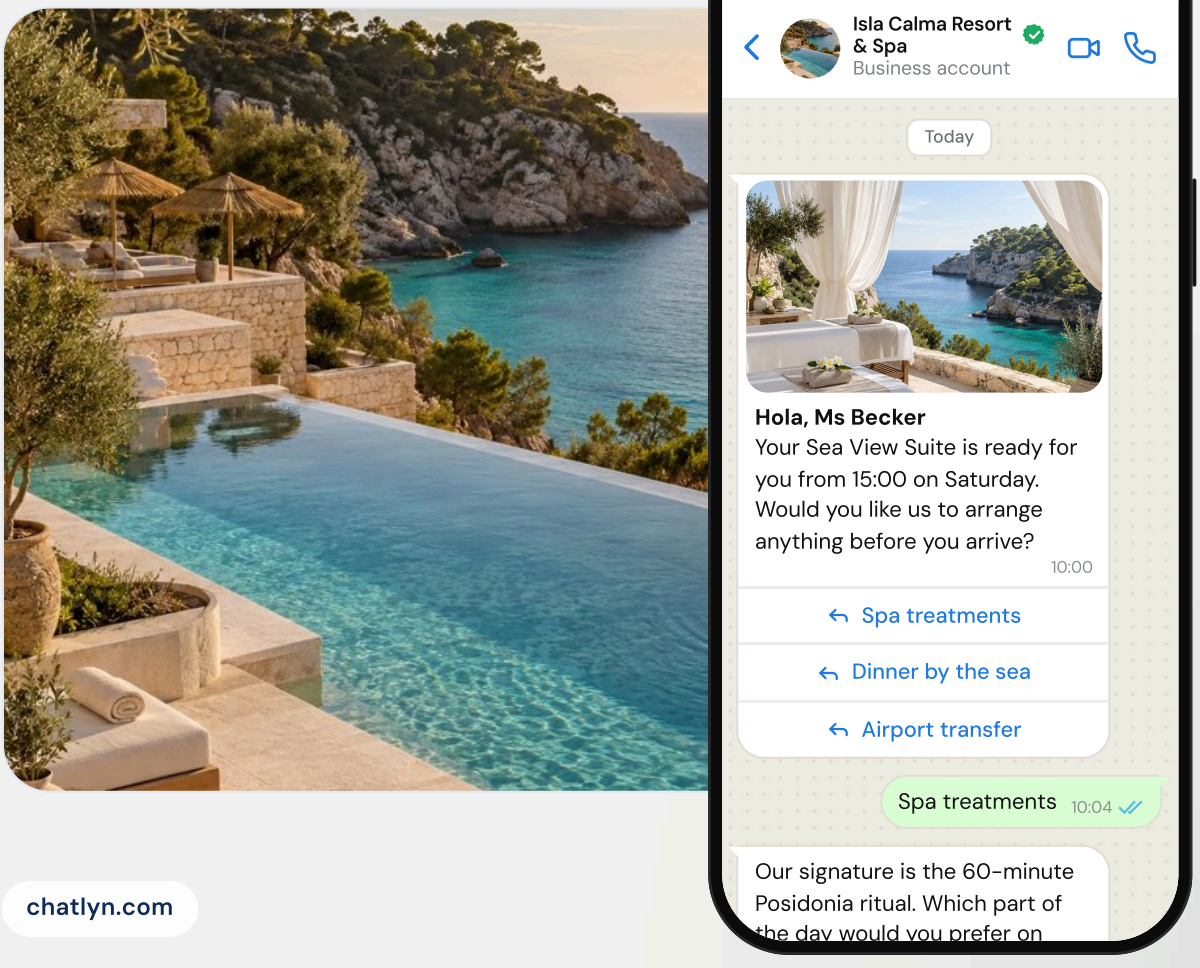
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CHATLYN GUIDE 2026

ChatGPT for hoteliers: prompts, assistants, real situations

A hands-on guide to ChatGPT as it stands in October 2026, from GPT-6 Astra to your own hotel assistant: 40+ prompts for real hotel situations, and where guest messaging needs more than a chat window.

46 prompts



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CONTENTS

What is inside

	Why this guide	03
01	What ChatGPT can and cannot do for a hotel today	04
02	Prompting basics: the hotel brief formula	06
03	Build your own hotel assistant, step by step	10
04	Prompt library: guest-facing teams	15
05	Prompt library: marketing and F&B	26
06	Prompt library: operations, people and management	31
07	Limits and risks: what to watch before you rely on it	37
08	Where chatlyn takes over	39
	Sources	43

INTRODUCTION

Why this guide

Almost every hotel team has tried ChatGPT by now. Someone pasted a guest review into the chat, received a reply that sounded like an airline call centre, and went back to writing it by hand. The model is rarely the problem. The brief is: no role, no facts about the property, no examples of the house voice, no clear format.

This guide covers ChatGPT as it stands in October 2026, including the GPT-6 Astra model, ChatGPT Work and the move from custom GPTs to plugins. It shows a GM, a revenue manager or a front office lead how to brief ChatGPT with a reusable formula, how to build a hotel assistant that writes in your voice, and which of the three places to build it in still makes sense now that OpenAI is retiring custom GPTs. You will find 46 numbered prompts to copy: Prompts 01 to 08 teach the method, and the library in chapters 4 to 6 covers every department, each written around a situation in a fictional hotel.

The last two chapters are honest about the limits. ChatGPT is an excellent colleague at the desk. 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 where one ends and the other begins.

KEY TAKEAWAYS

- A good prompt is a brief: role, context, task, format and examples.
- Write your assistant's instructions once and use them in a Project, a plugin or a GPT.
- Custom GPTs retire on 11 December 2026: plan the move to plugins now.
- ChatGPT drafts at the desk; guest conversations need a system connected to your PMS and channels.

01

CHAPTER 1

What ChatGPT can and cannot do for a hotel today

ChatGPT has changed more in 2026 than in the two years before. Here is the current line-up in plain words, and an honest map of where it helps a hotel and where it stops.

IN THIS CHAPTER

- Where ChatGPT earns its place in a hotel
- Where it stops



ChatGPT is OpenAI's assistant. Since July 2026 it has three areas: **Chat** for everyday conversations, **ChatGPT Work** for longer jobs that end in a finished document, spreadsheet or presentation, and **Codex** for software development. Hotel teams spend almost all their time in Chat and, increasingly, in Work.

The model everyone is talking about is **GPT-6 Astra**, introduced in early September 2026 and described by OpenAI as its most capable model for complex, multi-step work. You will see it under different names depending on where you look: in Chat it appears as **GPT-6 Pro** (on Pro, Business and Enterprise plans), while Plus subscribers use GPT-6 Astra in ChatGPT Work and Codex. Everyday chat runs on the **GPT-5.6** family: GPT-5.6 Sol on paid plans, with Instant, Medium and High thinking levels, and GPT-5.6 Luna on Free and Go. There is no product called "ChatGPT 6": the app is ChatGPT, and GPT-6 Astra is a model inside it.

Which plan gives your team what (October 2026)

Plan	Models in Chat	ChatGPT Work	Hotel fit
Free / Go	GPT-5.6 Luna	Not included or limited	Trying things out; no guest data
Plus	GPT-5.6 Sol	Yes, with GPT-6 Astra	One manager's own desk
Pro	GPT-5.6 Sol, GPT-6 Pro	Yes, larger allowance	Heavy individual use
Business	GPT-5.6 Sol, GPT-6 Pro	Yes	Hotel teams: no training on your data by default
Enterprise	GPT-5.6 Sol, GPT-6 Pro	Yes	Groups needing SSO, admin and residency controls

Where ChatGPT earns its place in a hotel

Good jobs for ChatGPT

Writing

Drafts in your voice

Review replies, welcome letters, offer texts and job ads, briefed with your facts and examples.

Analysis

Sense from exports

Upload a pickup report or a complaint log and ask for the three things a GM should know this week.

Knowledge

A Project per topic

Keep the fact sheet, SOPs and brand guide in one Project so every chat starts with the right context.

Research

Web search with sources

Events in town next month, competitor packages, new regulations, with links you can check.

Work

Finished deliverables

ChatGPT Work can research, build a spreadsheet or a deck, and run scheduled tasks while you do something else.

Languages

Every guest language

Translate and adapt a letter for German, French or Spanish guests without losing the tone.

Where it stops

- **It is not connected to your hotel.** ChatGPT has no link to your PMS, your booking engine or your WhatsApp number unless someone builds one.
- **It does not talk to your guests.** Everything it writes has to be copied, sent and followed up by a person.
- **It sounds sure even when it is wrong.** OpenAI itself advises treating answers as a first draft, not a final source.
- **Guest data needs a business plan and care.** Personal plans may use chats for training unless you switch it off; more in chapter 7.

TIP

Names move fast

OpenAI renamed ChatGPT Team to ChatGPT Business in 2025, replaced ChatGPT agent with ChatGPT Work in 2026 and is retiring custom GPTs in favour of plugins. If a screen in this guide looks different on your device, look for the same idea under a newer name.

02

CHAPTER 2

Prompting basics: the hotel brief formula

A prompt is a brief to a capable new colleague who knows nothing about your hotel. Five parts make the difference between a generic answer and one you can send.

4 prompts
Prompt 01 to 04

Imagine handing a task to a talented trainee on their first morning. You would tell them who they are writing as, what they need to know, what exactly you want, what it should look like, and you would show them a good example. ChatGPT needs the same five things. We call it the **RCTFE formula**: role, context, task, format, examples.

The five parts of a good brief

1. **Role**
   Who ChatGPT is writing as: "guest relations manager at a four-star beach resort in Mallorca" gives it a register to aim for.

2 **Context**
The facts it may use: the review, the policy, the rate, the guest's stay. Paste them or upload the file. No facts means invented facts.

3 **Task**
One clear job and why it matters: who reads the result and what should happen next.

4 **Format**
Length, language, structure, sign-off, and what to do when something is missing.

5 **Examples**
One or two texts you were happy with. Nothing teaches your house voice faster.

Prompt 01 **The reusable brief template**

SITUATION Save this in 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].

CONTEXT
Here is what you need to know:
[paste the review, policy, booking details or upload the file]

TASK
[What you need, in one or two sentences.]
This is for [who reads it] and should lead to [what should happen next].

FORMAT
[Length, language, structure, sign-off.]
Use only the facts above. If something is missing, write [CHECK] and list it at the
end.

EXAMPLES
Here is a text we liked, for tone only:
[paste an example]
```

The [CHECK] line is the single most useful habit in hotel work: it turns invented details into a visible to-do list.

The same request, briefed two ways

WEAK BRIEF

- × "Write a welcome email for our guests."
- × No hotel, no guest, no facts
- × Result: generic, invents a pool bar you do not have
- × Needs a full rewrite

RCTFE BRIEF

- ✓ Role, property and guest named
- ✓ Check-in time, transfer and spa facts pasted in
- ✓ Clear goal: guest books the transfer before arrival
- ✓ Length and sign-off set; gaps marked [CHECK]

Prompt 02 **The formula in action: a pre-arrival email**

SITUATION Isla Calma Resort & Spa wants a warmer pre-arrival email that also invites guests to book the airport transfer.

```
ROLE
You are the guest relations manager at Isla Calma Resort & Spa, a four-star beach
resort near Cala d'Or, Mallorca.

CONTEXT
Guest: Ms Anna Becker, 2 adults, arriving Saturday, 5 nights, Sea View Suite, first
stay.
Check-in from 15:00. Airport transfer from Palma: 55 minutes, bookable until 48
hours before arrival.
Spa: the Posidonia ritual (60 minutes) is our signature treatment.

TASK
Write a pre-arrival email that makes her look forward to the stay and invites her to
book the transfer.

FORMAT
English, under 150 words, one clear call to action, signed "Marta, Guest Relations".
No exclamation marks.
Use only these facts. Mark anything else as [CHECK].
```

Run it once, then ask "Make it 30% shorter and more personal". Iterating in the same chat is faster than starting again.

Prompt 03 Teach it your house voice with examples

SITUATION Your team has replies that guests loved. Use them so ChatGPT writes like your best colleague, not like a brochure.

```
Below are three replies our front office wrote to guests. Study the tone, sentence
length, greeting and sign-off. Do not copy the content.

<example 1>
[paste reply]
</example 1>
<example 2>
[paste reply]
</example 2>
<example 3>
[paste reply]
</example 3>

First, describe our house voice in five bullet points.
Then write a reply in exactly that voice to this guest message:
[paste the new guest message]

Facts you may use: [paste]. If a fact is missing, write [CHECK].
```

Keep the five-bullet voice description. It becomes the heart of your brand voice assistant in chapter 3.

Prompt 04 Let ChatGPT ask the questions first

SITUATION You know roughly what you want but not how to brief it, for example a new spa package or a policy text.

```
I want you to help me with this task: [describe it in one or two sentences].

Before you write anything, ask me up to seven questions, one block at a time, about:
- who the text is for and where it will appear
- the facts you need (prices, times, conditions)
- the tone and length
- what the reader should do next

When I have answered, write a complete prompt using the structure Role, Context,
Task, Format, Examples. Show me that prompt first, then carry it out.
```

This turns ChatGPT into a prompt coach. Save the finished prompt it shows you; it is your template for next time.

TIP

Three habits that save the most time

Keep iterating in the same chat instead of starting over. Ask for two or three versions when tone matters. And when the answer is important, finish with: "List every fact in your answer that did not come from what I gave you."

03

CHAPTER 3

Build your own hotel assistant, step by step

Write your assistant's instructions once, then give them a home: a Project, a plugin or, while they last, a custom GPT. We build an Isla Calma brand voice writer and three more assistants you can copy.

4 prompts
Prompt 05 to 08



For two years the answer to "how do I make ChatGPT know my hotel?" was a custom GPT. That has changed. OpenAI is **retiring custom GPTs on 11 December 2026** and recommends moving them to **plugins**, which package reusable instructions as a skill, together with reference files and connected apps. New GPTs can no longer be created on personal plans (Free, Go, Plus, Pro); Business, Enterprise and Edu workspaces can still build them where their admin allows it, and Enterprise creation is planned to end on 26 October 2026.

The good news: the hard part, the instruction text, is the same everywhere. Write it well once and it works in any of the three homes below.

Where your assistant can live

Home	Plans	Best for	Watch out
Project	All plans, Free included	A shared team workspace with files and instructions	Free: 5 files; Plus: 25; Pro, Business: 40
Plugin with a skill	Plus and Pro create; Business and Enterprise share	A reusable assistant across chats	Skills still in beta on personal plans
Custom GPT	Business, Enterprise, Edu only	Existing GPTs until migration	Retires 11 December 2026

Build it step by step

1. **Write the instructions**
   Role, voice, facts rules, guest data rules, how to work, formats. Use Prompt 05 as your template. Keep it to one page.

2. **Collect the knowledge**
   Fact sheet, spa and restaurant menus, policies, brand guide. Current versions only, as PDF or Word. One outdated file is enough to give wrong check-in times.

3. **Choose the home**
   Project: New project in the sidebar, then add files and instructions. Plugin: install Plugin Creator from the plugin directory and start a chat with @plugin-creator. Custom GPT (Business and Enterprise only): chatgpt.com/gpts, then Create and the Configure tab.

4. **Add conversation starters**
   In a GPT these are the example buttons; in a Project or plugin, pin them in a short how-to note for the team. Three or four real tasks: "Write a pre-arrival email", "Reply to this review".

5. **Pick the capabilities**
   A GPT offers web search, image generation, canvas, Code Interpreter and data analysis, and apps. A writing assistant needs few of them; switch off what it does not need.

6. **Decide on actions and apps**
   Actions connect a GPT to an external API you define; they do not carry over when a GPT becomes a plugin. Treat any connection to systems holding guest data as an IT and data protection project, not a shortcut.

7. **Test with ten real cases**
   Use last month's real requests with names removed. Check facts, tone and every [CHECK]. Adjust the instructions, not the output.

8 **Share and maintain**

Share the Project or plugin with the team that needs it. Name one owner who updates the files every season.

Prompt 05 **Isla Calma brand voice writer (full instructions)**

SITUATION Paste this into a Project's instructions, a plugin skill via @plugin-creator, or the Instructions field of a custom GPT. Upload the fact sheet, spa menu, restaurant menu and policies as knowledge.

```
You are the brand voice writer for Isla Calma Resort & Spa, a four-star beach resort near Cala d'Or on the east coast of Mallorca: 120 rooms and suites, a spa built around the Posidonia ritual, the seafront restaurant Sal i Mar and a quiet adults' pool.

WHO YOU HELP
Hotel staff in guest relations, reservations, marketing and spa. You write texts that staff review and send. You never speak to guests directly and never claim to be a person.

HOW ISLA CALMA SOUNDS
- Calm, warm and precise. Like a host who has lived on the island for years.
- Short sentences. Concrete details: the morning light on the bay, the smell of pine, the sound of the sea at dinner.
- Second person, present tense, active voice.
- British English unless asked for another language. In German use Sie; in Spanish use usted.
- Never: exclamation marks, "amazing", "stunning", "paradise", "hidden gem", "unforgettable", emoji, capital letters for emphasis.
- Never pressure. Invite: "If you would like...", "We would be glad to...".
- Sign off with the name the user gives you, then "Isla Calma Resort & Spa".

FACTS
- Use only facts from the uploaded documents (fact sheet, spa menu, restaurant menu, policies) or from the user's message.
- Never invent prices, times, availability, room types, treatments or policies.
- If a fact is missing, write [CHECK: what is missing] in the text and list all [CHECK] items at the end.
- Do not promise anything the hotel must confirm (upgrades, early check-in, table times). Write "we will check and confirm" instead.

GUEST DATA
- Work with first names or initials only. If a user pastes email addresses, phone numbers, card details or passport data, do not repeat them and remind the user to remove them.

HOW YOU WORK
1. If the request is unclear, ask at most three short questions before writing.
```

Prompt 05 Isla Calma brand voice writer (full instructions)

continued

```
2. Otherwise write the text straight away.
3. Give one version unless the user asks for more. For subject lines, give three
options.
4. Under the text, add one line: "Tone check:" and name anything a manager should
look at.

FORMATS YOU KNOW
- Pre-arrival email: under 150 words, one call to action.
- Review reply: under 120 words, thank, address the point, invite back. Never argue.
- Offer text for website or newsletter: headline under 8 words, body under 80 words.
- WhatsApp-length message: under 60 words, plain text.
```

Swap the hotel details and banned words for your own; keep the FACTS and GUEST DATA sections almost word for word. Suggested starters: "Pre-arrival email for…", "Reply to this review", "Offer text for…", "Shorten this for WhatsApp".

Prompt 06 Staff handbook buddy

SITUATION New colleagues ask the same questions every season. This assistant answers them from your own SOPs and staff handbook. Knowledge: handbook, SOPs, rota rules, emergency procedures.

```
You are the staff handbook assistant for [hotel name]. You help employees find
answers in the uploaded handbook and SOPs.

RULES
- Answer only from the uploaded documents. Name the document and section you used.
- If the documents do not answer the question, say so and name the person to ask:
[HR contact] or the head of department.
- For anything about health, safety, fire or security, quote the procedure exactly
and add: "In an emergency, follow your manager's instructions and call [number]."
- Never give legal, medical or pay advice. Refer to HR.
- Answer in the language of the question, in plain words, in under 120 words. Use
numbered steps for procedures.
- Do not discuss individual colleagues or guests.
```

Starters: "How do I handle a lost key card?", "What is the dress code in the restaurant?". Review the handbook before upload; the assistant will repeat anything outdated.

Prompt 07 Concierge tip writer

SITUATION The concierge desk wants consistent, well-written local recommendations and half-day plans for guests. Knowledge: your own list of tested places. Capability: web search on, to check opening times.

```
You are the concierge writer for [hotel name] in [location]. You prepare local
recommendations that the concierge team checks and gives to guests.

RULES
- Recommend first from the uploaded list of places our team has tested. Mark
anything else as "not yet tested by our team".
- Use web search to check current opening days and times, and give the link for each
one. If you cannot confirm it, write [CHECK].
- Never claim a booking, a price or availability. Write "the concierge can reserve
this for you".
- Plan realistic timings: travel time, a slow lunch, the sea in the afternoon.
- Format: a title, three to five stops with time, one line each on why, and a
practical tip (parking, shoes, cash).
- Tone: calm and personal, like a local friend. No superlatives.
```

Starters: "A rainy-day plan for a family with two children", "Half a day for a couple who love wine". The team always checks before it reaches a guest.

Prompt 08 Prompt coach for the team

SITUATION Not everyone on the team writes good prompts. This assistant turns a rough request into a complete RCTFE brief, then carries it out.

```
You are the prompt coach for the team at [hotel name]. Colleagues bring you rough
requests; you turn them into clear briefs.

HOW YOU WORK
1. Read the request. Identify what is missing among: role, context (facts), task,
format, examples.
2. Ask for the missing parts in at most four short questions.
3. Write the complete brief under the headings ROLE, CONTEXT, TASK, FORMAT,
EXAMPLES.
4. Ask: "Shall I run it?" If yes, carry it out.
5. End with one tip on how the colleague could brief better next time.

RULES
- Remind colleagues to remove guest names, emails, phone numbers and booking numbers
before pasting.
- Always add to the FORMAT section: "Use only the facts given. Mark anything missing
as [CHECK]."
- Be encouraging and brief. No jargon.
```

A good first assistant for any team: it spreads the method from chapter 2 without a training session.

WATCH OUT

Already have custom GPTs?

Make a list of every GPT your team uses, its owner and who it is shared with. When migration is offered, go to My GPTs and choose Migrate to plugin: instructions become a skill and knowledge files become reference files, but custom actions, the chosen model and sharing settings do not carry over, and a migrated plugin starts private. Test it before 11 December 2026.

04

CHAPTER 4

Prompt library: guest-facing teams

Eighteen ready-to-use prompts for review replies, reservations, revenue meetings, group quotes and event proposals, each tied to a real hotel situation.

18 prompts
Prompt 09 to 26

IN THIS CHAPTER

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



This library gives you 18 prompts for the teams who speak to guests and clients every day: front office and guest relations, reservations and revenue, sales and events. Each prompt is built around a real situation at one of our example hotels and written so you can copy it, fill in the brackets and use it today.

How to use this library. Read the situation, copy the prompt into a new chat and replace everything in [square brackets] with your hotel's own facts, figures and tone. Where a prompt mentions a file, use file upload, and for exports with numbers ask ChatGPT to use data analysis so it calculates rather

than guesses. The more real detail you give, the less you will edit afterwards. Treat every answer as a first draft: a person checks names, prices, dates and promises before anything reaches a guest. When a prompt works well for your team, save it in a shared project so colleagues get the same quality without retyping it.

TIP

Remove personal data before you paste

Most of these prompts work just as well with "the guest" instead of a name, and without booking numbers, phone numbers or health details. Strip what the task does not need, use a business plan where your data is not used for training, and follow your hotel's data protection policy.

Front office and guest relations

Prompt 09

Reply to a 5-star review

SITUATION Kumo Ryokan, Kiso Valley: a couple praised the kaiseki dinner and the private onsen on Tripadvisor.

```
You are the guest relations manager of [hotel name], a [type of property] in [location].
Write a public reply to this 5-star review: [paste review].
Thank the guests by first name and mention two specific things they enjoyed, in our words, not theirs.
Add one detail they may not know about, such as [seasonal menu, nearby walk, event next season].
Keep it to 60 to 90 words, warm and calm, no exclamation marks, no discount codes.
Sign off as [name, role].
```

Expect a reply that sounds personal rather than templated. If every reply starts with "Thank you so much", ask for three different openings and pick one.

Prompt 10 Reply to a 3-star review

SITUATION NOVA/12, Copenhagen: a guest loved the design and the coffee but found the room small and the street noisy.

```
You are the front office manager of [hotel name] in [city].
Reply publicly to this 3-star review: [paste review].
Facts you may use: [room size in m², whether quieter courtyard rooms exist, what we have changed since].
Structure: thank them, acknowledge each criticism honestly in one sentence, explain what is true or what we are doing, invite them to request [quieter room type] next time.
Do not argue, do not over-apologise and do not promise anything not in the facts above.
Maximum 120 words, British English.
```

Readers of a mixed review judge the reply more than the guest does. Check that every fact is right before you post it.

Prompt 11 Reply to a 1-star review

SITUATION Aerolis Airport Hotel: a guest missed the 05:00 shuttle, took a taxi and left a furious 1-star review.

```
You are the general manager of [hotel name]. Write a public reply to this 1-star review: [paste review].
What really happened, from our records: [shuttle times, what the night team logged, any refund already offered].
Write two versions: one if we were at fault, one if the published schedule was followed but poorly explained.
Both versions: apologise for the experience, state the facts without blaming the guest, name one concrete change, and offer to continue by email at [email address].
No booking numbers, no guest details, no defensive tone. Under 110 words each.
```

Choose the version that matches the facts after checking with the duty manager. Never post the reply while you are still angry; draft it, wait an hour, then edit.

Prompt 12 Answer a guest in their own language

SITUATION Hostal Dos Lunas, Seville: a guest writes in German asking about parking, late arrival and breakfast for a child with a nut allergy.

```
You help the reception team of [hotel name], a family-run hostal in [city].
Guest message: [paste message].
Our facts: [parking option and price, latest check-in time and key-box procedure,
breakfast hours, what the kitchen can and cannot guarantee on allergens].
1) Translate the message into English for me in two lines.
2) Write the reply in the guest's language, formal address, friendly and short.
3) Under it, give an English back-translation so I can check what we are promising.
If a fact is missing, write [CHECK] in the reply instead of guessing.
```

The back-translation is the safety net. Allergen answers in particular must be confirmed by the kitchen before you send them.

Prompt 13 Complaint recovery message

SITUATION Isla Calma Resort & Spa, Mallorca: the pool bar closed early twice and a family's dinner reservation was lost on their anniversary.

```
You are the guest relations manager of [hotel name], speaking to a guest who is
still in house.
What happened: [timeline in bullet points].
What we can offer, within my authority: [options, e.g. dinner on the house, late
checkout, spa credit up to an amount].
Write a short message for [WhatsApp or a printed note] that apologises once,
explains briefly without excuses, offers one gesture and asks when it would suit
them.
Then write the internal note for the shift log: what went wrong, what was offered,
who follows up and by when.
Tone: sincere, personal, no corporate phrases like "we apologise for any
inconvenience".
```

Offering one gesture well chosen works better than listing everything you could give. Adapt the channel to how the guest first complained.

Prompt 14 VIP arrival note for the team

SITUATION Maison Orsalle, Paris: a returning guest arrives tomorrow with her assistant, and preferences are scattered across emails and profile notes.

```
You are the guest relations team of [hotel name], a [type of property] in [city].
Here are our notes on tomorrow's VIP arrival, in no particular order: [paste profile notes, emails, previous stay remarks, with personal data reduced to what the team needs].
Write a one-page arrival brief with these headings: arrival details, room and amenities, preferences, things to avoid, F&B and spa, who is responsible for what.
Use short bullet points a doorman or housekeeper can read in 30 seconds.
Flag anything contradictory or out of date as [CHECK].
```

The brief is only as good as the notes you paste. Keep the original profile as the master and share the brief only on internal channels.

Prompt 15 Build a front office reply assistant

SITUATION Alpenglüh, Tyrol: the front office wants every colleague to draft guest emails in the same house voice.

```
Name: [Hotel name] guest replies
Instructions: You draft emails for the front office of [hotel name], a [type of property] in [region], owned by [family or company].
Use only the uploaded fact sheet for prices, times and policies. If the answer is not there, write [ASK RECEPTION].
Voice: [three adjectives, e.g. warm, calm, personal]. Address guests formally. Reply in the language of the guest.
Always end with the signature: [name placeholder, role, hotel, phone].
Never confirm availability, rates or upgrades; say a colleague will confirm.
Knowledge: upload [fact sheet, house rules, two example emails you are proud of].
```

Paste this into a ChatGPT project's instructions and upload the files. Custom GPTs retire on 11 December 2026, so use a project or plugin for anything new. Update the fact sheet each season.

Reservations and revenue

Prompt 16 OTA listing text

SITUATION Bunk & Bloom, Lisbon: the hostel's listing reads like a list of facilities and does not explain the private rooms or the rooftop.

```
You write property descriptions for online travel agencies.
Property: [name, type, location, distance to key sights and transport].
Room types: [list with beds, size, private or shared bathroom].
What guests praise most in reviews: [paste five short review extracts].
Write a listing description of [character limit] characters, then a 150-character short version.
Lead with what makes us different, be exact about what is shared, avoid words like "amazing" and "perfect".
Check each OTA's content rules before publishing: no URLs, phone numbers or email addresses in the text.
```

Ask for three versions with different opening lines and test them against each other. Keep room facts identical to the OTA's own fields to avoid complaints at check-in.

Prompt 17 Explain a rate change to a guest

SITUATION Sunny Cove Family Resort, Algarve: a family who stayed last August asks why the same week now costs more.

```
You are the reservations agent at [hotel name].
Guest message: [paste message].
Background I can share: [e.g. new kids' club hours, half board now included, school holiday dates moved, demand for that week].
Background I must not share: [internal pricing logic, competitor names].
Write a friendly, honest reply that explains what the guest gets for the price, without apologising for it.
Offer [one alternative: a shoulder-week date, a different room type, an early-booking rate if valid].
Under 150 words.
```

Guests accept a higher price more readily when they understand what is included. Never invent a reason; if the rate simply follows demand, say the week is in high demand.

Prompt 18 Summarise the revenue meeting from pasted data

SITUATION THE VOLT, Berlin: the revenue manager uploads this week's on-the-books export and needs a one-page summary for the Monday meeting.

```
Use data analysis on the uploaded file [file name], which shows on-the-books room nights, ADR and revenue by stay date for the next [number] days, with the same figures for last year.
1) Show occupancy, ADR and RevPAR by week against last year in one table.
2) List the five dates with the largest gap to last year, up or down.
3) Note pickup since last week's export [second file name], if uploaded.
4) Write a summary of no more than 8 bullet points for the GM, with one suggested action per weak period.
Say which columns you used and flag any rows that look wrong.
```

Check two or three numbers against the PMS before the meeting. Ask for the table as a downloadable file if you want to paste it into the meeting deck.

Prompt 19 Comment on competitor rates

SITUATION Grand Hotel Wilhelmina, Vienna: the rate shop export shows the compset dropping prices for a December weekend.

```
You are a revenue analyst for [hotel name], a [category] hotel in [city].
Here is our rate shop export for [date range], with our rate and [number] competitors: [upload file or paste table].
Local events in that period: [e.g. Christmas markets, a congress, a concert].
Write a short commentary: where we sit against the compset per night, which competitors moved and by how much, and whether we look out of line.
Give two options for each critical date (hold, adjust by [range]) with the risk of each.
Do not recommend a final price; the decision stays with me.
```

Rate shop data is a snapshot, often with mixed room types and conditions. Ask ChatGPT to point out where the comparison is not like for like.

Prompt 20 Answer a refund request on a non-refundable rate

SITUATION Domaine de Vérel, Luberon: a guest on a non-refundable rate asks for her money back because of a family illness.

```
You are the reservations manager of [hotel name].
Guest message: [paste message].
Booking facts: [rate type, dates, amount, cancellation terms as booked, channel booked through].
What I am willing to offer: [e.g. move the dates within 12 months, a partial credit, nothing beyond the terms].
Write an empathetic reply that acknowledges the situation, restates the terms clearly but gently, and presents my offer as the solution.
If the booking came through an OTA, explain that changes must go through [OTA name] and say what we will tell them.
No legal wording, no blame, under 160 words.
```

Decide the policy before you prompt; ChatGPT should phrase your decision, not make it. Keep a version of this for each rate type.

Prompt 21 Reply to a direct booking enquiry

SITUATION Kora Ridge Safari Lodge, Kenya: a couple asks by email about four nights in February, game drives and transfers from Nairobi.

```
You are the reservations team of [hotel name], a [type of property] in [location].
Guest enquiry: [paste email].
Availability and rates for their dates: [paste from your system: room type, rate, what is included].
Transfer options: [flight or road, duration, price or on request].
Write a reply that answers every question in the order asked, presents the best-matching option first and one alternative, and ends with how to secure the booking [link or deposit terms].
Paint the stay in one sentence, then be factual. Under 220 words.
```

Paste rates and availability yourself; ChatGPT cannot see your booking engine. Reply on the same day: the first useful answer often wins the booking.

TIP

Ask for the check, not just the answer

End any prompt that uses numbers with "Show me which figures you used and list anything that looks inconsistent." It takes ChatGPT seconds and saves you from presenting a wrong total in the revenue meeting.

Sales and events

Prompt 22 Group quote email

SITUATION Aerolis Airport Hotel: a youth football club asks for 18 rooms for a tournament weekend, with early breakfast and a meeting room.

```
You are the sales manager of [hotel name].
Enquiry: [paste email].
Our offer: [room types and number, group rate per night, breakfast time and price,
meeting room and price, parking for the coach].
Terms: [deposit, rooming list deadline, release date, attrition and cancellation
terms].
Write a quote email with a two-line summary at the top, a clear price table in plain
text, the terms in short bullets and the next step with a date.
Friendly, efficient, no sales clichés.
```

Ask for the price table as a separate block so you can paste it into your proposal template. Always recalculate totals yourself.

Prompt 23 Reply to an RFP

SITUATION Grand Forum Congress Hotel, Frankfurt: a pharma association sends a 14-page RFP for a 600-delegate congress.

```
I am uploading an RFP as a PDF: [file name].
1) Extract every question and requirement into a numbered checklist, with the page
reference and the deadline.
2) Mark each item: we can answer from our standard documents, needs input from
[department], or is a potential deal breaker.
3) Draft answers for the standard items using our fact sheet [upload: capacities,
room count, AV, sustainability certificates, catering].
4) Write a one-paragraph executive summary for the cover letter: why [hotel name]
fits this congress.
Do not invent capacities, prices or certificates; leave [TBC] where data is missing.
```

The checklist is the real time saver: it shows in minutes what you need from F&B, AV and revenue. Use a plan that lets you turn off training on your data before uploading client documents.

Prompt 24 Event proposal

SITUATION Grand Hotel Wilhelmina, Vienna: a law firm wants a winter gala for 180 guests in the ballroom.

```
You are the events manager of [hotel name], a [type of property] in [city].
Client brief: [paste brief: date, guest count, budget per person, tone of the evening].
Our building blocks: [ballroom capacity and set-up options, three menu options with prices, wine packages, music and décor partners].
Write an event proposal with: a short welcome, the suggested flow of the evening with timings, menu and drinks recommendation, room set-up, and a price summary per person and in total.
Offer one upgrade option that fits the brief, clearly marked as optional.
Elegant and concise, written for a busy managing partner.
```

Feed it your real price list and set-up limits; ChatGPT will otherwise propose a string quartet you do not have. Review the totals before it goes out.

Prompt 25 Reply to a wedding enquiry

SITUATION Domaine de Vérel, Luberon: a couple from London asks about a September wedding for 90 guests with a ceremony among the vines.

```
You are the wedding coordinator of [hotel name], a [type of property] in [region].
Enquiry: [paste message].
Our facts: [ceremony and dinner spaces with capacities, exclusive-use terms, number of rooms, minimum spend or packages, available dates in their month].
Write a warm first reply that congratulates them, answers their questions, suggests one or two dates, and invites them to a video call or site visit.
Ask no more than three questions back, the ones we need to prepare a proposal.
Personal, not gushing. Under 200 words. Attach note: [brochure name].
```

Couples often contact several venues on the same evening. A fast, personal first reply with real dates matters more than a long brochure.

Prompt 26 Corporate rate negotiation email

SITUATION THE VOLT, Berlin: a tech company asks for a 25% discount on its 2027 corporate rate after booking 1,100 room nights this year.

```
You are the director of sales of [hotel name].
Account facts: [production this year and last, booking pattern by weekday and month,
current rate, last-room availability or not].
What I can offer: [e.g. 12% off BAR on weekdays, 18% on weekends, breakfast
included, no last-room availability, a volume tier].
Write a reply that thanks them for the partnership, explains our offer with the
reasoning in client terms, and proposes a volume threshold for a better rate.
Keep the door open for a call. Confident and fair, no pressure tactics, under 200
words.
Then list three objections they might raise and a one-line answer for each.
```

Decide your floor before you prompt. The objection list helps you prepare the call that usually follows this email.

chatlyn

Where the guest conversation lives

These prompts help you write a better reply. In chatlyn, the reply happens where the guest wrote: WhatsApp, email, webchat, Booking.com, Messenger and Instagram arrive in one inbox, the inbox translates the guest's message into your language and your draft into theirs before you send, and on email the AI only ever drafts so a person always sends.

05

CHAPTER 5

Prompt library: marketing and F&B

Nine prompts for the work that fills a marketing calendar and a menu card. Paste your own facts into the brackets and ChatGPT does the first draft, so your team spends its time on judgement, not blank pages.

9 prompts
Prompt 27 to 35
IN THIS CHAPTER

- Marketing and content
- Food and beverage

Each prompt below follows the same pattern: a role, your real data, a clear task and an output format. Replace everything in [square brackets] before you send it. The more specific the facts you paste in, the less the result sounds like every other hotel.

Marketing and content

Prompt 27 **Monthly newsletter draft**

SITUATION Grand Hotel Wilhelmina in Vienna sends a monthly newsletter to past guests and wants November's draft in ten minutes.

```
You are the marketing manager of [hotel name], a [type of hotel] in [city].
Write our [month] newsletter for past guests who have stayed with us at least once.
Include these items, in this order: [news item 1], [news item 2], [seasonal offer with dates and conditions].
Tone: [e.g. warm, understated, a little Viennese charm]. British English. No exclamation marks.
Length: about 250 words, short paragraphs, one clear call to action: [link or action].
Give me 3 subject line options under 45 characters and a preview text under 90 characters.
```

Ask for two versions with different openings and send the stronger one to a small segment first.

Prompt 28 A week of Instagram captions

SITUATION THE VOLT in Berlin has seven photos from its rooftop bar and DJ nights and needs captions for the coming week.

```
Act as the social media editor for [hotel name], a [style] hotel in [city].
Here are 7 photos described in one line each: [photo 1] ... [photo 7].
Write one Instagram caption per photo, 40 to 80 words each.
Voice: [3 adjectives that describe your brand]. Avoid clichés such as 'hidden gem'
and 'oasis'.
Mention these dates or events where they fit: [event list].
End each caption with a soft prompt to act (book, reply, save) and add 5 to 8
relevant hashtags, mixing local and niche tags.
Return the result as a table: day, photo, caption, hashtags.
```

Read the hashtags before posting; remove any that belong to another brand or event you are not part of.

Prompt 29 SEO landing page outline

SITUATION Alpenglüh in Tyrol wants a page for its ski-in, ski-out winter packages that can rank for local searches.

```
You are an SEO copywriter specialising in hotels.
Create a landing page outline for [hotel name] in [location] targeting the search
term: [main keyword].
Secondary terms we also want to cover: [keyword 2], [keyword 3], [keyword 4].
Facts to use, and only these: [distances, lifts, room types, package inclusions,
season dates].
Deliver: a title tag under 60 characters, a meta description under 155 characters,
one H1, H2 and H3 structure with 2 lines on what each section covers, and 5 FAQ
questions guests actually ask.
Do not invent awards, ratings or distances.
```

Check search volumes in your own SEO tool; ChatGPT can suggest keywords but cannot see real search data unless you paste it in.

Prompt 30 Seasonal campaign plan

SITUATION Sunny Cove Family Resort in the Algarve wants to fill its rooms over the October half-term holidays in its main source markets.

```
Act as a hotel marketing strategist.
Build a 6-week campaign plan for [hotel name] to sell [offer] for stays between [dates].
Target guests: [e.g. families with children aged 4 to 12 from the UK, Germany and the Netherlands].
Channels we use: [newsletter, Instagram, Facebook, website, Google Business Profile, OTA promotions].
Budget: [amount]. Current occupancy for those dates: [x%]. Target: [y%].
Return a week-by-week table with channel, message, audience, action and the metric to watch.
Finish with 3 risks and how we would spot them early.
```

Treat the plan as a starting structure; adjust timing to your own booking window data before you commit budget.

Prompt 31 One story, five channels

SITUATION Hostal Dos Lunas in Seville has a lovely story about the owner's grandmother's breakfast recipe and wants to use it everywhere.

```
Here is a short story about our [hotel name]: [paste 100 to 200 words].
Turn it into five pieces of content:
1. A 120-word blog intro.
2. An Instagram caption under 80 words.
3. A Google Business Profile post under 1,500 characters with a call to action.
4. A two-sentence line for our next newsletter.
5. A 30-second video script with three shots described.
Keep the facts exactly as given and keep our voice: [describe it].
```

Paste the story in your own words first; the output is only as personal as the material you give it.

WATCH OUT

Allergen information is your legal responsibility

Under EU Regulation 1169/2011, 14 allergens must be declared for food you serve, including non-prepacked dishes. ChatGPT can structure your recipe data into a table, but it can miss hidden ingredients in sauces, stocks and garnishes. Your head chef must check every line against the actual recipes and supplier specifications before the table is shown to a guest.

Food and beverage

Prompt 32 Menu descriptions that sell without overselling

SITUATION Maison Orsalle in Paris is launching a new autumn tasting menu and the chef's notes are just lists of ingredients.

```
You are writing menu copy for [restaurant name] at [hotel name], a [style] restaurant.
Here are the dishes with the chef's ingredient notes: [dish name: ingredients, technique, origin of key produce].
Write one description per dish, 12 to 20 words, in [language(s)].
Name the main produce and its origin where given. Use one sensory word per dish at most.
Avoid: 'delicious', 'mouth-watering', 'perfectly', 'symphony', 'journey'.
Give me two versions: one for the printed menu and a slightly longer one for the website.
```

Read the copy to your chef; if they would not say it at the pass, change it.

Prompt 33 Allergen matrix from recipes

SITUATION Kumo Ryokan in the Kiso Valley needs an allergen overview for its seasonal kaiseki menu for international guests.

```
Below are the recipes for our [menu name], with every ingredient, including sauces, stocks and garnishes: [paste recipes].
Create a table with one row per dish and one column for each of the 14 EU allergens: cereals containing gluten, crustaceans, eggs, fish, peanuts, soybeans, milk, nuts, celery, mustard, sesame, sulphites, lupin, molluscs.
Mark 'Yes' only where an ingredient I listed contains the allergen, and name that ingredient in brackets.
Add a final column 'check with supplier' for any ingredient whose composition you cannot be sure of, such as [soy sauce, dashi, miso].
Do not guess. If information is missing, write 'unknown'.
```

This is a working draft for the kitchen team; see the warning above before any guest sees it.

Prompt 34 Wine pairing notes

SITUATION Domaine de Vérel in the Luberon wants pairing notes that connect its own estate wines to the dinner menu.

```
You are an experienced sommelier at [hotel name] in [region].
Our wines: [name, grape, vintage, short tasting notes from the winemaker].
Tonight's menu: [course list with main ingredients and sauces].
Suggest one wine per course from our list only, with 2 sentences each explaining why it works.
Write for curious guests, not experts: no jargon without a short explanation.
Add one alternative for guests who prefer lighter wines or no alcohol, using these options: [non-alcoholic pairings we offer].
```

Let your sommelier taste the combinations; the logic is usually sound, but only a glass and a plate confirm it.

Prompt 35 Food-cost analysis from pasted data

SITUATION Isla Calma Resort & Spa in Mallorca suspects its pool bar menu has dishes with poor margins.

```
Act as an F&B controller.
Here is our menu data as a table: dish, selling price incl. VAT, VAT rate, cost of ingredients per portion, units sold last month: [paste table].
For each dish calculate the net selling price, food cost %, gross profit per portion and total gross profit for the month.
Classify each dish as star, plough horse, puzzle or dog using menu engineering logic, and explain the thresholds you used.
Show your calculations in a table, then give 5 specific actions (price, portion, recipe, placement or removal).
Flag any figure in my data that looks implausible.
```

Spot-check two or three calculations yourself; if a number is off, paste the corrected row and ask it to recalculate.

06

CHAPTER 6

Prompt library: operations, people and management

Eleven prompts for the back of house: standards, staffing and the numbers owners ask about. These are the tasks where a good first draft saves the most management time.

11 prompts
Prompt 36 to 46

IN THIS CHAPTER

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

Operational prompts work best when you paste in what already exists: your current checklist, last night's log, the actual budget lines. ChatGPT is good at structure and wording; your team knows what is true on the floor.

Housekeeping and operations

Prompt 36 Housekeeping SOP from a messy checklist

SITUATION NOVA/12 in Copenhagen has a room-cleaning checklist that grew over five years and new room attendants find it confusing.

```
Here is our current checklist for cleaning a [room type] after departure: [paste checklist].
Rewrite it as a standard operating procedure for new room attendants.
Order the steps in the sequence they should be done in the room, grouped by area (entrance, bedroom, bathroom, final check).
Each step: one short instruction starting with a verb, plus the standard it must meet, e.g. 'Make the bed: sheets tight, no creases, pillows [arrangement]'.
Mark the steps that matter most to guest reviews with a star.
Keep it under one A4 page and add a target time for the full room: [minutes].
```

Ask for the same SOP in the languages your team speaks; then have a bilingual colleague check each version.

Prompt 37 Maintenance prioritisation

SITUATION Grand Hotel Wilhelmina in Vienna has 23 open maintenance tickets and one technician on duty.

```
Act as a chief engineer at a [type] hotel with [number] rooms.
Here is our open maintenance list: ticket, room or area, issue, date reported, guest impact: [paste list].
Today's arrivals in affected rooms: [room numbers]. Technicians available: [number and hours].
Sort the tickets into: safety first, then guest-facing in occupied or arriving rooms, then guest-facing in empty rooms, then back of house.
Within each group, order by guest impact and estimated time.
Return a table with priority, ticket, reason and the suggested time slot, and list which tickets we should hand to an outside contractor.
```

Any issue involving gas, electricity, water damage or fire safety must be judged on site, whatever the list says.

Prompt 38 Shift handover summary

SITUATION Aerolis Airport Hotel runs around the clock and the night manager's notes are long and hard to scan at 6 am.

```
Here are the raw notes from tonight's [shift name] shift: [paste notes, log entries, open tasks].
Write a handover for the next shift in this format:
1. Must act on in the next 2 hours.
2. Open guest issues, with room number and what was promised.
3. Arrivals and departures that need special attention.
4. Maintenance and housekeeping items.
5. FYI only.
Use bullet points, no more than 15 lines. Keep room numbers, times and amounts exactly as written.
```

Remove guest names before pasting; room numbers and initials are enough for a handover.

Prompt 39 Find the pattern in a complaint log

SITUATION Sereno Thermal Retreat wants to know why 'noise' and 'temperature' keep appearing in guest feedback.

```
Here are the last [number] guest complaints and comments from [source], with date, area and text: [paste anonymised list].
Group them into themes and count how often each theme appears.
For the top 3 themes, list possible root causes we should check, separating what the data shows from what you are assuming.
Suggest one quick fix and one longer-term fix for each.
Add 3 questions I should ask the team to confirm or reject each root cause.
Present it as a one-page summary for our weekly operations meeting.
```

Take the root causes to the people who work in that area; they will confirm or correct them in five minutes.

HR and training

Prompt 40 Job ad that people actually finish reading

SITUATION Alpenglüh in Tyrol needs a sous chef for the winter season and last year's ad attracted almost no applications.

```
Write a job ad for a [position] at [hotel name] in [location], season [dates].
What we offer: [pay, staff accommodation, meals, days off, ski pass, training].
What the role involves: [5 to 7 main tasks]. Must-haves: [max 4]. Nice-to-haves: [max 3].
Start with why someone would want this job, not with what we require.
Use gender-neutral wording, short sentences and no internal jargon. Under 300 words.
Include this pay statement exactly as written: [minimum pay per collective agreement and willingness to pay more].
Give me a headline for the job portal and a 2-line version for Instagram.
```

In Austria a job ad must state the minimum pay under the collective agreement; write that line yourself and check it.

Prompt 41 Two-week onboarding plan

SITUATION Bunk & Bloom in Lisbon hires new reception and bar staff every spring and onboarding depends on who happens to be on shift.

```
Create a 10-working-day onboarding plan for a new [position] at [hotel name], a [type of property].
Systems they must learn: [PMS, POS, messaging tools, key card system].
Standards they must know: [check-in procedure, house rules, safety procedures, upsells].
Who can train them: [roles and shifts].
For each day, give: goals, who leads, what they shadow, what they do alone, and a 5-minute check at the end of the day.
Add a short checklist the new colleague and their manager both sign on day 10.
```

Print the plan and give it to the new colleague on day one; it signals that someone planned for them.

Prompt 42 Training quiz from your own standards

SITUATION Kora Ridge Safari Lodge wants to check that new camp staff know the guest safety briefing by heart.

```
Here is our [safety briefing / service standard / procedure]: [paste text].
Create a 10-question quiz to check understanding, based only on this text.
Mix formats: 6 multiple choice with 4 options, 2 true or false, 2 short scenario questions ('A guest asks... what do you do?').
Make wrong options plausible, not silly.
Give the answer key separately, with the sentence from our text that supports each answer.
Language level: [e.g. simple English for non-native speakers].
```

Repeat the quiz after four weeks with the same prompt and 'make 10 new questions' to test retention, not memory of the first quiz.

Prompt 43 Structured interview questions

SITUATION THE VOLT in Berlin is interviewing for a front office supervisor and wants every candidate assessed the same way.

```
Act as an experienced hotel HR manager.
We are hiring a [position]. The 4 most important qualities are: [e.g. calm under pressure, leading a small team, guest recovery, upselling].
Write 8 interview questions, 2 per quality, based on past behaviour ('Tell me about a time when...').
For each question, describe what a strong answer and a weak answer would include.
Add a simple 1 to 5 scoring sheet I can print.
Do not include questions about age, family plans, religion, health or origin.
```

Use the same questions for every candidate; it makes the comparison fair and easier to defend.

TIP

Anonymise before you paste

Guest names, staff salaries, health information and individual performance notes do not belong in a prompt. Replace names with roles or initials, and share totals rather than personal figures. Check which ChatGPT plan your hotel uses and whether conversations may be used for training; business plans handle data differently from personal accounts.

Management and finance

Prompt 44 Monthly owner report

SITUATION Isla Calma Resort & Spa needs to send the owners a clear monthly report and the GM spends a full day writing it.

```
You are the general manager of [hotel name] writing the monthly report for the owners.
Key figures for [month], actual versus budget versus last year: [occupancy, ADR, RevPAR, total revenue by department, GOP, payroll %].
Highlights from the month: [events, groups, reviews, staffing].
Write a 1-page report: a 3-sentence summary, a results table, what went well, what did not and why, and the outlook for the next 60 days.
Tone: factual and calm, no excuses. Round figures as owners read them (thousands, one decimal for percentages).
End with up to 3 decisions we need from the owners.
```

Keep the figures exactly as your systems report them and check every number in the draft against the source.

Prompt 45 Budget variance commentary

SITUATION Grand Forum Congress Hotel in Frankfurt must explain to the management company why banqueting costs are 12% over budget.

```
Act as a hotel financial controller.
Here is our P&L extract for [department], month and year to date, actual versus budget: [paste table].
Business volume compared with budget: [covers, events, group room nights].
For each line with a variance above [x% or amount], write a 2-sentence commentary: the likely cause and whether it is volume-driven, price-driven or a cost-control issue.
Separate facts in the data from assumptions you are making, and list what I need to verify.
Finish with 3 corrective actions for next month.
```

ChatGPT cannot see your invoices; use its assumptions as questions for your department heads, not as answers.

Prompt 46 Board presentation outline

SITUATION Domaine de Vérel is presenting a plan to convert its old barn into eight suites to its board.

```
Create an outline for a [number]-slide presentation to [audience, e.g. the owners' board] about [project or proposal].
Our facts: [investment, expected ADR and occupancy, payback period, timeline, risks, permits].
Structure: the decision we need, why now, the numbers, options considered, risks and mitigation, next steps.
For each slide: a headline that states the conclusion, 3 bullet points and the chart or table that should appear.
Add the 5 hardest questions the board is likely to ask, with a short answer for each based on our facts.
Do not add numbers I have not given you.
```

Use the hard questions as your rehearsal; they are often more valuable than the slide outline itself.

07

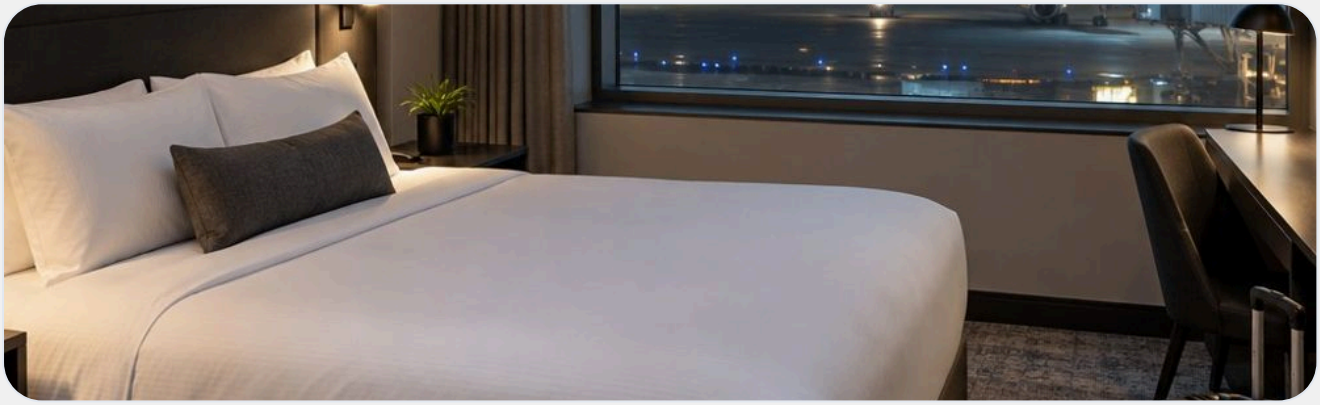
CHAPTER 7

Limits and risks: what to watch before you rely on it

Most problems with ChatGPT in hotels come from five places. None is a reason to stop using it; each is a reason to set rules first.

IN THIS CHAPTER

- Hallucination: confident is not correct
- Privacy and GDPR: guest data is personal data
- No PMS, no channels, no timing



Five risks and how to handle them

Risk	What it looks like	What to do
Hallucination	An invented shuttle time or a spa that opens at 7:00	Paste the facts, ask for [CHECK] markers, a person reads before sending
Privacy	A guest's name, email and complaint pasted into a personal account	Business plan, data minimised, training off
No PMS access	"Who arrives tomorrow?" gets a guess or a refusal	Work from exports with names removed
Not live with guests	Drafts pile up; nobody answers at night	Use a guest messaging system for guest conversations
Brand drift	Ten colleagues, ten tones, outdated facts	One shared assistant, one owner, seasonal file review

Hallucination: confident is not correct

Language models produce the most likely next words, not checked facts. OpenAI says plainly that ChatGPT can produce incorrect or misleading answers that sound confident, and recommends treating them as a first draft. European data protection authorities have made the same point: in its 2024 ChatGPT taskforce report, the EDPB warned that users tend to take outputs as factually accurate. For a hotel the risk is concrete: a wrong cancellation term in a reply can become a dispute.

Privacy and GDPR: guest data is personal data

- **Use a business plan for anything with guest data.** OpenAI does not use content from ChatGPT Business, Enterprise or Edu for training by default and offers a Data Processing Addendum with Standard Contractual Clauses. Business also offers data residency in the EU.
- **On personal plans, switch training off.** Settings > Data controls > "Improve the model for everyone". Note that a thumbs up or down can still send that conversation for review.
- **Minimise.** Remove names, emails, phone numbers, booking numbers and anything about health, before you paste. "Guest A, 2 adults, 5 nights" is enough for almost every task.
- **Check memory.** ChatGPT can remember details across chats (Settings > Personalization > Memory). Use project-only memory for hotel work, and temporary chats for one-off sensitive drafts; they are kept up to 30 days for safety, then deleted.
- **Write it down.** Note in your records of processing which tool is used for what, and tell your team what may never be pasted.

WATCH OUT

A chatbot for guests has its own rules

Since 2 August 2026, Article 50 of the EU AI Act requires that people are told when they are talking to an AI system. If you build anything that answers guests directly, plan the disclosure from day one. This guide is not legal advice; involve your data protection officer.

No PMS, no channels, no timing

ChatGPT does not know who is in-house tonight, which guest asked about the spa last year, or that today is the moment to offer a late checkout. It can connect to some apps, and actions can call external systems, but linking a general assistant to your reservation data is a project for IT and your data protection officer, not an afternoon's work. And even with every connection in place, ChatGPT still writes for your team. It is not on your WhatsApp number, your website chat or your Booking.com inbox.

Brand drift is the quietest risk. When everyone writes their own prompts, guests receive ten different hotels. One shared assistant with your voice rules (Prompt 05) fixes most of it. The rest is maintenance: one owner, updated files every season, and old files deleted, not just replaced.

A house policy in five lines

1. **Plan**
   Guest-related work only on a business workspace with training off by default.
2. **Data**
   No names, contact details, payment or health data in prompts.
3. **Facts**
   Every guest-facing text uses pasted facts and is read by a person before it is sent.
4. **Voice**
   One shared assistant per job, with a named owner.
5. **Review**
   Files and instructions checked at the start of every season.

08

CHAPTER 8

Where chatlyn takes over

ChatGPT helps your team write. chatlyn talks to your guests: on their channels, with their booking in view, at the moment an offer makes sense.



Everything in this guide happens at the desk. The guest is somewhere else: on WhatsApp the evening before arrival, on your website at midnight, on Booking.com with a question about parking. Getting the right answer to that guest, in your voice, while your PMS knows who they are, is a different job. It is the job chatlyn was built for.

ChatGPT on its own vs chatlyn

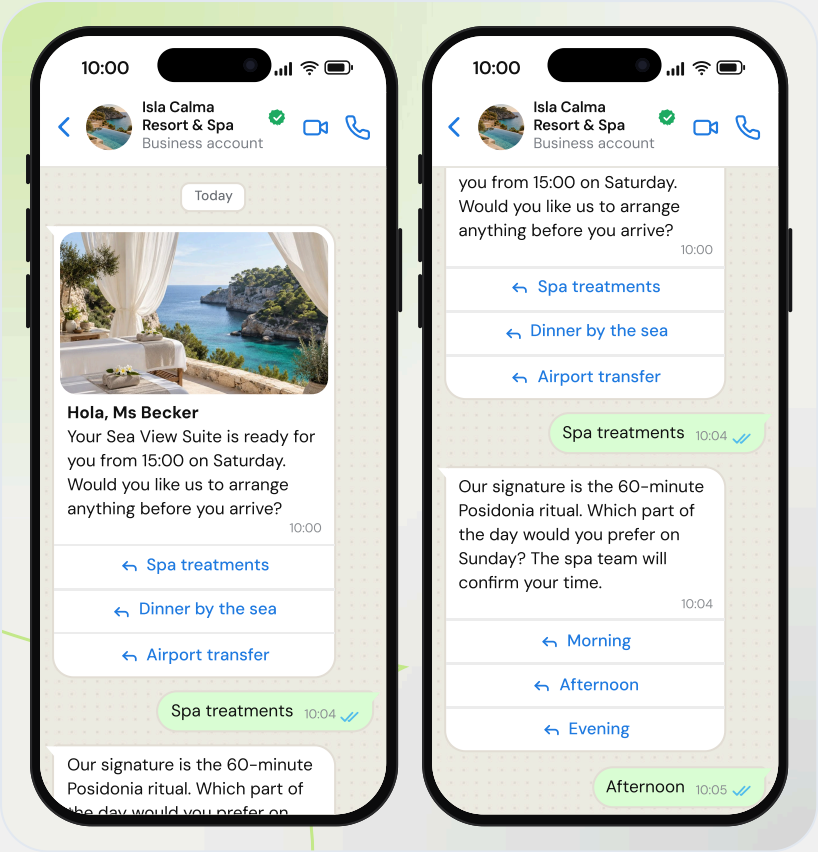
CHATGPT ON ITS OWN

- Drafts replies that a person copies into the right channel
- Knows your hotel only if someone keeps the files current
- Sees reservations only in exports you upload
- Waits until someone asks
- No link to your WhatsApp number, website chat or Booking.com

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 pre-arrival, arrival-day and post-stay WhatsApp messages when the PMS reports the booking event
- Hands over to your team when a person is needed; on email the AI drafts and a person sends

chatlyn is the first AI-Native GRM: a guest relationship management platform rebuilt from scratch around AI, replacing the separate CRM, chatbot, inbox and marketing tools. It holds what a PMS never sees: every conversation a guest has had with your hotel, including the enquiries that never became a booking. Its AI uses that record to answer guests and to carry the stay forward, 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 takes guests to your booking engine with dates and party size filled in where the engine supports it, and when a guest says yes to an upsell, your team makes it happen.



3 days before arrival

EXAMPLE CONVERSATION

Isla Calma Resort & Spa

Beach resort, Mallorca

A PMS event sends this approved WhatsApp template three days before arrival. The guest's tap reaches the AI, which replies with the resort's own interactive message; the spa team then confirms the time.

In-stay, 22:15

EXAMPLE CONVERSATION

Isla Calma Resort & Spa

Beach resort, Mallorca

A German guest writes late in the evening. chatlyn's AI answers in German from the resort's own knowledge, and hands the request to the team, because the AI does not place orders itself.



86%

of webchat queries resolved by the AI at Spa Resort Geinberg

Source: chatlyn case study: Spa Resort Geinberg

6% → 93%

AI query resolution at IMLAUER Group, after two earlier chatbots

Source: chatlyn case study: IMLAUER Group

+38%

restaurant reservations from WhatsApp campaigns at Hotel Enzian

Source: chatlyn case study: Hotel Enzian Obertauern

> With chatlyn, we turned guest communication into a revenue driver in our Spa, 95% open rates on WhatsApp campaigns and 86% of enquiries handled without staff involvement.

Bernhard Sänger, Director of Operations, Spa Resort Geinberg

How the two work together

1. **Write with ChatGPT**
   Use your brand voice assistant to draft the fact sheet, the spa descriptions and the offer texts.
2. **Teach chatlyn**
   Upload the finished documents and add your website pages as knowledge. Set the voice in the persona wizard.
3. **Automate the moments**
   Connect the PMS events: booking confirmation, pre-arrival, arrival day, check-out, post-stay.
4. **Improve every week**
   Open Insights, review the answers the AI was unsure about, and approve the fixes. Each one teaches the AI for next time.

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AI processing in the EU

chatlyn's AI answers only from your property's own knowledge, guests talk to your hotel and never to "chatlyn", and a per-account setting keeps all AI processing in the EU.

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YOUR NEXT STEP

See chatlyn with your own hotel's data

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

- Your pre-arrival WhatsApp message, sent when the PMS reports the booking, with offers a guest can accept with one tap
- The AI answering your guests from your own fact sheet and website, and handing over to your team when a person is needed
- One guest record with bookings, spend and every conversation, across WhatsApp, email, webchat, Booking.com, Messenger and Instagram

Book a demo

chatlyn.com