

Michal Ai Hotels

Anonymous hotel abroad

Sample hotel description for a website

Demonstration material - model profile

This example shows how an ordinary property description can be transformed into a structured story about a convenient stay, location and reasons to book directly.

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1. Main website description

A hotel that makes the stay easier from the very first decision. It is designed for people looking for a convenient base in a city abroad - for a business trip, a short break or a quiet weekend. A clear offer, simple contact with reception and useful information before arrival help guests plan without unnecessary surprises.

The greatest value of the property is the combination of everyday convenience and local context. The hotel should not be presented only as a place to sleep. It can become a starting point for a working day, exploring the city or continuing a journey through the region.

The guest receives a clear answer to three questions: why stay here, how the hotel will make the visit easier and what they gain by booking directly.

Do not sell only the room. Show a simpler, calmer and better organised stay.

2. Location and the wider context of the stay

The hotel should be presented as a convenient place to stay in the city and a base for discovering its surroundings. The location description should combine access, the main reasons for visiting and ways to spend time after work or between stages of the journey.

For a business guest, efficient access to the main parts of the city, companies and meeting places matters. For a tourist, it is the opportunity to combine key attractions with less obvious places in the region. For a guest in transit, it is a simple arrival route, clear check-in rules and the possibility of moving on quickly.

Once real data is added, this block should indicate specific stations, roads, business districts, attractions and recreational areas. Each name should answer a practical guest question rather than create a random list. A well-described setting also supports visibility for local searches.

Context	Guest need	Website message
Business	An efficient day plan	A convenient base for meetings and work in the city
City break	Easy discovery	A good starting point for attractions and local dining
Transit	Simple arrival and departure	Clear access and organisational information before the stay
Weekend	Rest without difficult logistics	A base for calmly discovering the city and region

3. Rooms and comfort

Room descriptions should begin with the guest experience and only then move to equipment. What matters is peaceful rest, space for personal belongings, the ability to prepare comfortably for the next day and conditions for short periods of work, if the property truly provides them.

Instead of repeating general statements about comfort, show differences between room categories and help the guest choose. It should be immediately clear which option suits solo travel, a couple, a family or a longer stay.

Use only confirmed room features. Translate every feature into a benefit: soundproofing supports rest, a desk organises work, luggage space helps during longer stays, and a choice of bed layout reduces booking errors.

- Show the differences between categories instead of publishing several nearly identical descriptions.
- Place the most important features in one easy-to-scan area.
- Give clear information about occupancy, bed layouts and family stays.
- Connect each room gallery with a visible booking button.

4. Breakfast and the rhythm of the day

Morning is one of the easiest moments to demonstrate hotel value. If breakfast is offered, the description should discuss not only how it is served but, above all, how it creates a convenient start to the day. Mention atmosphere, local menu elements, time for an unhurried meal and solutions for early departures - only when they are genuinely available.

If the hotel has a restaurant or bar, show its role in the whole stay. For a business guest it may mean an easier dinner after meetings; for a couple, a quiet evening without another journey; for event participants, a natural place to talk.

When the property has no food service, the website can use the local context honestly: present recommended nearby places and provide a short guide prepared by reception.

Breakfast is not only an item in the offer. It is a promise of an easier start to the day.

5. Amenities and additional services

The amenities list should be short, specific and ordered by importance to the person booking. First show the points that influence the decision before arrival: parking rules, internet access, reception hours, accessibility, stays with children or pets and the rules for using additional zones.

Every genuine strength should receive a practical explanation. Parking means a calmer arrival by car. Flexible reception gives more freedom in planning. A meeting room reduces event logistics. A relaxation zone may be a reason to stay one day longer.

Prices, limits, availability and booking rules should be shown clearly. Missing information rarely creates curiosity - it increases uncertainty and encourages comparison with another hotel.

Feature to confirm	Guest value	Where to show it
Parking	Less stress on arrival	Location, FAQ and booking process
Wi-Fi	Work and contact without extra cost	Rooms and amenities
Reception	Flexibility and quick help	Contact and pre-arrival information
Additional services	A fuller stay in one place	Separate section with prices and rules

6. Who the hotel is for

One offer can suit several groups, but each needs a different argument. The website should allow guests to find their own stay scenario quickly. This keeps the shared offer coherent while making the communication more personal and useful.

Every group should see its own reason to choose the hotel, not a separate set of generic adjectives.

- Business travel - efficient organisation, predictable conditions and easy contact.
- Short city stay - a convenient base for key places and local experiences.
- Weekend for two - a combination of rest, dining and discovering the area.
- Guest in transit - clear information about access, check-in and onward travel.
- Family stay - clear information about room layouts, rules and available amenities.

7. Strengths to show on the website

The following blocks form a ready-made website structure. Once confirmed data is added, they can be used in the main section, under the gallery or directly before the booking module.

Block	Suggested wording
A good base	Stay somewhere that makes it easy to plan work, rest and discovery of the area.
Simple arrival	Find all important organisational information before booking.
A comfortable daily rhythm	From a calm morning to the return after a busy day, the hotel supports the natural rhythm of the stay.
Direct contact	Contact reception directly and choose the stay option that suits your needs.

8. CTAs, headlines and meta description

Main CTA: Plan your stay and check available rooms.

Alternative CTA: Book direct. Speak to the front desk. Choose the right room.

Main headline: A hotel that organises your stay.

Location headline: A convenient base for the city and the wider region.

Direct-booking headline: Everything you need before arrival - clearly and without intermediaries.

Meta description: Anonymous hotel abroad - a convenient base for business travel, a city break or a weekend. Explore rooms, location and direct-booking terms.

Before publication, every headline must be adapted to the hotel's real location, standard and confirmed offer.

Sources and notes

Source category	Address or description
Document character	Original demonstration material by Michal Ai Hotels - no data from a specific property
Scope of facts	Model profile of a city hotel abroad; no unconfirmed names, distances, prices or amenities

To be validated before publication. We take care of this for you.

- Replace the anonymous name with the full hotel name and confirm the property category.
- Add real information about location, access and the main reasons for visiting.
- Confirm room types, equipment, stay rules and accessibility for families and guests with limited mobility.
- Confirm food and beverage services, opening hours and any solutions for early departures.
- Verify parking, front desk, internet, additional services, prices and booking rules.
- Adapt the CTAs, meta description and local phrases to the final hotel website.