

Bramble



PRE-VISIT QUESTIONNAIRE

Tell us about your property.

Please complete this questionnaire before our site visit. It helps us prepare thoroughly and make the most of our time on your grounds.

This questionnaire helps us understand your property before the site visit. There are no wrong answers — we're simply trying to build a clear picture so we can prepare properly. Please fill in what you can; anything left blank we can discuss on the day.

SECTION 1

Property Details

The basics about your property and its grounds.

Property name

Property type *(hotel, garden, retreat, etc.)*

Full address

Total grounds/estate acreage *(approximate is fine)*

Number of buildings or major features

Brief description of the grounds *(woodland, formal gardens, parkland, waterways, etc.)*

SECTION 2

Current Guest Experience

What do guests currently experience on your grounds?

Do you currently provide any of the following for guests? *(tick all that apply)*

- ☐ Printed maps ☐ Leaflet or guide ☐ Guided tours ☐ Audio guide ☐ Self-guided trail
☐ Interpretation boards ☐ Digital app or website ☐ None of the above

What feedback do guests give about exploring your grounds?

What do most guests miss that you wish they'd discover?

SECTION 3

Existing Content & Assets

Understanding what you already have helps us build on your strengths rather than starting from scratch.

Do you have professional photography of your grounds?

☐ Yes, extensive library ☐ Some, but not comprehensive ☐ Very little / none

Do you have any historical research or documentation about the property?

☐ Yes, detailed records ☐ Some — anecdotes, basic history ☐ Very little / none

Do you have any existing audio content? *(recorded tours, podcasts, interviews)*

☐ Yes ☐ No

Any other content we should know about? *(films, articles, books, TV features)*

SECTION 4

Staff & Site Visit Logistics

Helping us plan the most productive visit possible.

Who will be available on the site visit day? *(tick all that apply)*

☐ General Manager / Estate Manager ☐ Head Gardener / Grounds Manager ☐ Chef (if kitchen garden)
☐ Historian / Archivist ☐ Owner / Family member ☐ Long-serving staff member
☐ Events / Marketing Manager

Who is the best person to walk the grounds with us? *(name and role)*

Is there a preferred day of the week or time of year for the visit?

Any access considerations we should know about? *(keys, gates, parking, weather-dependent areas)*

SECTION 5

Features & Story Points

What should guests discover? Don't worry about being comprehensive — we'll find more on the walk.

What are the key features you'd want included on the map? *(list as many as you like — gardens, trees, buildings, viewpoints, water features, sculptures, wildlife areas, etc.)*

Are there any hidden gems that most guests miss?

Are there seasonal highlights we should plan around? *(e.g. bluebells in spring, autumn colour, winter wildlife)*

SECTION 6

Restrictions & Boundaries

Knowing what's out of bounds helps us design routes that work.

Are there any areas that are off-limits to guests?

Are there areas with seasonal access restrictions? *(e.g. nesting sites, waterlogged paths, private events areas)*

Any upcoming changes to the grounds? *(new plantings, construction, restoration work)*

SECTION 7

Brand Guidelines

We design the map to feel like a natural extension of your brand.

Do you have brand guidelines we should follow? (*colours, fonts, tone of voice*)

- ☐ Yes — we'll share the guidelines ☐ Loosely — we have colours and a logo
- ☐ No — happy for Bramble to design freely

If yes, please note your primary brand colours and any specific requirements:

SECTION 8

Technical Considerations

A few practical questions about your digital setup.

Do you have guest WiFi that covers your grounds (or parts of them)?

☐ Yes, full grounds coverage ☐ Partial — near the main buildings ☐ No guest WiFi on the grounds

Would you be interested in WiFi portal integration? *(the Bramble map appears when guests connect to your WiFi)*

☐ Yes, sounds great ☐ Possibly — tell us more on the day ☐ Not relevant for us

Do you have any existing digital platforms you'd want the map linked to? *(website, booking system, guest app, etc.)*

How do guests typically receive information about the property currently? *(reception pack, room folder, email before arrival, etc.)*

SECTION 9

Goals & Success

Understanding your ambitions helps us design the right experience.

What does success look like for this project? *(more guest engagement? Better reviews? Longer stays? Something else?)*

Is there anything specific you'd want the map to achieve that we haven't covered?

SECTION 10

Timeline Preferences

Do you have a preferred launch date or season in mind?

Any dates to avoid for the site visit? (*events, peak occupancy, seasonal closures*)

Anything else you'd like us to know before the visit?

Thank you for completing this. Please return the questionnaire to hello@bramblemaps.com at least 3 days before the site visit. If you'd rather discuss any of these questions on a call first, we're happy to do that too.