The Digital Travel Expert Hub

Designed for Strategic Visibility for Tourism & Travel Brands

5-Star Resort Launch Checklist: Pre-Launch, Execution, Post-Launch

Phase	Task	Details / Actions	Responsible Team	Timeline	Notes
Pre-Launch Planning Essentials	Define Brand Positioning	Clarify unique selling points: location, design, culinary, wellness, exclusivity	Marketing / Management	6–8 months before launch	Document positioning statement for internal and external use
	Audience Profiling	Segment high-net-worth travelers: demographics, interests, travel behavior	Marketing	6 months	Include psychographics and lifestyle mapping
	Competitive Benchmarking	Analyze local and regional 5-star competitors	Marketing / Strategy	5–6 months	Identify gaps and opportunities for differentiation
	Content Creation	Professional photography, video, virtual tours, copywriting	Marketing / Creative	4–5 months	Include hero visuals, lifestyle imagery, immersive experiences
	Pre-Booking Strategy	Early-bird packages, loyalty perks, VIP previews	Sales / Marketing	3–4 months	Track uptake to adjust offers as needed
	Staff Training	Align teams with brand values and service standards	HR / Operations	2–3 months	Include workshops on luxury service etiquette
	Role & Communication Assignment	Define responsibilities, establish communication protocols	Management	3 months	Include escalation process and approvals workflow

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Digital & Offline Marketing Execution	Website Optimization	Responsive design, immersive visuals, seamless booking, SEO integration	Marketing / IT	2–3 months	Ensure luxury UX and mobile-first design
	Social Media Storytelling	Instagram, TikTok, LinkedIn campaigns; Reels & live tours	Marketing / Social Media	2 months	Focus on narrative and exclusivity
	Paid Media Campaigns	Targeted search ads, luxury travel networks, display campaigns	Marketing / Media Buying	1–2 months	Track ROI and conversion metrics
	Email Marketing	Segment campaigns for pre-booking, loyalty, VIP previews	Marketing / CRM	1–2 months	Personalize subject lines & messaging
	Press & Media Events	Host journalists, bloggers, influencers for previews	PR / Marketing	1 month	Highlight experiences over property features
	Strategic Partnerships	Collaborate with concierge services, travel advisors, lifestyle brands	Marketing / Partnerships	2–3 months	Negotiate co-promotions, referral incentives
	Print Advertising	Luxury travel magazines, lifestyle journals	Marketing / PR	1 month	Target selective, high-value publications
	VIP Pre-Opening Stays	Exclusive invitations for key clients & influencers	Sales / Marketing	1 month	Document guest experiences for testimonials

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Post-Launch Monitoring & Optimization	Performance Tracking	KPIs: occupancy, revenue, booking conversion, marketing ROI	Marketing / Analytics	Ongoing	Weekly reports for first 90 days
	Guest Feedback Collection	Surveys, online reviews, direct interviews	Guest Relations	Ongoing	Segment feedback by VIP vs general guests
	Campaign Refinement	Adjust messaging, reallocate budget, emphasize high-demand services	Marketing	Bi-weekly	Use data insights to optimize campaigns
	Continuous Engagement	Newsletters, loyalty programs, seasonal promotions	Marketing / CRM	Ongoing	Maintain communication with repeat guests
	Internal Review Meetings	Weekly performance check-ins and operational alignment	Management / Marketing / Operations	First 90 days	Include actionable insights for immediate implementation
	Service Enhancement	Implement improvements based on feedback	Operations / Guest Relations	Ongoing	Document changes for future launches

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Key Implementation Notes

- **Cross-Team Coordination:** All teams should have shared access to the checklist in real-time (e.g., via collaborative platforms like Notion, Asana, or Monday.com).
- **Prioritization:** Critical tasks (branding, website, pre-booking strategy) must be completed first; others (print campaigns, VIP invitations) are timed for maximum impact.
- **Feedback Loops:** Post-launch metrics and guest feedback must directly inform operational improvements and future marketing iterations.
- **Documentation:** Every phase should be thoroughly documented for training purposes, accountability, and future launches.

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Let’s audit your current and build your next travel marketing strategy.
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