

ALMANAC

ACCOMMODATION / VICTORIA, GOZO, MALTA / AUGUST 2026

THE DUKE BOUTIQUE HOTEL

MARKETING INTELLIGENCE REPORT

PREPARED AS A DEMONSTRATION FOR GOZO TOURISM ASSOCIATION

YOUR REPUTATION
IS STRONG.

DIRECT BOOKING NEEDS CLARITY.

4.8

GOOGLE REVIEW SCORE

6

OPPORTUNITIES IDENTIFIED

4

QUICK ACTIONS

THE CENTRAL FINDING

Guests already trust your hotel. Your best opportunity is to carry that confidence through the practical moments that shape a booking: understanding the value of booking direct, knowing how arrival works, and seeing proof of the care guests praise.

START HERE

01

MAKE YOUR DIRECT BOOKING VALUE OBVIOUS.

NEEDS SOME TIME

02

MAKE YOUR ARRIVAL FEEL SIMPLE.

QUICK WIN

03

SHOW YOUR CARE FOR EVERY GUEST.

NEEDS SOME TIME

4.8

GOOGLE REVIEW SCORE / OUT OF FIVE



Your Google rating is already above the standard top operators reach. The next opportunity is to let that trust work harder across your booking journey.



PROPERTY PHOTOGRAPHY / CITADEL VIEW FROM HOTEL TERRACE

YOUR STRONGEST PROOF IS ALREADY MEMORABLE.

Guests describe your hotel as being “in the heart of Gozo,” while your Google description can truthfully say the Citadel is five minutes away. Your rooftop image turns those words into immediate evidence. Use that proof where guests are choosing, not only where they are browsing.

WEBSITE

YOUR WEBSITE SHOULD MAKE DIRECT VALUE UNMISTAKABLE.

Your homepage already mentions free cancellation and a 20% saving, but guests who enter through Google or a listing may never see it. Put your reasons to book direct where the decision happens, then make your practical arrival journey equally clear.

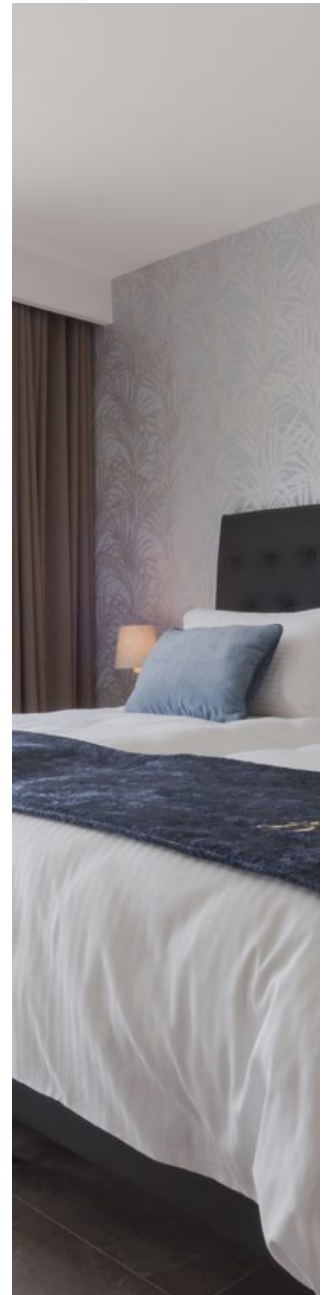


MOVE YOUR DIRECT BOOKING BENEFITS INTO YOUR BOOKING ENGINE.

Move your direct booking benefits into your booking engine itself.

Right now your homepage mentions free cancellation and the 20% saving, but a guest who arrives from Google or a listing may never see that page.

Place the benefits on your room selection step and your checkout confirmation so they appear at the moment of decision.



NEEDS SOME TIME

BOOKING JOURNEY

ADD A CLEAR ARRIVAL SECTION TO YOUR 'GETTING HERE' PAGE.

Add a short arrival section to your 'Getting Here' page covering your car park entrance, your lift location and what guests see when they reach reception.

One guest wrote that your hotel is "in the heart of Gozo," but several mention needing clearer directions once they reach Victoria.

A three sentence paragraph with one photo of your entrance would resolve this.

QUICK WIN

ARRIVAL CONFIDENCE



SOCIAL

YOUR INSTAGRAM SHOULD TURN PRAISE INTO PROOF.

Your reviews already provide your story. Breakfast, spacious rooms and thoughtful care become more persuasive when potential guests can see the people and details behind those words.





SOCIAL / RECOMMENDATION 01

SHOW YOUR TEAM PREPARING BREAKFAST EACH WEEK.

Start a weekly Instagram post showing your team preparing breakfast.

Guests repeatedly praise your breakfast in reviews: “Very good selection for breakfast” appears across multiple TripAdvisor entries.

Film a 15 second clip of your spread being laid out, or photograph one dish with a short caption naming the local ingredient.

Tag your location every time.

NEEDS SOME TIME

GUEST EXPERIENCE

SHARE ONE SPECIFIC GUEST REVIEW EACH WEEK.

Design a simple quote card template and post one guest review per week on your Instagram.

Choose reviews that mention specific details: “the staff catered for her needs” for allergy care, “rooms very spacious and comfortable,” and “cleanliness spotless no noise at all.” Add a one line caption giving context and link to your direct booking in your bio.



NEEDS SOME TIME

REVIEW PROOF

FILM A SHORT WALKTHROUGH OF YOUR DISTINCTIVE ROOMS.

Record a 30 to 60 second walkthrough video for your Terrace Suite and one other distinctive room.

One guest described their room as “huge with ample space for our luggage” and another praised the “spotless” finish.

A short video showing the space, the view and the bathroom lets potential guests feel the scale that reviews describe.

Post it as a Reel and pin it to your profile grid.

NEEDS SOME TIME

ROOM CONFIDENCE



PROPERTY PHOTOGRAPHY



**A REAL PROPERTY.
A REAL PLACE.**

GOOGLE

YOUR GOOGLE PRESENCE SHOULD REMOVE ARRIVAL UNCERTAINTY.

Your 4.8 rating is stronger than your category target. Use that attention to answer practical questions, improve arrival confidence and describe your hotel in language guests already trust.





GOOGLE / RECOMMENDATION 01

SHOW EVERY STEP FROM YOUR STREET TO RECEPTION.

Upload a set of photos to your Google Business Profile showing how to arrive: your street entrance, your car park approach, your lift and your reception floor.

Write a brief factual caption for each image.

Keep your best exterior photo first so it appears as your cover image in search results.

NEEDS SOME TIME

ARRIVAL CONFIDENCE

REWRITE YOUR PROFILE USING YOUR GUESTS' LANGUAGE.

Rewrite your Google Business Profile description using the language guests already use in reviews.

Here is an example based on your strongest themes:

“A 21 room boutique hotel in the heart of Victoria, Gozo.

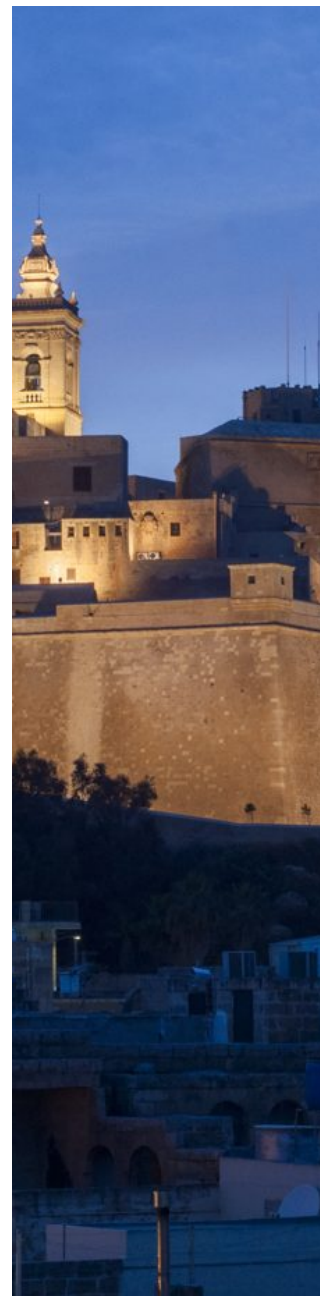
Spacious, soundproofed rooms.

Breakfast with local and gluten free options.

Staff who remember your name and accommodate every dietary need.

Five minutes from the Citadel.”

Keep it factual, keep it short, and mirror the words guests use so your description and your reviews reinforce each other.



QUICK WIN

PROFILE DESCRIPTION


HOTEL

ARRIVAL CONFIDENCE
STARTS BEFORE TRAVEL.

EXTERNAL

YOUR EXTERNAL LISTINGS SHOULD MATCH YOUR STORY.

Guests should encounter the same room details and the same direct route wherever they begin. Alignment reduces uncertainty and protects your direct booking opportunity.



ALIGN EVERY ROOM DETAIL ACROSS EVERY PLATFORM.

Check that your room names, bed configurations, view descriptions and breakfast details match across your own website, Booking.com and any other external booking platform.

Your website shows a broad range of room types with detailed descriptions.

External booking platforms often show a simplified version that omits the details guests use to choose between rooms.

NEEDS SOME TIME

LISTING CONSISTENCY





EXTERNAL / RECOMMENDATION 02

POINT YOUR GOOGLE BOOKING LINK DIRECTLY TO YOU.

Make sure your Google Business Profile booking link points to your direct booking engine, not to an external booking platform.

Check that your “Book” button in Google Maps and Search takes guests straight to your own website. If it currently routes through a third party, update it in your Google Business Profile settings.

QUICK WIN

DIRECT BOOKING

A rooftop terrace with a hot tub, lounge chairs, and a view of a city. The terrace is paved with light-colored tiles. In the foreground, there are two lounge chairs with blue towels rolled up on them. To the right, a portion of a hot tub is visible. A low, light-colored wall runs across the middle ground. In the background, a cityscape is visible under a clear blue sky. The city features various buildings, including a prominent one with a tower, and some greenery.

**THE EXPERIENCE
SHOULD MATCH THE LISTING.**

EMAIL & RETENTION

Your best post stay messages do not need to do much. One should make reviewing simple. Your other message should give a past guest one vivid reason to return.

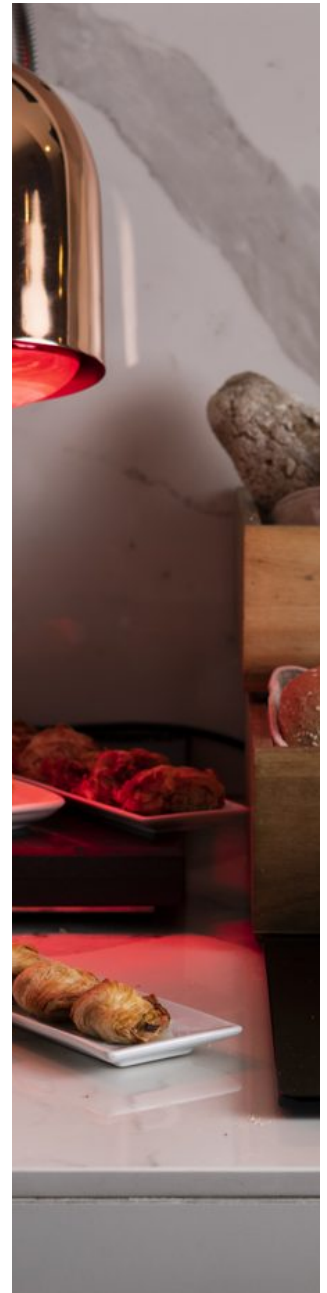
SEND ONE FOCUSED THANK YOU AFTER DEPARTURE.

Send a short thank you message two days after departure.

Include one line of genuine thanks, a direct link to leave a Google review, and a photo from your hotel, such as your breakfast spread or your Citadel view at sunset.

Do not ask for anything else in this email.

Give it one purpose and one action.



QUICK WIN

REVIEW REQUEST

GIVE YOUR PAST GUESTS ONE REASON TO RETURN.

Three months after a guest's stay, send one email with a seasonal photo of Gozo and a single sentence:

"The Citadel looks different in autumn.

Your room is still here."

Link to your direct booking page.

Do not include a discount or a newsletter.

Just remind them that your hotel exists and give them a reason to come back.

NEEDS SOME TIME

SEASONAL REMINDER



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