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# India Hospitality Property Type Setup Checklist

## Hotel • Motel • Resort Planning Guide

A practical checklist to evaluate operational requirements, technology needs, revenue opportunities, and OTA distribution readiness — for every property type in the Indian market.

PMS Requirements

Channel Manager Setup

Revenue Management

OTA Strategy

Operations Checklist

Hotels, motels, and resorts serve different guests, operate differently, and generate revenue in different ways. Use this checklist to evaluate your property across five key readiness areas before launch or optimisation.

## Quick Property Comparison

Factor	Hotel	Motel	Resort
Primary Guest	Business & Leisure	Highway / Transit	Vacation & Experience
Location	Cities, Airports, Tourist Areas	Highways, Expressways	Beaches, Hills, Heritage
Price Range (₹)	1,500 – 15,000+	800 – 2,500	5,000 – 50,000+
Revenue Focus	Rooms + F&B + Ancillary	Primarily Rooms	Rooms + Spa + Events + F&B
OTA Channels	8 – 15	3 – 5	10 – 20+
Key KPI	RevPAR	ADR vs Cost	TRevPAR
Technology Need	PMS + Channel Mgr	Basic PMS	PMS + RMS + Channel Mgr
Seasonality	Moderate	Low	High

### 1 Choose the Right Property Type *Match property to location, guest segment & revenue model*

#### Self-assessment questions

Question	Hotel	Motel	Resort
Location type?	Urban / tourist hub	Highway / expressway	Destination / leisure
Primary demand?	Business + leisure mix	Transit / overnight	Vacation / experience
Revenue model?	Rooms + F&B + services	Rooms-led	Rooms + events + spa
Operational capacity?	Medium team	Small team	Large team

**India Insight:** India recorded nearly **294 crore domestic tourist visits** vs ~2 crore international arrivals (TravTalk 2025). Highway motel demand is rising sharply with expressway expansion. Resort revenue is increasingly driven by India's **₹6.5 lakh crore wedding industry**.

## 2 Technology Setup Checklist *Right systems = faster ops, cleaner data, easier scaling*

System	Purpose	Priority	Applies To
PMS	Reservations, front desk, housekeeping & reporting	Essential	All property types
Channel Manager	Sync rates & inventory across OTAs in real time	Essential	All property types
Booking Engine	Direct bookings through property website	Recommended	Hotels & Resorts
Revenue Mgmt (RMS)	Dynamic pricing based on demand & seasonality	Recommended	Hotels & Resorts
POS System	F&B, spa & activity billing	For F&B ops	Hotels & Resorts
Rate Shopper	Competitor rate intelligence	Advanced	Hotels & Resorts

### PMS Configuration Checklist

- Reservation management configured
- Front desk workflow defined
- Housekeeping status updates enabled
- Reporting and analytics accessible
- Payment integration tested
- Mobile access available for staff
- Guest profile and history tracking set up

**AxisRooms Note:** AxisRooms Channel Manager integrates with leading OTAs (Booking.com, Expedia, MakeMyTrip, Agoda, Goibibo) and PMS platforms — keeping rates and inventory in sync automatically from one dashboard, reducing manual errors and overbookings.

### 3 OTA & Distribution Readiness *If guests can't find you, bookings slow down*

#### Recommended OTA Priority by Property Type

OTA Platform	Hotel	Motel	Resort	Notes
Booking.com	★★★★★	★★★★	★★★★★	Highest global reach
MakeMyTrip / Goibibo	★★★★★	★★★★	★★★★★	Dominant in India
Expedia Group	★★★★	★★	★★★★	Strong outbound & intl.
Agoda	★★★★	★★	★★★★	Strong in Asia-Pacific
Airbnb	★★	★	★★★★	Boutique & villa resorts
Cleartrip / EaseMyTrip	★★★	★★★	★★★	India-specific OTAs
Direct Website	★★★★★	★★★	★★★★★	Zero commission

#### Distribution Readiness Checklist

- Room mapping completed on channel manager
- Rate plans created (BAR, non-refundable, packages)
- Cancellation policies updated on all OTAs
- Inventory sync tested (no overbooking risk)
- Booking engine installed on property website
- Mobile booking flow tested end-to-end
- Payment gateway integrated & tested
- Confirmation emails automated

**India Insight:** MakeMyTrip + Goibibo combined control the largest share of online hotel bookings in India. Listing on both through a channel manager reduces manual rate updates and prevents rate parity issues across channels — a key operational win for growing properties.

## 4 Revenue Management Checklist *Revenue planning connects property type, pricing & performance*

Revenue Item	Hotel	Motel	Resort
ADR target defined	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Occupancy target defined	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RevPAR benchmark set	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TRevPAR target (all revenue sources)	<input type="checkbox"/>	—	<input type="checkbox"/>
Competitor analysis completed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seasonal pricing calendar created	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct booking goal established	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Channel mix / commission reviewed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yield management rules configured	<input type="checkbox"/>	—	<input type="checkbox"/>
Wedding / event pricing set	—	—	<input type="checkbox"/>
F&B revenue targets defined	<input type="checkbox"/>	—	<input type="checkbox"/>

### KPI Quick Reference

KPI	Formula	Best For
ADR	$\text{Room Revenue} \div \text{Rooms Sold}$	All property types
Occupancy	$\text{Rooms Sold} \div \text{Rooms Available} \times 100$	All property types
RevPAR	$\text{ADR} \times \text{Occupancy Rate}$	Hotels & Motels
TRevPAR	$\text{Total Revenue} \div \text{Available Rooms}$	Resorts & large Hotels
Channel Mix	Direct % vs OTA % of total bookings	All property types

## 5 Operations Readiness Checklist *Guest experience depends on how well day-to-day workflows are planned*

### Front Office

- Check-in process defined
- Check-out process defined
- Staff training completed
- ID verification process
- Night audit workflow
- GST invoicing configured

### Housekeeping

- Cleaning SOPs documented
- Room status workflow live
- Inspection checklist ready
- Linen / amenity par levels
- Lost & found procedure
- Deep-clean schedule set

### Guest Experience

- Review monitoring set up
- Complaint resolution ready
- Upselling scripts prepared
- Loyalty / return guest flow
- NPS / satisfaction survey
- Post-stay follow-up email

**Best Practice:** Keep SOPs short, visible, and easy for staff to follow. Good checklists reduce confusion on the floor — whether it is a city hotel, a roadside motel, or a destination resort. Laminated one-pagers at each station outperform lengthy handbooks.

## Launch Readiness Scorecard

Rate each area out of 10 to assess overall readiness

Readiness Area	Your Score (out of 10)	Notes / Next Steps
Step 1 – Property Planning	_____ / 10	
Step 2 – Technology Setup	_____ / 10	
Step 3 – Distribution	_____ / 10	
Step 4 – Revenue Planning	_____ / 10	
Step 5 – Operations	_____ / 10	
<b>Total Score</b>	_____ / 50	

### Score Interpretation

Score	Readiness Level	Recommended Action
41 – 50	<span style="color: green;">■</span> Ready to Launch	Final review, then go live
31 – 40	<span style="color: orange;">■</span> Minor Improvements Needed	Address gaps before launch
21 – 30	<span style="color: orange;">■</span> Moderate Gaps	Revisit technology & distribution
Below 20	<span style="color: red;">■</span> Review Setup Strategy	Restart planning with this checklist

## Ready to Connect Your Property to More Bookings?

AxisRooms helps hotels, motels, and resorts manage inventory, rates, and bookings across 100+ OTAs from a single platform — so you can focus on guests, not spreadsheets.

[Channel Manager](#) · [Booking Engine](#) · [Revenue Management](#) · [PMS Integrations](#)

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