- **Explain the why.** "Guests read this on WhatsApp" teaches Claude more than "keep it short".
- **Iterate in the same chat.** Correct one thing at a time. Once a reply is right, save it as an example for next time.

WATCH OUT

Claude can be confidently wrong

It does not know your room rates, your spa opening hours or what the night manager promised a guest unless you tell it. Anything a guest will rely on, such as times, prices, allergens and cancellation terms, must come from your documents and be checked by a person before it is sent.

03

CHAPTER 3

Projects: your hotel's shared knowledge base

Pasting the fact sheet into every chat gets old quickly. A Project keeps your documents and standing instructions in one place, so every chat inside it starts briefed.

1 prompts
Prompt 03

A Project is a workspace with its own chats, a knowledge base and project instructions. Everything you upload to the project knowledge is available in every chat inside that Project. Projects are

available on every plan; on the Free plan you can create up to five. On paid plans, when the knowledge grows close to the context limit, Claude switches to retrieval and searches the documents instead of loading them all at once.

10x

more project knowledge capacity when a Project switches to retrieval (RAG) on paid plans

Source: Claude Help Center

5

Projects at most on the Free plan

Source: Claude Help Center

Which setting does what

Feature	Applies to	Use it for
Instructions for Claude	All your chats	Your role, language, how you like answers
Project instructions	Chats in one Project	Hotel voice, rules, what to check
Project knowledge	Chats in one Project	Fact sheet, menus, SOPs, policies
Skills	Any chat, when the task matches	A repeatable job done the same way
Memory	Across chats, if switched on	Context Claude picks up over time

Set up a front office Project in 20 minutes

1. **Create it**
   Open claude.ai/projects and click "+ New Project". Name it after the job, for example "Alpenglüh front office". The name and description are for you; Claude does not read them.
2. **Choose who sees it**
   On Team and Enterprise plans, choose private or shared with the organisation. You can share later with "Can view" or "Can edit" rights per colleague.
3. **Upload the knowledge**
   Click "+" in the project knowledge panel and add your documents. Use clear file names such as "fact-sheet-2026-winter.pdf"; Anthropic notes that descriptive names help Claude find the right file.

4 **Write the project instructions**
Click "Set project instructions", paste the text below and adapt it. Keep it short: the role, the voice, the rules.

5 **Test it with real questions**
Ask five questions your front office answered last week. Every wrong answer points to a missing or outdated document.

6 **Give it an owner**
One person updates the fact sheet when anything changes. A stale Project gives stale answers, and nobody notices until a guest does.

- **Fact sheet**: check-in and checkout, room and chalet types, restaurant and spa hours, parking, transfers, pets, children, accessibility.
- **Brand voice guide**: three adjectives you are and three you are not, words you never use, how you sign off, salutations in each language.
- **Policies**: cancellation, deposits, no-show, damage, house rules.
- **Ten of your best emails and review replies**: the most valuable file you will upload, because Claude copies what it sees.
- **SOPs**: arrival, complaints, lost property, upgrades and late checkout rules.

Prompt 03 **Project instructions for Alpenglüh front office**

SITUATION Paste this into "Set project instructions" in the Alpenglüh front office Project.

```
You support the front office team of Alpenglüh, a family-run mountain chalet hotel
in Tyrol owned by the Hofer family.

Knowledge: use only the files in this Project for facts about the hotel. The current
fact sheet is fact-sheet-2026-winter.pdf; if two files disagree, the fact sheet wins
and you tell me about the conflict.

Voice: warm, calm, personal, never salesy. No exclamation marks or emojis. English
in British spelling. German in Austrian German with Sie, "Jänner", dates like "14.
Februar 2027".

Rules:
```

Prompt 03 **Project instructions for Alpenglüh front office** *continued*

```
- Never invent prices, availability, opening hours or allergens. Write [CHECK: ...] instead.
- Never promise upgrades, refunds or compensation. Suggest them to me as options.
- When I paste a guest message, first tell me in one line what the guest actually wants, then draft the reply.
- If I ask for a summary, use short bullets and put the action items first.
```

Project instructions apply to every chat in the Project, so keep anything task-specific (a letter structure, a review reply format) for the prompt itself or for a Skill. Context from one chat does not carry into another unless it is in the project knowledge.

WATCH OUT

Keep guest data out of the knowledge base

Project knowledge is for facts about the hotel, not about guests. Do not upload reservation lists, passport scans or guest profiles. If you must work with a guest's message, remove details you do not need, and do it on a Team or Enterprise plan.

04

CHAPTER 4

Build your first Skill

A Project knows your hotel. A Skill knows how to do one job. It is a small folder of instructions that Claude loads automatically whenever a request matches.

2 prompts
Prompt 04 to 05

Skills are folders of instructions, and optionally reference files and scripts, that Claude loads when a task matches the skill's description. Only the short description sits in the background all the time; the full instructions load when they are needed, so you can install many skills without cluttering every chat. Skills work on the Free, Pro, Max, Team and Enterprise plans, need "Code execution and file creation" switched on, and the same skill also works in Claude Code and through the API. The format is published as an open standard, Agent Skills, so a skill is not locked to one product.

If your team built custom GPTs before

What you want	Use in Claude
A workspace that knows the hotel	A Project with knowledge and instructions
A repeatable job done the same way	A Skill
Access to Drive, Gmail or Slack	A connector
The same job across the whole team	A shared or published Skill (Team and Enterprise)
Preferences for every chat	Instructions for Claude in Settings

What a skill is made of

- **A folder** named after the skill, for example alpengluh-guest-letters. The name uses lowercase letters, numbers and hyphens only, so "ü" becomes "u".
- **SKILL.md**, the one required file. It starts with a short header (frontmatter) holding the name and the description, followed by the instructions in plain Markdown.
- **The description** is what Claude reads to decide whether to use the skill. Say what it does and when, using the words your team would type. The Help Center gives a 200-character limit for uploads, so stay under it.
- **Optional folders**: references/ for longer documents such as the fact sheet, assets/ for templates, scripts/ for code. Point to each file in SKILL.md at the step where Claude needs it.
- Keep SKILL.md under 500 lines and focused on one job. Several small skills combine better than one large one.

Prompt 04 **Full example: SKILL.md for the Alpenglüh guest letter writer**

SITUATION Save this as SKILL.md inside a folder called alpengluh-guest-letters. Add a references folder with fact-sheet.md and gestures.md.

```
---
name: alpengluh-guest-letters
description: Writes guest letters and emails for Alpenglüh, a chalet hotel in Tyrol,
in its house voice, in English or Austrian German. Use for welcome, pre-arrival,
apology and thank-you letters.
---

# Alpenglüh guest letters

## When to use
```

Prompt 04 **Full example: SKILL.md for the Alpenglüh guest letter writer** *continued*

```
Use this skill whenever someone asks for a letter, email or short written message to
an Alpenglüh guest: welcome, pre-arrival, apology, thank-you, anniversary or
returning-guest letters.

## Voice
- Warm, calm and personal, as if the owners wrote it at the kitchen table. Never
salesy.
- Short paragraphs. No exclamation marks, no emojis, no words like "unique",
"breathtaking" or "paradise".
- Mention one concrete detail of the guest's stay: the chalet name, the dates, a
wish they told us.
- English: British spelling. German: Austrian German, always "Sie", "Jänner" instead
of "Januar", dates as "14. Februar 2027".
- Sign as "Ihre Familie Hofer" or "The Hofer family".

## Facts
Take every fact (check-in times, chalets, restaurant hours, hot tubs, ski transfers,
dogs) from references/fact-sheet.md. Never invent facts, prices or availability. If
a fact is missing, write [CHECK: what is missing] in the draft.

## Structure
1. Greeting with the guest's name ("Liebe Frau Berger," / "Dear Ms Lindqvist,").
2. One sentence that answers why we are writing.
3. The details the guest needs: five lines at most, or a short list.
4. At most one offer, and only if it fits the guest (for example the private hot tub
on the arrival evening).
5. A warm close and the signature.

## Apology letters
Name the specific problem in the first two sentences. Say what we have already done.
Never blame the guest or a colleague. Offer a gesture only from
references/gestures.md, and only if the request says one is approved.

## Output
Return the letter ready to paste. Below it, add a line "Checks:" listing every
[CHECK] item, or "Checks: none". Length 120 to 200 words unless the request says
otherwise.

## Example
<example>
Request: pre-arrival letter, Ms Lindqvist, Chalet Zirbe, 13 to 17 February,
travelling with her dog Ole.
Letter:
Dear Ms Lindqvist,
```

Prompt 04 **Full example: SKILL.md for the Alpenglüh guest letter writer** *continued*

```
Chalet Zirbe will be ready for you and Ole from 15:00 on Friday, 13 February. ...
The Hofer family
Checks: none
</example>
```

The example at the end matters more than any rule above it: Claude matches the tone and length of what it sees. Replace it with a real letter the Hofer family wrote. The [CHECK] rule turns gaps in the fact sheet into a list for the person sending the letter.

Package, upload and test

1. **Build the folder**
   alpengluh-guest-letters/ containing SKILL.md and references/fact-sheet.md and references/gestures.md. The folder name must match the name field.
2. **Zip the folder, not its contents**
   Compress the folder itself, so the ZIP contains alpengluh-guest-letters/SKILL.md. A SKILL.md sitting loose at the top of the ZIP is not recognised.
3. **Switch on code execution**
   On Free, Pro and Max, check Settings > Capabilities. On Team it is on by default; on Enterprise an owner enables it under Organization settings.
4. **Upload**
   Go to Customize > Skills, click "+", then "+ Create skill" and "Upload a skill", and choose the ZIP. The skill appears in your list and can be toggled on or off.
5. **Test the trigger**
   Start a new chat and use the test prompts below without naming the skill. Claude's thinking shows when it loads a skill. If it does not load, sharpen the description.
6. **Share it**
   On Team and Enterprise plans, open the skill, use "Share" for specific colleagues or "Publish to org" to put it in your organisation's library.

Prompt 05

Three test prompts for the new skill

SITUATION Run each in a fresh chat. The first two should load the skill; the third should not.

```
1) Please write a pre-arrival letter for Mr and Mrs Berger, Chalet Lärche, 20 to 27 Jänner, first stay, they asked about ski hire. In German.

2) A guest in Chalet Zirbe had no hot water on Tuesday morning. It was fixed by 10:00 and we gave them a free dinner. Draft an apology email in English.

3) Summarise last week's housekeeping inspection results in five bullets.
```

If the skill loads for the third prompt too, the description is too broad. If it misses the second, add the word "apology" or "complaint" to the description. Anthropic's skill-creator skill, which you can switch on under Customize > Skills, can run test prompts like these and suggest improvements.

TIP

Let Claude write the first draft of the skill

You do not have to start from a blank file. Describe the job in a chat, paste two letters you like, and ask Claude to turn it into a skill with the skill-creator. On Pro, Max and Team plans, Claude for Mac can even build a skill from a screen recording of you doing the task in Cowork.

Three more skills worth building

Reviews

Review reply in house voice

Grand Hotel Wilhelmina: replies to Google, Tripadvisor and Booking.com reviews in the reviewer's language, thanks for specifics, never argues, and flags anything the GM must see. References: voice guide, ten approved replies.

MICE

Event offer builder

Grand Forum Congress Hotel: turns an RFP email into a structured offer with rooms, meeting space, catering and open questions, using the room capacity sheet and standard terms as references.

Revenue

Weekly revenue commentary

Isla Calma Resort & Spa: reads the weekly pickup export and writes the same five-section commentary every Monday, with a script in the skill that calculates week-on-week changes.

05

CHAPTER 5

Connectors, files and agent-style work

Once Claude can reach your Drive, your mailbox and your spreadsheets, it stops being a writing aid and starts doing whole tasks: reading an export, comparing it with last week and handing back a finished report.

3 prompts
Prompt 06 to 08



Connectors link Claude to the apps you already use. You find them under Customize > Connectors, or through the "+" menu in a chat. Google Drive, Gmail and Google Calendar are available to all users; the Microsoft 365 connector can search, and with write tools enabled by an administrator, draft and send email, manage calendar events and create files in OneDrive and SharePoint. Slack, many other services and your own tools through the Model Context Protocol (MCP), an open standard for connecting AI to data, can be added the same way. Claude only sees what your own account can see in each service.

- **Files in, files out.** With code execution on, Claude reads CSV and Excel exports and returns working spreadsheets, Word documents, PDFs and PowerPoint decks.
- **Claude for Excel** is an add-in for Pro, Max, Team and Enterprise plans. It answers questions about the open workbook with cell-level citations and can build or fill models without leaving Excel.
- **Claude in Chrome** (paid plans) reads, clicks and fills in forms in your browser. Use it on sites you trust, and read Anthropic's safety guidance first.
- **Scheduled tasks** let Claude repeat a job, such as a Monday morning summary, on a schedule. They are part of Cowork and the new combined Claude experience.
- On Team and Enterprise plans, an owner must enable each connector for the organisation before members can sign in to it.

Prompt 06 Read a revenue export

SITUATION Isla Calma Resort & Spa, Mallorca. The revenue manager exports on-the-books data by stay date from the PMS as CSV and uploads it with last year's file.

```
<role>
You are a hotel revenue analyst for Isla Calma Resort & Spa, a beach resort in
Mallorca with 180 rooms.
</role>

<documents>
<document name="otb-2027-season.csv">[uploaded]</document>
<document name="otb-2026-same-date-last-year.csv">[uploaded]</document>
</documents>

<task>
Compare on-the-books room nights, ADR and revenue for May to October 2027 with the
same date last year.
1. Show a month-by-month table with the differences in absolute numbers and per
cent.
2. Name the three weeks with the largest gap to last year, positive or negative.
3. Split the change by channel and by room type if those columns exist.
4. Suggest three actions for the next two weeks, each tied to a number in the data.
</task>

<format>
Start with a five-line summary for the GM. Then the tables. Return an Excel file
with the calculations so I can check them. State every assumption you made about the
columns.
</format>
```

Ask Claude to list the column names it found before it calculates; export formats differ between PMS and RMS vendors. Check two or three numbers against the PMS yourself before the report goes to the owners.

Prompt 07 Draft the weekly management report

SITUATION Grand Forum Congress Hotel, Frankfurt. The Drive and Gmail connectors are switched on.

```
Find the following in my Google Drive: the file "Weekly KPIs" for calendar week 41,
the latest guest satisfaction export and the minutes of Monday's heads-of-department
meeting.
Also search my Gmail for emails from the sales team in the last seven days that
mention "RFP" or "lost".

Write the weekly management report for the GM:
- Occupancy, ADR, RevPAR and F&B revenue against budget and last year, in one table.
- Three guest satisfaction themes, each with one short guest quote.
- MICE pipeline: new requests, offers sent, business lost and the reasons given.
- Open action items from Monday's meeting with owner and due date.

Keep it to one page. Cite the file or email behind every number. Save it as a Google
Doc in the folder "Management reports".
```

Claude asks for your approval before it sends, shares or moves anything, unless an owner has changed that default. If you want this every Monday, ask Claude to schedule it as a recurring task.

Prompt 08 Build a forecast sheet in Claude for Excel

SITUATION NOVA/12, Copenhagen. The revenue manager has a workbook with daily on-the-books and pickup for the next 90 days.

```
In this workbook, add a sheet called "Forecast".
For each of the next 90 days, calculate the expected final occupancy as on-the-books
plus the average pickup from the same number of days before arrival over the last 8
weeks, capped at 100 per cent.
Flag in red every date where the forecast is below 70 per cent and the date is
within 21 days.
Add a short note at the top explaining the method, and do not change any existing
sheet.
```

Claude cites the cells it used and keeps formula relationships intact, so you can follow the logic. Treat the result as a model to discuss, not a replacement for your RMS.

WATCH OUT

Agents read what they find

When Claude reads emails, documents or web pages, text inside them can try to steer it (Anthropic calls this prompt injection). Keep approvals on for sending and sharing, use Claude in Chrome only on sites you trust, and never let it act in your PMS or payment systems through the browser.

chatlyn

Where the export ends, chatlyn begins

Claude reads the PMS export you upload today. chatlyn is connected to the PMS itself: it reads reservations as they change and uses them to send the right message to the right guest before arrival, during the stay and after departure.

06

CHAPTER 6

Prompt library, part 1: guests, revenue, sales and marketing

Ready-to-use prompts for the departments that talk to guests and sell rooms. Each one is written for a fictional hotel; replace the brackets with your own documents and they work as they are.

24 prompts
Prompt 09 to 32

IN THIS CHAPTER

- Front office and guest relations
- Reservations and revenue
- Sales and events
- Marketing and content

Front office and guest relations

Prompt 09 Reply to a complaint email

SITUATION Isla Calma Resort & Spa. A guest writes on day three that the room above the pool bar was loud until midnight and the promised sea view is a partial view.

```
<role>You are the guest relations manager of Isla Calma Resort & Spa, Mallorca.
</role>

<guest_email>[paste]</guest_email>
<internal_notes>Room 214, booked "sea view" category, which is described as "partial
sea view" in the booking confirmation. Pool bar music ends at 23:30 by policy; last
night it ran until 00:10. We can move them tomorrow to 318 (full sea view, quiet
side) at no charge.</internal_notes>

<task>Draft a reply that acknowledges both points honestly, explains the room
category without sounding defensive, and offers the move to 318. Do not offer
anything beyond the internal notes.</task>
```

Prompt 09 Reply to a complaint email

continued

```
<format>Email in the guest's language, under 150 words, warm and direct. Subject
line included.</format>
```

Giving Claude the internal facts separately from the guest's email stops it apologising for things that were not wrong and promising things you cannot do.

Prompt 10 Answer a one-star review

SITUATION Grand Hotel Wilhelmina, Vienna. A one-star Google review complains about breakfast queues and a rude waiter.

```
You are the general manager of Grand Hotel Wilhelmina in Vienna.

<review>[paste]</review>
<what_we_know>Sunday 9:30 to 10:15 was the peak, two waiters were off sick, we have
since added a second coffee station. We cannot comment on the staff member publicly.
</what_we_know>
<examples>[paste two replies you liked]</examples>

Write a public reply for Google: thank the guest for one specific point, acknowledge
the wait, mention the second coffee station, invite them to contact you directly. Do
not discuss the employee or argue. Same language as the review, under 100 words.
```

Ask for two versions, one more formal and one warmer, and pick. Over time, save the replies you post; they become the examples for your review reply skill.

Prompt 11 A pre-arrival letter for a special stay

SITUATION Domaine de Vérel, a vineyard manor in the Luberon. A couple celebrates their tenth wedding anniversary.

```
You are the owner of Domaine de Vérel, a vineyard manor in the Luberon.

Guests: Anna and Tom Keller, from Zurich, 3 nights from 12 June, Suite Les Oliviers.
Booking note: "10th wedding anniversary, he loves red wine, she does not drink."
What we can offer: cellar tour with tasting at 17:00 daily; non-alcoholic grape
juice from our own Grenache; dinner on the terrace, booking needed.

Write a personal pre-arrival email in German (Swiss guests: use "ss" instead of
"ß"). Mention the anniversary once, discreetly. Suggest the cellar tour and the
terrace dinner as options, without pressure. Under 160 words.
```

Details such as the Swiss spelling or a guest who does not drink are exactly what makes a letter feel personal, and exactly what Claude cannot guess.

Prompt 12 Shift handover summary

SITUATION THE VOLT, Berlin. The night manager leaves notes in a shared document; the morning team needs the essentials in two minutes.

```
<night_log>[paste]</night_log>

Summarise the night for the morning front office team.
First: anything that needs action before 10:00, with room number and who should act.
Then: guest issues that were solved, in one line each.
Then: everything else, at most five bullets.
Leave out anything that is not useful to the morning shift. Do not add guest names;
use room numbers.
```

Using room numbers instead of names is a small privacy habit worth building into every prompt that touches guest data.

Prompt 13 Thank a five-star review in three languages

SITUATION Kumo Ryokan, Kiso Valley. A guest from Lyon leaves a long, warm review on Google in French.

```
You are the okami (proprietress) of Kumo Ryokan in the Kiso Valley.
<review>[paste]</review>
Write a reply in French that thanks the guest for two specific things they mention,
in a calm and humble tone.
Under 80 words. No exclamation marks.
Then give me an English and a Japanese translation so the team can read what we
posted.
```

Specific thanks beat generic gratitude. Ask Claude to underline the two details it picked so you can check them.

Prompt 14 Answer a pre-stay question from the fact sheet

SITUATION Bunk & Bloom, Lisbon. A guest asks on email whether they can check in after 01:00 and leave luggage after checkout.

```
<fact_sheet>[paste]</fact_sheet>
<guest_email>[paste]</guest_email>
You work at the reception of Bunk & Bloom, a backpacker hostel in Lisbon.
Answer the guest using only the fact sheet. Friendly and short, in the guest's
language, under 90 words.
If the fact sheet does not answer a point, write [CHECK] instead of guessing.
```

The [CHECK] markers show you which answers are missing from your fact sheet. Fix the sheet once and every later answer improves.

Prompt 15 Decline a late checkout politely

SITUATION Maison Orsalle, Paris. A guest asks for a 16:00 checkout on a fully booked Sunday.

```
You are the front office manager of Maison Orsalle, a palace hotel in Paris.
The guest in Suite 512 asks for checkout at 16:00 on Sunday. We are full and can
offer 13:00 at most.
Alternatives: luggage storage, the spa changing rooms with showers until 20:00, a
table in the lounge.
Write a reply that says no to 16:00 without using the word "unfortunately" more than
once, offers 13:00 and the alternatives, and sounds generous. Under 100 words, in
English.
```

Giving Claude the real alternatives is what turns a refusal into a service moment.

chatlyn

When the same question arrives every night

Prompt 14 helps your team answer faster. When the same questions come in on WhatsApp or your website chat, chatlyn's AI answers routine ones directly, in the guest's language and only from your own knowledge, and hands the conversation to your team when it needs a person.

Reservations and revenue

Prompt 16 Explain a price difference to a guest

SITUATION NOVA/12, Copenhagen. A guest found a lower price on a booking site and asks why the hotel website is more expensive.

```
You are a reservations agent at NOVA/12, a design hotel in Copenhagen.
<guest_message>[paste]</guest_message>
<facts>Website rate includes breakfast and free cancellation until 48 hours before
arrival. The cheaper price is non-refundable, room only. [add your own facts]
</facts>
Write a reply that compares the two offers clearly in a short list, without
criticising the booking site. Under 120 words. End with one sentence on booking
directly.
```

Only state differences you can prove from your own rate plans. Let Claude format the comparison, not invent it.

Prompt 17 Rewrite the cancellation policy so guests understand it

SITUATION Isla Calma Resort & Spa. The current cancellation policy is one long legal paragraph.

```
<policy>[paste the current text]</policy>
Rewrite this cancellation policy in plain language for guests: short sentences, one rule per line, with a worked example for a 7-night stay.
Keep the meaning exactly the same. After the rewrite, list any sentence in the original that is ambiguous.
Provide English, German and Spanish versions.
```

Have whoever owns your terms approve the plain version. The list of ambiguities is often the most useful part.

Prompt 18 Summarise a rate shopping export

SITUATION NOVA/12. The revenue manager downloads a 30-day competitor rate export as CSV every Monday.

```
<document name="rate-shop-next-30-days.csv">[upload]</document>
We are NOVA/12. Compare our rate with the median of the competitive set for each date.
Show a table of the dates where we are more than 15 per cent above or below the median.
Group the results by weekday versus weekend and note any events in Copenhagen you can see in the data.
Do not recommend prices; list questions for our pricing meeting instead.
```

Claude reads the export well, but pricing decisions stay with your revenue manager and your RMS.

Prompt 19 Find the orphan nights in the booking calendar

SITUATION Alpenglüh, Tyrol. Single nights between bookings stay empty every winter.

```
<document name="chalet-availability-winter.xlsx">[upload: one row per chalet, one column per night]</document>
Find every gap of one or two nights between two bookings, per chalet, from December to March.
Count them per month and per chalet, and estimate how many nights were left unsold last winter because of them.
Suggest three rules for minimum stay or arrival days that would reduce the gaps, with the trade-off of each.
```

Ask for the result as a new sheet so you can filter it. Test any rule change on one month before applying it to the season.

Prompt 20 Pickup pace commentary for the owners

SITUATION Sunny Cove Family Resort, Algarve. The owners want a monthly paragraph on summer bookings.

```
<document name="pace-report-summer.xlsx">[upload]</document>
Write a short commentary for the owners on booking pace for June to September
compared with the same point last year.
Lead with the one number that matters most. Then explain the two biggest changes by
market and room type, in plain language.
Maximum 150 words. No jargon such as "RevPAR" without a one-line explanation.
```

Owners read the first two lines. Ask Claude for three alternative opening sentences and choose the clearest.

Prompt 21 Remind tour operators of release dates

SITUATION Kora Ridge Safari Lodge, Kenya. Several agents hold tent allotments that release 45 days before arrival.

```
<document name="allotments-q1.xlsx">[upload: agent, contact, dates, tents held,
tents sold, release date]</document>
For every agent with unsold tents that release in the next 21 days, draft a short
email reminding them of the release date and the number of tents still held.
Tone: friendly and professional, partner to partner. Under 90 words each.
Return a table of agent, release date and tents first, then the emails.
```

Check the numbers against your reservations system before sending; the table makes that fast.

Sales and events

Prompt 22 Turn an RFP into an offer

SITUATION Grand Forum Congress Hotel, Frankfurt. A pharma association sends a request for a 280-person congress with breakouts and a gala dinner.

```
<documents>
<document name="rfp-email.txt">[paste]</document>
<document name="meeting-space-capacities.pdf">[upload]</document>
<document name="standard-terms-mice-2027.pdf">[upload]</document>
</documents>

You are a MICE sales manager at Grand Forum Congress Hotel.
1. Extract every requirement from the RFP into a table: dates, attendees, room
block, meeting rooms and set-ups, catering, AV, budget, decision date.
```

Prompt 22 Turn an RFP into an offer

continued

```
2. Match each meeting requirement to our rooms and capacities. Flag anything that
does not fit.
3. Draft the offer cover letter, 200 words, in English.
4. List the questions we must ask the client before we can quote.
Do not invent prices; leave [PRICE] placeholders.
```

The requirements table alone saves a lot of reading. Keep the pricing in your sales system and let Claude handle the structure and wording.

Prompt 23 Check a group contract before signing

SITUATION Grand Forum Congress Hotel receives a tour operator's draft allotment contract for 2027.

```
<document name="allotment-contract-draft-2027.pdf">[upload]</document>
<document name="our-standard-group-terms.pdf">[upload]</document>

Compare the draft with our standard terms. For each of these topics, quote the
relevant clause from both documents and say how they differ: release dates,
attrition, cancellation, payment terms, rate parity, liability, jurisdiction.
Then list the five points we should negotiate, most important first.
```

This is preparation for your own review or your lawyer, not legal advice. Quoting the clauses makes it fast to check that Claude read the document correctly.

Prompt 24 First reply to a wedding enquiry

SITUATION Domaine de Vérel, Luberon. A couple asks about a wedding for 90 guests next September.

```
You are the events manager of Domaine de Vérel, a vineyard manor in the Luberon.
<enquiry>[paste]</enquiry>
<venue_facts>[paste: capacities, ceremony spots, accommodation, exclusive-use rules,
curfew]</venue_facts>
Write a warm first reply: thank them, confirm what we can host based on the facts,
ask the five questions we need to prepare a proposal, and suggest a site visit.
Under 180 words, in the couple's language. No prices.
```

The five questions are what move an enquiry forward. Save the best version as an example for your events Skill.

Prompt 25 Build a banquet event order from emails

SITUATION Grand Forum Congress Hotel, Frankfurt. The details of a gala dinner are spread across twelve client emails.

```
<emails>[paste the thread]</emails>
Create a banquet event order for the gala dinner with these sections: timings, room and set-up, menu and dietary counts, beverages, AV and technical, decoration, contacts on the day, billing instructions.
Use only what the emails say. Where two emails contradict each other, show both and mark [CONFIRM WITH CLIENT].
Return it as a Word document.
```

Contradictions in long threads are exactly what goes wrong on the night. Send the [CONFIRM] list to the client the same day.

Prompt 26 Draft a crew accommodation proposal

SITUATION Aerolis Airport Hotel. An airline asks for a proposal to house cabin crew on layovers.

```
You are the sales manager of Aerolis Airport Hotel.
<request>[paste]</request>
<our_facts>[paste: shuttle times, blackout rooms, early breakfast, day-use rooms, laundry]</our_facts>
Write a two-page proposal: summary, how we meet each requirement, operational details for crew arrivals at any hour, and open questions.
Use [PRICE] placeholders for all rates. Formal British English.
```

Ask Claude to put every requirement from the request in a checklist at the end, so nothing is missed.

Marketing and content

Prompt 27 Short upsell copy for the spa

SITUATION Sereno Thermal Retreat wants a short message offering a late-afternoon spa slot to guests arriving tomorrow.

```
You are the spa manager of Sereno Thermal Retreat.

Offer: 60-minute "Arrival ritual" (thermal pool, herbal steam, 30-minute back massage), daily 16:00 to 19:00, bookable at reception.

Write three versions of a short message to guests arriving tomorrow:
- calm and informative
- focused on travel tiredness
```

Prompt 27 Short upsell copy for the spa

continued

```
- for returning guests
Each under 300 characters, no exclamation marks, no emojis, one clear next step.
Then suggest two button labels of at most 20 characters each.
```

Short, specific and tied to the arrival day works better than a list of every treatment. Sending it automatically to tomorrow's arrivals is a job for a guest messaging system, not for a chat window.

Prompt 28 Rewrite the booking channel description

SITUATION Aerolis Airport Hotel. The property description on booking channels is five years old.

```
<current_text>[paste]</current_text>
<facts>[paste: shuttle times, soundproofing, 24-hour market, breakfast from 4:30,
day-use rooms]</facts>
Our guests have early flights and long layovers. Rewrite the description so the
first two sentences answer what they care about: distance and shuttle, sleep, food
at odd hours.
Give a 100-word and a 250-word version. Plain facts, no superlatives, nothing that
is not in the facts.
```

Check each channel's own content rules and character limits before you paste the text in.

Prompt 29 A month of Instagram captions

SITUATION Sunny Cove Family Resort, Algarve. The marketing coordinator needs captions for the autumn half-term.

```
You write Instagram captions for Sunny Cove Family Resort.
<voice>Friendly, practical, parent to parent. At most two emojis per post.</voice>
<facts>Kids' club ages 4 to 12, daily 9:00 to 17:00. Aqua park heated until 31
October. Family suites with a separate kids' room.</facts>
Write 12 captions for October, each under 60 words and about one real fact. Add
three hashtags and an image idea for each. Return a table with a suggested posting
date.
```

When a caption performs well, add it to your Project as an example. Claude learns fastest from your own best work.

Prompt 30 Newsletter for the ball season

SITUATION Grand Hotel Wilhelmina, Vienna. Returning guests should hear about the ball season packages first.

```
You are the marketing manager of Grand Hotel Wilhelmina, open since 1898.
<package>[paste: dates, inclusions, ballroom events, booking deadline]</package>
Write a newsletter for returning guests: subject line (three options), preheader,
150 words of body text, one call to action.
Tone: elegant, understated, Viennese. Provide English and Austrian German with Sie.
```

Give Claude one past newsletter that performed well as an example, and it will match the rhythm.

Prompt 31 Turn guest questions into a website FAQ

SITUATION Bunk & Bloom, Lisbon. The team has collected 60 questions guests asked last month, with names removed.

```
<questions>[paste the anonymised questions]</questions>
<fact_sheet>[paste]</fact_sheet>
Group the questions into topics and write an FAQ page for our website: at most 20
questions, each with an answer of one to three sentences taken from the fact sheet.
Mark any question the fact sheet cannot answer with [MISSING] and list them at the
end.
```

A good FAQ page is also the best knowledge source for any AI that answers your guests.

Prompt 32 Outline a destination article

SITUATION Kumo Ryokan, Kiso Valley. The website needs an article on walking the old Nakasendo trail from the inn.

```
<notes>[paste the owner's notes: route, walking times, where to eat, what the inn
provides]</notes>
Outline an article for international walkers: title options, introduction, sections
with headings, practical box, and a closing paragraph about returning to the onsen.
Use only the facts in the notes. Where a reader would need a fact we have not given,
write [ADD].
```

Destination facts change. Let Claude structure the article, and let someone who has walked the route check every detail.

07

CHAPTER 7

Prompt library, part 2: kitchen, operations, people and finance

Prompts for the teams behind the scenes. Most of them start from a spreadsheet or a document you already have, and end with a list of questions for a person to decide.

20 prompts
Prompt 33 to 52
IN THIS CHAPTER

- Food and beverage
- Housekeeping and operations
- HR and training
- Management and finance



Food and beverage

Prompt 33 Translate a menu and check it

SITUATION Alpenglüh. The new winter menu needs an English version, and the kitchen wants a consistency check of the allergen codes.

```
<document name="speisekarte-winter.pdf">[upload]</document>
<document name="allergen-codes-eu.txt">[paste the 14 EU allergen codes as used in Austria, A to R]</document>

1. Translate the menu into English for international guests. Keep Tyrolean dish names such as Kaspressknödel or Kaiserschmarrn, and add a short English description under each.
2. List every dish where the allergen codes look inconsistent with the ingredients mentioned, with your reason.
Do not change any allergen code yourself. The kitchen will decide.
```

Allergen information is a legal responsibility. Use Claude to find questions, never to give the final answer.

Prompt 34 Rewrite dish descriptions for the new menu

SITUATION Maison Orsalle, Paris. The chef's notes are precise but read like a recipe.

```
<chef_notes>[paste: dish names, components, producers]</chef_notes>
Write a menu description for each dish: at most 18 words, naming the main produce
and its origin, no adjectives such as "exquisite" or "delightful".
French first, then English. Keep the chef's dish names unchanged.
```

Strict word limits and a list of banned adjectives give a cleaner menu than asking for something "elegant".

Prompt 35 Brief the service team on wine pairings

SITUATION Domaine de Vérel. The sommelier is away and the team needs to explain this week's pairings.

```
<menu>[paste]</menu>
<wine_list>[paste: the estate's wines with grape, vintage and the sommelier's
tasting notes]</wine_list>
Write a one-page briefing for the service team: for each course, the wine, two
sentences a server can say to a guest, and one answer to the question "why this
wine?".
Use only the sommelier's notes for tasting descriptions.
```

Ask for a second version in simpler words for new team members.

Prompt 36 Analyse breakfast waste

SITUATION Hostal Dos Lunas, Seville. The team logged what came back from the buffet for two weeks.

```
<document name="breakfast-log.xlsx">[upload: date, guests at breakfast, item, amount
prepared, amount left]</document>
Calculate waste per item as a share of what was prepared, and per guest.
Show the five items with the most waste and whether it depends on weekday or
occupancy.
Suggest three changes to preparation amounts, each tied to a number from the log.
```

Two weeks of honest logging is enough to start. Run the same prompt again after the changes to compare.

Prompt 37 Explain a kaiseki dinner to international guests

SITUATION Kumo Ryokan. Guests who do not read Japanese want to understand tonight's courses.

```
<menu_jp>[paste tonight's kaiseki menu in Japanese]</menu_jp>
Create a small card in English and German that explains each course in one or two
sentences: what it is, the seasonal ingredient, how to eat it.
Keep the Japanese course names in romaji. Mark every ingredient that is a common
allergen.
Do not translate poetic course titles literally; explain them.
```

Ask the kitchen to check the allergen marks every time the menu changes.

Housekeeping and operations

Prompt 38 SOP into a multilingual checklist

SITUATION Hostal Dos Lunas, Seville. The housekeeping SOP exists only as a long Spanish document; two new team members read Portuguese and Ukrainian.

```
<document name="sop-limpieza-habitacion.docx">[upload]</document>

Turn this SOP into a one-page room cleaning checklist in the order a housekeeper
works through the room. Maximum 25 items, each starting with a verb.
Create it in Spanish, Portuguese and Ukrainian as three columns in a Word table,
ready to print in landscape.
Then write five quiz questions in each language to check the new starters understood
the checklist.
```

Have a native speaker on the team read each language once before you print. Claude's translations are good, but a checklist on the wall is read every day.

Prompt 39 Find patterns in maintenance tickets

SITUATION Isla Calma Resort & Spa. The engineering team exports six months of maintenance tickets.

```
<document name="maintenance-tickets.xlsx">[upload]</document>
Group the tickets by type and by room. List the ten rooms with the most repeat
issues and the issue types that come back within 30 days of being closed.
Estimate how many room nights were blocked because of these issues.
Propose a preventive maintenance list for the low season, most urgent first.
```

Repeat issues within 30 days usually point to a fix that treats the symptom. That list is worth a meeting.

Prompt 40 Reply to lost property enquiries

SITUATION Aerolis Airport Hotel. Guests write after their flight about items left in rooms.

```
You handle lost property at Aerolis Airport Hotel.
<guest_message>[paste]</guest_message>
<found_log_entry>[paste the matching entry, or "none found"]</found_log_entry>
Write a reply in the guest's language: confirm whether we found the item, explain
how we can return it and what we need from them (address, ID check, shipping costs),
or how long we keep items if not found.
Under 110 words.
```

Keep your actual shipping and storage rules in the Project knowledge so every reply states them the same way.

Prompt 41 Compare energy use per occupied room

SITUATION Sereno Thermal Retreat. The GM wants to understand rising energy bills.

```
<document name="energy-water-monthly.xlsx">[upload: month, electricity kWh, gas kWh,
water m3, occupied rooms, spa visits]</document>
Calculate energy and water use per occupied room and per spa visit for each month of
the last two years.
Show the months that stand out and possible reasons visible in the data.
List five questions to ask our facilities manager.
```

Claude can spot the anomalies; the facilities team explains them. Keep the questions as the meeting agenda.

Prompt 42 Compare supplier quotes

SITUATION Bunk & Bloom, Lisbon. Three linen suppliers sent quotes in different formats.

```
<documents>[upload the three quotes]</documents>
Put the three offers into one comparison table: price per item and per year at our
volumes, minimum order, delivery frequency, contract length, notice period, damage
and loss terms.
Highlight anything that is missing or unclear in each quote.
Do not choose a supplier; list the questions to send to each.
```

Comparable tables are where suppliers' differences become visible. The decision stays with you.

HR and training

Prompt 43 Write a seasonal job advert

SITUATION Alpenglüh, Tyrol. The hotel needs a front office assistant for the winter season.

```
You write for Alpenglüh, a family-run chalet hotel in Tyrol.
<role_facts>[paste: dates, hours, tasks, languages, staff accommodation, pay
according to the collective agreement]</role_facts>
Write a job advert in Austrian German with Sie: what the job is, a normal day, what
we offer, what we expect, how to apply.
Under 250 words, honest, no clichés such as "dynamic team". Then a 60-word version
for social media.
```

Austrian job adverts must state the minimum pay under the collective agreement. Add the exact figure yourself.

Prompt 44 Prepare interview questions

SITUATION NOVA/12, Copenhagen. The front office manager interviews three candidates tomorrow.

```
<job_description>[paste]</job_description>
Write eight interview questions for a front office agent: two on guest situations,
two on teamwork, two on systems and accuracy, two on motivation.
For each question, describe what a strong answer would include.
Add one short role-play scenario I can run in the interview.
```

Use the same questions for every candidate so you can compare answers fairly.

Prompt 45 Plan the first week of a new starter

SITUATION THE VOLT, Berlin. A new bar team member starts on Monday.

```
<team_info>[paste: shifts, key contacts, SOPs to read, systems]</team_info>
Create a first-week plan for a new bartender: day by day, who they shadow, what they
read, what they practise, and a short check on Friday.
Keep each day to five items. Return it as a one-page document in English and German.
```

A clear first week reduces early resignations more than any welcome speech.

Prompt 46 Role-play a difficult guest for training

SITUATION Grand Hotel Wilhelmina. New receptionists practise handling an angry guest before facing a real one.

```
Play a guest at Grand Hotel Wilhelmina who arrives at 23:00 and is told their room
type is not available. You are tired, polite at first, then increasingly frustrated.
I am the receptionist. Respond to what I say, one message at a time, and stay in
character.
When I write "stop", give me feedback: what I did well, what escalated the
situation, and two sentences I could have used instead.
```

This works well in pairs: one person types, the other watches and adds their own feedback.

Prompt 47 Summarise an anonymous team survey

SITUATION Grand Forum Congress Hotel. 140 employees answered an anonymous engagement survey.

```
<document name="team-survey-answers.xlsx">[upload, anonymised]</document>
Summarise the free-text answers into at most six themes, each with how often it
appears and two short quotes.
Separate what is said by department where the data allows it, but never in a way
that could identify a single person.
End with three actions management could announce within a month.
```

Check the file is truly anonymous before uploading. Small departments can make individuals recognisable.

Management and finance

Prompt 48 Find the themes in guest comments

SITUATION NOVA/12, Copenhagen. 600 free-text comments from the post-stay survey, exported to Excel.

```
<document name="survey-comments-q3.xlsx">[upload]</document>

Read every comment. Group them into at most eight themes. For each theme give the
number of comments, the share of positive and negative mentions, and two short
quotes.
Then tell me which three themes are most likely to affect review scores, and one
concrete fix for each that costs little.
Return the themes as a table and add a column to the spreadsheet with the theme for
each comment.
```

Ask Claude to show ten comments it found hard to classify. That is where the interesting feedback usually sits.

Prompt 49 Explain the budget variance

SITUATION Maison Orsalle, Paris. The monthly P&L shows rooms on budget but total profit well below.

```
<document name="pnl-september.xlsx">[upload: actual, budget, last year by department]</document>
Find the five lines with the largest variance to budget in euros. For each, say whether it is volume, rate or cost driven, as far as the data shows.
Write a variance commentary for the owners in under 200 words, biggest effect first.
```

Ask Claude to show the calculation behind each variance. You will catch mapping errors in the export quickly.

Prompt 50 Owner's monthly report

SITUATION Kora Ridge Safari Lodge, Kenya. The owners live abroad and want one page each month.

```
<documents>[upload: KPI sheet, P&L summary, guest feedback highlights, maintenance and staffing notes]</documents>
Write a one-page owner's report: headline, three numbers with context, guest feedback, operations, people, risks, and decisions we need from the owners.
Calm, factual tone. Every number must come from the documents.
```

Keep the structure identical every month so the owners know where to look. That makes this a good candidate for a Skill.

Prompt 51 Prepare for a bank meeting

SITUATION Sereno Thermal Retreat plans to renovate the thermal pool area and needs a loan.

```
<documents>[upload: capex plan, three-year forecast, last two annual accounts]</documents>
Summarise the investment case in one page: what we invest, why, expected effect on revenue and costs, payback assumptions.
Then list the ten questions a bank is most likely to ask, with the answer from our documents or [MISSING] if we cannot answer it yet.
```

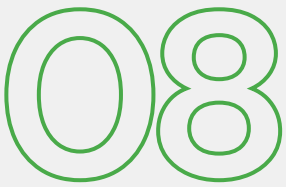
The [MISSING] list is your preparation plan. Have your accountant check the numbers before the meeting.

Prompt 52 **Write a decision memo**

SITUATION THE VOLT, Berlin. Management must decide whether to keep the rooftop bar open in winter.

```
<data>[paste: winter revenue and costs of the rooftop for the last two years,
heating costs, guest feedback, staff availability]</data>
Write a decision memo: the question, three options (close, open weekends only, open
with a winter concept), costs and revenue for each based on the data, risks, and a
recommendation.
One page. State every assumption you make.
```

Ask Claude to argue against its own recommendation in a second message. The weaknesses it finds are worth discussing.



CHAPTER 8

The limits, and where chatlyn takes over

Claude is an excellent colleague at the desk. It is not on your WhatsApp number, it does not see tomorrow's arrivals and it does not answer a guest at 23:40. That is a different job.

What Claude on its own does not do

- **It is not live with your guests.** The Claude apps are for your team. Guests write on WhatsApp, Booking.com, Instagram and your website, and a draft in a chat window still has to be copied, sent and followed up by someone.
- **It does not know your reservations.** Unless you upload an export, Claude has no idea who arrives tomorrow, who is in-house or whose birthday it is this week.
- **It does not write into your PMS.** Even with connectors, nothing books the hot tub, notes the late arrival or adds the baby cot unless a person does it.
- **It has no sense of timing.** The pre-arrival message three days out, the welcome on the arrival morning and the thank-you after checkout only happen if someone remembers.
- **Guest data needs care.** On Free, Pro and Max you choose in Settings > Privacy whether your chats may be used to improve Claude; if you allow it, de-identified data can be kept for up to five years. Team, Enterprise and the API do not train on your data by default. Either way, keep guest personal data to the minimum.

Claude on its own vs chatlyn

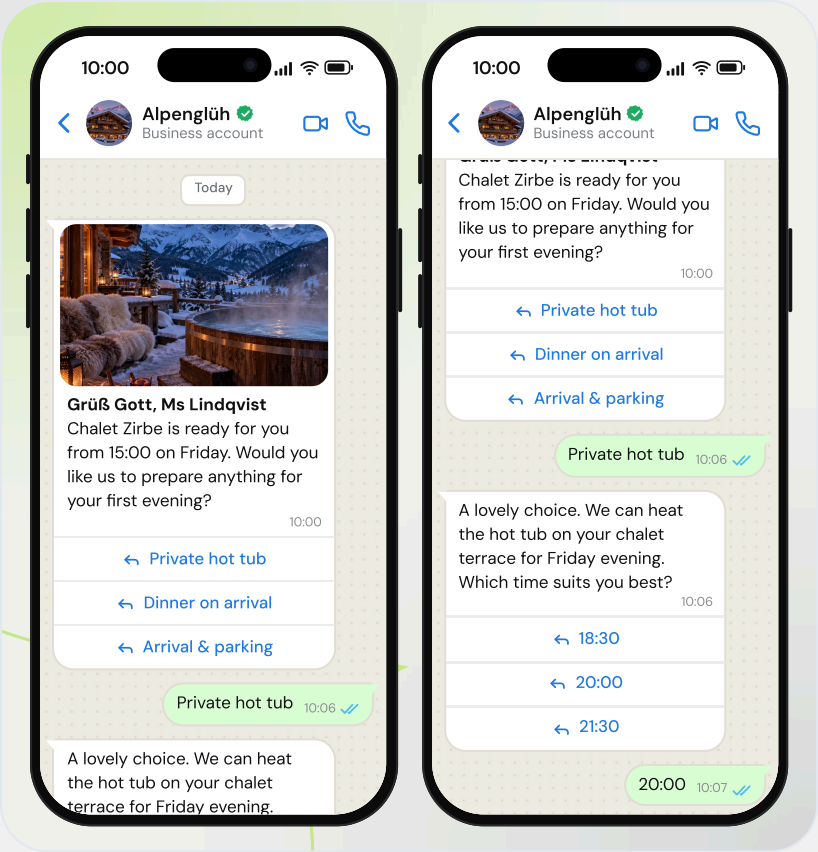
CLAUDE ON ITS OWN

- × Drafts replies that a person copies into the right channel
- × Knows your hotel if you keep the Project up to date
- × Sees reservations only in exports you upload
- × Waits for someone to ask
- × No link to WhatsApp, Booking.com or your website chat

CHATLYN

- ✓ Answers routine guest questions on WhatsApp, webchat, Messenger and Instagram, in the guest's language and your property's voice
- ✓ Answers only from your own knowledge: uploaded files and pages from your website
- ✓ Reads reservations from your PMS and keeps bookings, spend and every conversation on one guest record
- ✓ Sends the pre-arrival, arrival-day and post-stay messages automatically when the PMS reports the booking event
- ✓ Hands the conversation to your team when a request needs a person; on email it drafts and a person sends

chatlyn is the first AI-Native GRM, a guest relationship management platform rebuilt from scratch around AI. It holds what a PMS never sees: every conversation a guest had with the hotel, including the enquiries that never became a booking. Its AI uses that record to answer guests on the channels they actually use, and its WhatsApp journeys turn a pre-arrival message into an offer the guest can accept with one tap. The AI never books on its own: it guides guests to your booking engine, and when a guest says yes to an upsell, your team makes it happen.



3 days before arrival

EXAMPLE CONVERSATION

Alpenglüh

Mountain chalet hotel, Tyrol

A PMS event sends the opening template three days before arrival. When the guest taps a button, the AI replies with the hotel's own interactive message, and the front office confirms the booking.

Evening before arrival

EXAMPLE CONVERSATION

Grand Hotel Wilhelmina

Historic grand hotel, Vienna

At 23:40 nobody is at the sales desk. chatlyn's AI answers from the hotel's own knowledge in the guest's language and hands over to the team if the guest needs a person.



92%

WhatsApp pre-arrival open rate at Hotel Enzian Obertauern

Source: chatlyn case study: Hotel Enzian Obertauern

~85%

of routine enquiries handled by AI at Hotel Enzian

Source: chatlyn case study: Hotel Enzian Obertauern

+38%

restaurant reservations from WhatsApp campaigns at Hotel Enzian

Source: chatlyn case study: Hotel Enzian Obertauern

> There's a little reminder which gives you the right information at the right time, just before you start your holiday, so you're really excited about what's going on.

Elisabeth Veit, Owner, Hotel Enzian Obertauern

Use both: Claude at the desk, chatlyn with the guest

1. **Build the knowledge in Claude**
   Use your Claude Project to clean up the fact sheet, close the gaps that [CHECK] markers reveal and write clear FAQ answers.
2. **Give the same knowledge to chatlyn**
   Upload the finished files to chatlyn and add the website pages that carry real answers. chatlyn's AI answers guests only from that knowledge.
3. **Draft the messages with your Skill**
   Let your guest letter skill draft pre-arrival texts and offers in the house voice, then turn them into WhatsApp templates in chatlyn.
4. **Let the PMS set the timing**
   chatlyn sends each message when the PMS reports the booking created, the arrival, the checkout or the post-stay moment.
5. **Review weekly**
   Weak AI answers land in a review queue in chatlyn. Fix the answer once and the AI uses it from then on.

chatlyn

The guest writes back, and someone answers

A chat window helps your team write. chatlyn makes sure the message reaches the guest at the right moment, that the reply is understood, and that the next answer, from the AI or from your team, draws on everything the hotel already knows about that guest.

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chatlyn

YOUR NEXT STEP

See chatlyn with your own hotel's data

In a short demo we connect the dots between your PMS, your channels and your guest knowledge, and show what your guests would receive before, during and after their stay.

- Your property's pre-arrival journey on WhatsApp, built around real booking events
- The AI answering your guests' questions from your own fact sheet and website
- One guest record with bookings, spend and every conversation

Book a demo

chatlyn.com