

Best practice content writing for hotel descriptions

This guidance covers the best practice for writing hotel descriptions in FIT Sitecore, which is the central place to write hotel descriptions for the website, quotes and final documents for clients. Some sections of content will service all three, others one or two. Each section denotes where the content will appear, marked: **Q**, **F** or **W**.

* denotes mandatory content

Editor's note: For hotels, FIT Sitecore is currently split into core and additional content. The core is the content that will continue to be used for documents mid-term. The additional is the website-only content. If you make an update to hotel details that feature in both the core and additional content, **it's important to update it in two places.**

Using a consistent style

Please refer to the concise style guide at the back of this guidance for advice on how to write commonly used words to house style.

1. Hotel name (Q, F, W) *

Check the correct name of the hotel against its official website. The name we give the hotel on our website should be identical.

2. Short introduction (Q, F, W) *

Word count for short introduction: ~ 30 - 40 words

The purpose of this short introduction is to explain succinctly why we'd recommend this hotel: why have we hand-picked it? It should highlight the main benefits of staying at the hotel.

On the website, this will appear to the right of the top image on the hotel page.

In practice

"Just a five-minute walk from Cuzco's main square, the El Mercado Tunqui is proud of its heritage as part of the city's old farmers' market. The modern decor is contrasted with objects from local life that reflect its past."

Tip: Avoid time-sensitive references that could soon become out-of-date, for example 'brand-new hotel'.

3. Main Hotel introduction (Q, F, W) *

Word count range for hotel introduction: ~ 100–200 words

Important note for writers: Only write the hotel introduction once and use the same copy for both hotel introduction fields in FIT Sitecore.

This wording forms the starting paragraphs of the main body text about the hotel.

It expands on the reasons why we've chosen this hotel, which the short intro touches upon. It elaborates on the style and feel of the hotel, rather than specific features, which are liable to change. It can include any information that is essential for documentation, for example no. of rooms.

In practice

“The El Mercado Tunqui is unassuming from the outside, but stepping over the threshold you find yourself standing on the stone flags of a courtyard where Cuzco’s farmers once traded.

All the rooms, arranged over three floors, look down over balustrades on to this central space that nods to its past life through lovely decorative touches, such as the traditional hats that line the walls of the lobby.

When the weather’s fine, breakfast and afternoon tea are served in the courtyard, and you can sit here to enjoy an evening drink from the adjoining bar.

Boutique in style and size, the choice of rooms is still wide enough to accommodate single occupants, couples and families.”

Tip: Don’t get too specific as details can change, for example avoid referencing the number of rooms.

4. Location (Q, F, W) *

Word count for location: ~ 60 words

This section focuses on the benefits of the location but also makes the reader aware of any pragmatic considerations. It can mention nearby attractions or the nearest areas for eating and shopping, and how long it takes to reach them.

In practice

“El Mercado Tunqui is a five-minute walk, along an attractive street lined with traditional, balconied colonial houses, from the Plaza de Armas, the main square in the heart of Cuzco. Many of the restaurants and cafes are either on or just off the plaza, which is the focal point of city life in the day and evening.”

5. Room intro (Q, F, W) *

Word count for room intro: ~ 100 words

An easy-reference section that displays the top-level details on the room choices of the hotel. It shouldn’t drill into too much detail, to save the information becoming out of date, but aim to provide the most important features.

Confirm the following room facilities/amenities: en suite bathroom (but not bath v shower); air conditioning; Wi-Fi.

In practice

“The hotel offers four room choices, each accommodating up to four people. The smallest, but still spacious, option is the superior twin. Next in size, the junior suite comes in two arrangements: twin beds or a king size bed. There’s also one suite, designed to accommodate a king-size bed or two double beds, which features a large separate bathroom. All rooms include a private bathroom, smart TV and Wi-Fi connection, and are air conditioned.

Please note: the layout of the rooms may not appeal to some, as part of the bathroom is open to the bedroom in all except the suite, but still offers privacy.”

6. Food & drink (Q, F, W) *

Word count for eating & drinking: ~ 60 words

An easy-reference bullet section that lists the top-level eating and drinking options in the hotel. It shouldn't drill into too much detail, to save the information becoming out of date, but aim to provide the most important features. A starting set of bullet points, which you can adapt and add to, is in the hotel writing template, which you should use alongside this guidance.

In practice

- Buffet breakfast served daily in the dining room.
- Lima Restaurant offering dinner in the evenings, with a menu that uses seasonal ingredients.
- Inca Bar offering drinks in the evenings, and a varied cocktail menu.
- Pachamama Restaurant is a ten-minute walk from the hotel, offering dinner in the evenings from 6pm, with a traditional Peruvian menu.

7. Families (Q, F [if relevant], W)

Word count - for families: ~ 60 words

An easy-reference bullet section that lists the key facilities the hotel offers for families. Starting suggestions for the bullets are in the hotel writing template, which you should use alongside this guidance.

In practice

- Family room available with inter-connecting room.
- The hotel lays on activities specifically for children.

8. Honeymooners (Q, F [if relevant], W)

Word count - for honeymooners: ~ 60 words

This is where you outline features that make this property suitable for honeymooners, for example

'complimentary candlelit dinner for two during your stay'.

Don't include offers that are valid only for a set period of time, instead mention permanent features or inclusions.

9. Facilities and Activities (Q, F, W)

Word count for facilities: ~ 60 words

An easy-reference bullet section that lists the key facilities the hotel offers, such as swimming pool/s, laundry, spa, and so on. Also include any unusual or bespoke features, such as the hot springs at Colca Lodge in Peru. Starting suggestions for the bullets are in the hotel writing template, which you should use alongside this guidance.

10. Accessibility (Q, F [if relevant], W)

Word count for accessibility: ~ 60 words

Give details about accessibility or lack of it, in the hotel, for example whether the hotel's rooms and communal spaces are wheelchair accessible.

11. Environmental & social responsibility (Q, F, W)

If a hotel is particularly RT focused then mention this here – this field is optional.

Editor's note: some hotels might claim green credentials where the reality is different. This field should be completed based on our opinion of the hotel's RT standing from our specialists' personal assessment.

12. Our opinion (Q, F, W) *

Word count for our opinion: max 35 words

A short, personal take on why we favour this hotel. This should feel like a personal opinion, not a summary of the hotel, so use the first-person, 'we', 'our' and so on, to get this across.

In practice

"This charming hotel impressed us with its quirky little touches, such as a fruit juice lady at the breakfast buffet. Staying here, you never feel the noise of the city yet you're right in the heart of Cuzco."

Editor's note: if we haven't seen the hotel, we should never offer an opinion that suggests we have. In this instance, we should be clear that we haven't inspected the hotel, but we can give reasons why we still offer it. For example, "Please note that our Audley specialists are yet to visit this hotel. However, we know Oberoi hotels well and our colleagues in Delhi are happy to recommend it".

13. Driving directions (F [if relevant])

14. Hotel details (F)

These are notes for clients.

The following fields are designed specifically for Hidden Beaches hotels, but you should use them where relevant for all other hotels

15. Spa facilities (Q, F, W)

16. Diving (Q, F, W)

17. Local excursions (Q, F, W)

Feature any sightseeing trips and excursions available locally, for example a city tour, wine-tasting excursion, bicycle tour, and so on. These are activities available in the local area, but not provided by the hotel itself.

18. Our top tip

FIT presets fields

FIT presets contains the following fields, which need completing as part of the process of creating a hotel description:

19. Number of rooms (internal use)

20. Room type titles (Q, F)

Room types added in presets will appear in FIT Sitecore as sub-sections of the hotel template. To make sure the room types appear in FIT Sitecore, simply load the room types into presets and save.

This section breaks down further the information per room type.

21. Facilities checklist (Q, F, W)

Complete the following checkboxes; for the majority there are three choices: Yes, No, or blank. Select 'Yes' if the hotel has, or is good for, the category.

Complete the checkboxes from 'Type of Hotel' down to 'All Inclusive'; plus the 'Style of Property' checkboxes. For HB only pls also complete the 'Price Guidelines' and 'Excellent for' checkboxes:

- Type of Hotel
- Most Recent Audley Staff Visit
- Pools
- Restaurants
- No. of rooms
- Air-conditioned rooms
- Internet access in room or Wi-Fi
- Children's facilities
- Dive centre or school (PADI)
- Spa and beauty treatments
- Golf course at hotel
- Golf course nearby
- Watersports
- Tennis court/s
- Disabled access
- All inclusive
- Style of Property

Hidden-Beaches-only checkboxes:

- Price guidelines (HB only)
- Excellent for...

22. Last visited by Audley staff (internal use)

Please state the year. (This is an optional field.) This field will need manually updating as and when new staff visits take place.

23. To go on website tickbox

Use this tickbox to decide whether the hotel should feature on the website. The box is unticked, so you need to tick it if you don't want it to appear.

Hotels we don't particularly rate but use from time to time shouldn't feature on the website.

Important editor's note

Content **MUST NOT** be lifted from another website, for example the hotel's own website, and used verbatim by us. The content we write for hotel descriptions should always be original as Google check for duplicate text and this can adversely affect our SEO if we have copied & pasted text from another site.

Concise style guide for hotels descriptions

Paragraph spacing:

Put a line space between paragraphs

Spacing after a full stop:

Use one space after a full stop, not double spacing

Use of upper case and lower case for room types/names

Capitalize the name of the room type, for example 'Luxury' or 'Honeymoon Suite', but 'room' is lower case

Use title case if the room has a name that's unique to the hotel, for example 'Legendary Suite'

Glossary

- air-conditioning (hyphenated, not 'air conditioning')
- B&B
- check-in (noun)
- check in (verb)
- en suite (no hyphen; not 'ensuite')
- façade (with accent)
- guesthouse (one word)
- guest room (two words)
- hand-picked
- Jacuzzi (capitalised)
- minibar (one word not hyphenated)
- loungers (one word; not 'sunloungers')
- veranda (no h at the end of the word)
- Wi-Fi

* Try to avoid any mention of bed sizes because of confusion in different markets