

8 Claude skills for hotels

Ready-made instructions that let Claude reply to reviews, prepare group proposals, calculate revenue results and train your team the way an experienced hotelier would. Upload once, then just talk.

5-minute setup

What is a skill?

A skill is a package of knowledge and procedures that Claude loads by itself when it recognises a matching task. You do not need to call it: just write, for example, "reply to this Booking.com review", and Claude uses the review reply skill, with its rules on tone, GDPR and escalating difficult cases.

Installing in Claude (browser or desktop app)

Requirements: a paid Claude plan (Pro, Max, Team or Enterprise) with code execution and file creation turned on. On Team and Enterprise plans an admin may need to enable skills for the organisation.

- 1 Unzip the downloaded pack. In the `skills` folder you will find 8 ZIP files. **Do not unzip them:** Claude accepts skills as ZIP files.
- 2 Open Claude at `claude.ai` or in the desktop app and go to **Settings**.
- 3 Find the **Skills** section. If you cannot see it, first turn on code execution and file creation in the same settings.
- 4 Click **Upload skill** and choose one ZIP file. Repeat for every skill you want to use.
- 5 Done. Start a new conversation and describe the task in plain language, for example with one of the prompts from the skill list.

Button names may differ slightly depending on the app version and language. Skills uploaded to `claude.ai` also work in the desktop app; for the API they have to be uploaded separately.

Installing in Claude Code

- 1 Unzip the skill's ZIP file into `~/.claude/skills` (all projects) or `.claude/skills` in your project folder.
- 2 Start Claude Code and describe the task. The skill loads by itself when it matches the task.

```
$ unzip hotel-oferty-grupowe.zip -d ~/.claude/skills
```

What is in the pack

The skill instructions are written in Polish. Claude still works in the language you write in, including English.

Review replies

hotel-odpowiedzi-na-opinie.zip

Replies in the guest's language, with care for difficult cases and a note for the team. Works in bulk, too.

"Reply to these 5 Google reviews: ..."

Group and MICE proposals

hotel-oferty-grupowe.zip

From the client's email to a complete proposal: agenda, net and gross cost table, terms and a cover email. It never invents prices.

"A company asks about a training for 35 people with accommodation, prepare a proposal: ..."

Revenue report

hotel-raport-revenue.zip

Occupancy, ADR, RevPAR, channels and segments from a PMS export, compared with budget, plus recommendations.

"Attached is the October PMS report, we have 85 rooms. Prepare a report for the owner."

Marketing content

hotel-tresci-marketingowe.zip

Room and package descriptions, posts, newsletters, Booking and Google texts. Specific, without worn-out clichés.

"Write 3 Instagram posts about our Valentine's spa package."

Housekeeping standards

hotel-standardy-housekeeping.zip

Room checklists, procedures, a daily plan for room attendants, maintenance priorities. Bilingual versions, too.

"A departure room checklist in English and Ukrainian, ready to print."

Staff onboarding

hotel-onboarding-pracownika.zip

Onboarding plans, scripts, quizzes and role plays where Claude acts as a demanding guest.

"Play an annoyed guest who wants to check in at 10 a.m."

Guest messaging

hotel-komunikacja-z-gosciem.zip

A sequence of emails and texts from booking to the review request, with PMS fields and language versions.

"A pre-arrival email sequence in English, German and Polish."

Review and survey analysis

hotel-analiza-opinii-i-ankiet.zip

Hundreds of reviews turned into NPS, trends, top issues and an action plan for each department.

"Attached are our Q3 reviews. What should we improve?"

Tailor the skills to your hotel

Option 1, recommended: a Claude Project

Create a Project in Claude, e.g. "Hotel Panorama", and paste the completed hotel profile into its instructions. Every skill uses it automatically in each conversation in that Project. You can add your price list, menu and house rules, too.

Option 2: without a Project

At the start of a conversation paste the key details: hotel name, number of rooms, communication style, signature. If something is missing, Claude asks or leaves a field to fill in instead of guessing.

Hotel profile file: `profil-hotelu-do-uzupelnienia.txt` (in Polish, fill it in in any language).

Good practices

- **Check before sending.** Claude prepares a draft and leaves the decision and the signature to a person. Especially prices, terms and replies to difficult reviews.
- **Protect guest data.** Anonymised exports are enough for analysis. Do not paste card numbers, ID documents or full personal data.
- **Confirm the rules.** Confirm VAT rates in proposals with your accountant, and marketing email rules with the person responsible for GDPR.
- **Teach Claude your style.** When you correct a reply, say why. In a Project you can add these notes to the instructions.

Want to go one step further?

HotelSpot is a hotel app with an AI concierge that answers guests 24/7 in more than 30 languages, takes room service orders and spa bookings, and gives your team a panel with analytics and surveys.

hotelspot.pl

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