

ALMANAC

ACCOMMODATION / VENTNOR, ISLE OF WIGHT / AUGUST 2026

THE HAMBROUGH

A boutique coastal stay overlooking Ventnor Bay

MARKETING INTELLIGENCE REPORT

PREPARED AS A DEMONSTRATION FOR VISIT ISLE OF WIGHT

YOUR VIEW SELLS THE STAY. CLARITY CLOSES IT.

Based on 21 data sources covering your online presence, your competitors and the wider market.

4.6

GOOGLE REVIEW SCORE / OUT OF FIVE

7

OPPORTUNITIES IDENTIFIED

5

ACTIONS YOU CAN TAKE QUICKLY

THE CENTRAL FINDING

Guests already praise your rooms, breakfast, service and sea view. Your strongest opportunity is to remove the practical uncertainty around room choice, current food availability, parking and arrival so the experience online feels as reassuring as the stay itself.

START HERE

01

MAKE YOUR ROOMS EASIER TO COMPARE.

QUICK WIN

02

CLARIFY YOUR CURRENT DINING AVAILABILITY.

QUICK WIN

03

USE YOUR VIEWS AS BOOKING PROOF.

QUICK WIN

YOUR RATING IS STRONG. ACCURACY PROTECTS IT.

4.6 Your Google review score, out of five.

BASED ON 290 GOOGLE REVIEWS



Your 4.6 Google rating shows that guests already value the stay. Keeping your current facilities, room details and arrival information aligned everywhere will protect that trust from the most avoidable kind of disappointment.



EDITORIAL OPERATOR PHOTOGRAPHY / OFFICIAL THE HAMBROUGH WEBSITE

Your sea view is the visual proof that turns Ventnor into a reason to choose your hotel.

YOUR VIEW SHOULD LEAD EVERY BOOKING JOURNEY.

Guests repeatedly praise your view, rooms and breakfast. Show those strengths together so people can imagine the complete morning experience, then carry the same proof from your website to Google and your external listings.

WEBSITE

YOUR ROOM PAGE SHOULD MAKE CHOOSING EFFORTLESS.

Your existing room descriptions contain the right detail, but guests must work too hard to compare them. Surface the differences that matter, then set current stay expectations before arrival.

Four details

Your view, bed size, balcony and price can make each room choice immediately clear.



COMPARE YOUR ROOM DIFFERENCES AT ONE GLANCE.

Add a simple comparison to your 'Rooms' page showing the key differences between each room type at a glance: view (sea or garden), bed size, balcony (yes or no), and price.

Guests describe your rooms as "large" with "huge beds and super soft towels" but struggle to choose between them when the descriptions all sound similar.

QUICK WIN

ROOM CHOICE

SET CURRENT STAY EXPECTATIONS BEFORE ARRIVAL.

Add a short 'What to expect' section to your booking confirmation covering current food and drink availability, parking access and check in time.

A recent July 2026 review mentioned arriving to find the restaurant closed for lunch and dinner, and the bar closed.

If these are seasonal or temporary, say so before guests arrive.

One honest paragraph prevents a negative review.

QUICK WIN

STAY EXPECTATIONS

SOCIAL

YOUR INSTAGRAM SHOULD MAKE THE VIEW UNFORGETTABLE.

Your coastal position is the one advantage no other property can copy. Pair it with breakfast and repeat it often enough to build instant visual recognition.

Once a week

The same view changes with weather, tide, light and season.



MAKE YOUR SEA VIEW A WEEKLY SIGNATURE.

Post the view from your terrace or a sea facing room once a week on Instagram.

Guests write about a "beautiful atmosphere and fabulous view" and "nothing was too much trouble." The view is free content that changes with the weather, the tide and the season.

Photograph it at breakfast, at sunset, in fog, in sunshine.

Tag your location every time.

QUICK WIN

COASTAL PROOF

SHOW BREAKFAST WITH VENTNOR BAY BEHIND IT.

Film a 15 second clip of breakfast being served with the sea visible through the window.

Guests consistently praise your breakfast: "the included breakfast was excellent." A short video showing the spread, the room and the view together sells the complete morning experience in a way that a food photo alone cannot.

QUICK WIN

MORNING EXPERIENCE



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GOOGLE

YOUR GOOGLE PROFILE SHOULD PREVENT UNWELCOME SURPRISES.

Guests often check Google immediately before arrival. Keep every fact current and make your strongest owner photographs the first images they see.

At least ten

Owner photos should cover your bay view, rooms, breakfast, exterior and approach.



KEEP EVERY GOOGLE FACT HONEST AND CURRENT.

Update your Google Business Profile to reflect current reality.

Check that opening hours, food service availability, parking information and room count are all accurate.

If your restaurant is currently closed, mark it as temporarily closed in the profile rather than leaving old hours that mislead guests.

Here is an example description: "Boutique hotel overlooking Ventnor bay.

Large rooms with Molton Brown products and sea views.

Full breakfast included.

Five minutes from the Esplanade."

QUICK WIN

PROFILE ACCURACY

CONTROL YOUR FIRST IMPRESSION WITH BETTER PHOTOS.

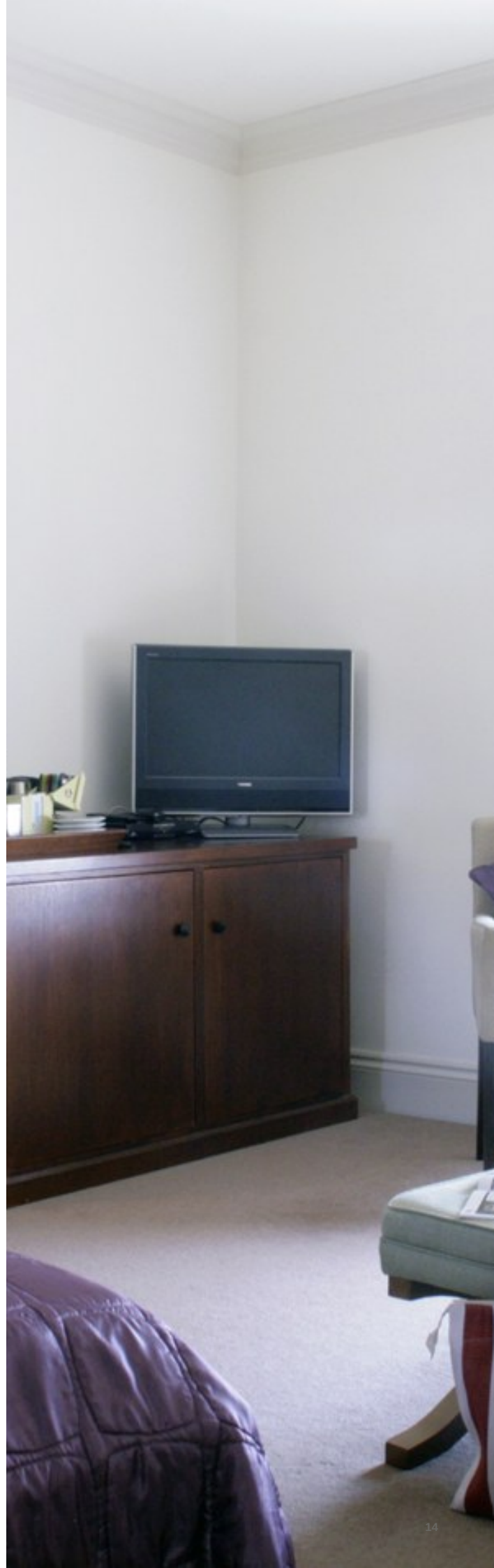
Upload at least ten owner photos to your Google Business Profile covering the bay view, breakfast room, two different room types, the exterior and the approach from the road.

Guests mention the view and the rooms most often in reviews.

Make sure Google shows what they praise, not just visitor snapshots taken on phones.

NEEDS SOME TIME

OWNER PHOTOGRAPHY





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Your breakfast is a proven strength, so current food service should be equally clear before arrival.

WHAT IS AVAILABLE SHOULD NEVER SURPRISE.

Guests consistently praise your breakfast, but outdated restaurant or bar expectations can overshadow that strength. Keep current food service clear on your website, Google profile, booking confirmation and every external listing.

EXTERNAL

YOUR EXTERNAL LISTINGS SHOULD MATCH CURRENT REALITY.

Keep room descriptions, breakfast inclusions and food service availability aligned so guests arrive with the same expectations wherever they booked.

Same facts

Your bed sizes, views, bathrooms and breakfast details should match everywhere.



ALIGN EVERY ROOM DETAIL ACROSS EVERY PLATFORM.

Compare your room descriptions on Booking.com and any other external platform against your own website.

Check that bed sizes, view descriptions, bathroom details and breakfast inclusion match exactly.

If your website says "Molton Brown products" but the listing says "complimentary toiletries", update the listing to match.

NEEDS SOME TIME

ROOM CONSISTENCY



SHOW CURRENT FOOD SERVICE ON EVERY LISTING.

Update the food and beverage section on every external listing to reflect current availability.

If your restaurant or bar is closed for a season, say so clearly in the listing description.

A guest who books on Booking.com expecting dinner and arrives to find the restaurant closed will leave a negative review on Booking.com, not on your website.

NEEDS SOME TIME

FACILITY ACCURACY



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EMAIL & RETENTION

YOUR EMAILS SHOULD MAKE EVERY STAY EASIER.

Use one practical message to prepare direct guests, one focused request to earn more reviews, and one seasonal reminder to bring your best guests back.

THREE DAYS

The right moment to explain your ferry, parking, check in and current food service.

SEND ONE FOCUSED THANK YOU AFTER CHECKOUT.

**Send a short thank you email two days
after checkout.**

Include one line of genuine thanks, a photo of the
view they woke up to, and a direct link to leave a
Google review.

Do not ask for anything else.

One purpose, one action.

NEEDS SOME TIME

REVIEW REQUEST



PREPARE DIRECT GUESTS THREE DAYS BEFORE CHECK IN.

Send a pre arrival email to direct booking guests three days before check in.

Cover ferry options from the mainland, parking at the hotel (mention the narrow turns so they are not surprised), check in time, and what food and drink is currently available.

Keep it to five short bullet points.

NEEDS SOME TIME

PRE ARRIVAL



LET YOUR CHANGING VIEW INVITE GUESTS BACK.

Three months after checkout, send one email with a seasonal photo of the bay and a single line: "The view has changed since you were here."

Your room is still available." Link to your direct booking page.

No discount, no newsletter, no list of events.

Just a reminder and a reason.

NEEDS SOME TIME

SEASONAL REMINDER

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