



# Hospitality Room Audit & Upgrade Cheat Sheet

*Your outdated property is costing you money.*

The first image people see of your property should immediately make them want to book. Use this audit to honestly assess your property and identify the quick wins you can create to increase the value and the visuals for your property.

## Start With a Small Design Audit

Ask yourself or your team:

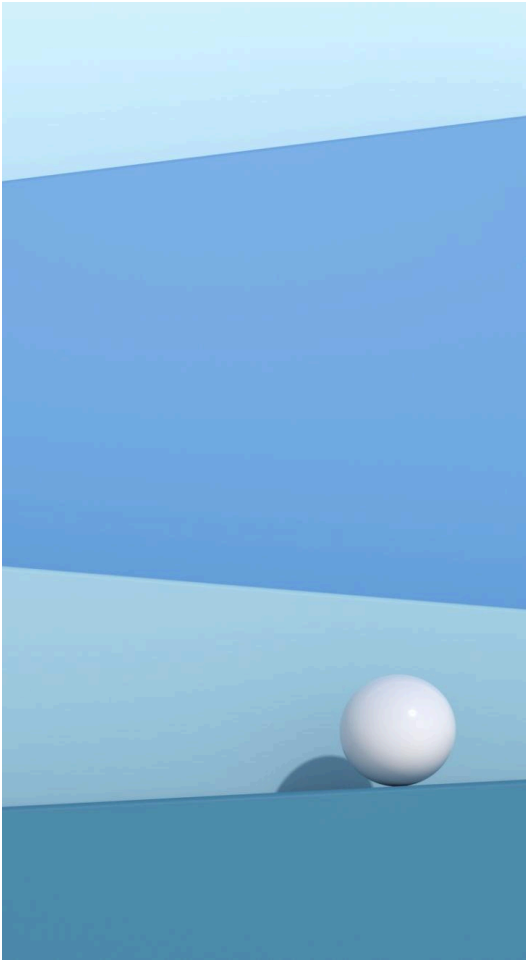
- What looks old?
- What feels mismatched?
- What would I be embarrassed for a guest to see?
- Does the room feel like 2025 or 1995?

Walk into the room with your phone camera and take a short video. Watch it back like you're a guest seeing it online.

# Room Audit Checklist

Check each category and rate it:

Areas	Needs Update? (Y/N)	Notes
Wall/Paint/Colour		
Curtains/Drapery		
Bed Frame/Headboard		
Linens/Sheets/Covers		
Pillows/Cushions		
Lighting Fixtures		
Artwork/Wall Decor		
Side Tables/Furniture		
Flooring/Rugs		
Bathroom Fixtures		
Closet/Wardrobe Space		
Seating (Chairs/Sofa)		
Kitchen/Coffee Station		



# Quick Wins

***Replace or Reimagine Choose just one item from this list to replace immediately:***

- ☐ Heavy floral bedspread → Crisp white duvet + colourful throw
- ☐ Faded curtains → Linen drapes or neutral roller blinds
- ☐ Plastic chairs → Rattan, wood, or metal chairs
- ☐ Dim lighting → Modern LED fixtures or smart bulbs
- ☐ Old artwork → Framed local photography or abstract prints

## Upgrade Ideas That Add Value

- Use light, neutral wall paint (white, sand, or pale blue)
- Add a statement piece: a headboard, light fixture, or wall mural
- Swap mismatched furniture for a simple, coordinated set
- Include thoughtful touches: bedside USB outlets, quality towels
- Style the room like you're creating an Instagram photo backdrop

# Sustainability Story Elements

## *Upgrades that also tell an eco-friendly story*

- Locally made furniture from repurposed wood or bamboo
- Natural fibre textiles: cotton, linen, jute
- Low-energy lighting: LED bulbs, solar lamps
- Rainwater collection systems or dual-flush toilets
- Reusable amenities: ceramic cups, refillable toiletries

“Use these details in your listing and marketing. Guests love knowing they’re staying somewhere mindful of the environment.” – **Nerissa Golden**

## Final Tip

### ***Document the Upgrade***

- ☐ Take before/after photos to show your progress and build social proof.
- ☐ Update your listing with fresh images and call out what’s new.

Example: “Now featuring locally made bedside tables and eco-certified linens for your comfort.”

**Need marketing strategies to grow your business?**

Email me at [nerissa@trulycaribbean.net](mailto:nerissa@trulycaribbean.net) to book a consultation.