

ChatGPT assistants for hotels

Ready-made instructions for custom GPTs: the assistant replies to reviews, prepares group proposals, calculates revenue results and trains your team the way an experienced hotelier would. Set it up once, then just talk.

10-minute setup

What is in the pack

Each folder is one ready-made assistant. Inside you will find three things: `instrukcje.txt` (the text to paste), `nazwa-opis-startery.txt` (name, description and conversation starters) and the `wiedza` folder with files to upload.

Recommended to start: 00-asystent-hotelarza

One assistant that covers all 8 areas. It recognises what the task is about and follows the right procedure. The specialist GPTs in folders 01 to 08 are useful when you want to give a department a tool just for its own work, for example reviews for the front desk and proposals for sales.

How to create a custom GPT

Requirements: creating custom GPTs requires a paid ChatGPT plan. Members of your team can use the finished GPT if you share it with them.

- 1 Unzip the pack and fill in `Profil-hotelu-do-uzupelnienia.txt` (hotel profile: name, rooms, communication style, prices, rules). Save it as `dane-hotelu.md` and use it to replace the empty file in the chosen assistant's `wiedza` folder. This step is optional but improves results a lot.
- 2 In ChatGPT open **GPTs** (Explore GPTs), click **Create** and switch to the **Configure** tab.
- 3 Enter the **Name** and **Description** from `nazwa-opis-startery.txt` and paste the full contents of `instrukcje.txt` into **Instructions**.
- 4 Add the **Conversation starters** from the same file.
- 5 Under **Knowledge**, upload all files from the `wiedza` folder.
- 6 Under **Capabilities**, turn on **Code Interpreter & Data Analysis** (needed for reports, analyses and Word or Excel files). Web search and image generation are optional and help with marketing.
- 7 Click **Create** and choose who has access: only you, anyone with the link, or your whole team on a business plan.

Button names may differ slightly depending on the version and language of ChatGPT.

Specialist assistants

The assistant instructions and file names are in Polish (instrukcje.txt = instructions, wiedza = knowledge). ChatGPT still replies in the language you write in, including English.

Review replies

01-odpowiedzi-na-opinie/

Replies to Booking.com, Google and TripAdvisor reviews in the guest's language, with care for difficult cases and a note for the team.

"Reply to this Booking.com review: ..."

Group and MICE proposals

02-oferty-grupowe-mice/

From the client's email to a complete proposal for a conference, training, event or wedding, with a net and gross cost table. It never invents prices.

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

Revenue report

03-raport-revenue/

Occupancy, ADR, RevPAR, channels and recommendations from a PMS export, calculated in code and compared with budget and last year.

"Attached is the October PMS report, we have 85 rooms."

Marketing content

04-tresci-marketingowe/

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

"Write 3 Instagram posts about our spa package."

Housekeeping standards

05-standardy-housekeeping/

Room checklists, SOPs, a daily plan for room attendants and maintenance priorities, bilingual versions too.

"A departure room checklist in English and Ukrainian."

Team onboarding

06-onboarding-pracownika/

Onboarding plans, call scripts, quizzes and role plays where the assistant acts as a demanding guest.

"Play an annoyed guest at check-in."

Guest messaging

07-komunikacja-z-gosciem/

Emails and texts from booking to the review request, with PMS fields, plus replies to guest questions in their language.

"A pre-arrival email sequence in 3 languages."

Review and survey analysis

08-analiza-opinii-i-ankiet/

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

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

Alternative: a Project in ChatGPT

If your plan supports Projects, you can create a Project instead of a GPT, for example "Hotel Panorama". Paste the contents of `instrukcje.txt` into its instructions and add the files from the `wiedza` folder to the Project files. Every chat in the Project will follow these rules.

Tailor the assistants to your hotel

Hotel profile in the knowledge files

Fill in the hotel profile: name, rooms, communication style, prices and rules. Save it as `dane-hotelu.md` and use it to replace the empty file in the `wiedza` folder. This step is optional but improves results a lot.

Teach the assistant your style

When you correct a reply, add a note to `dane-hotelu.md`, for example in the section on words and phrases you never use, and upload the file again.

Hotel profile file: `profil-hotelu-do-uzupelnienia.txt` (in the pack as `Profil-hotelu-do-uzupelnienia.txt`).

Good practice

- **Review before sending.** The assistant prepares a draft and leaves the decision and 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 or ID documents. Check in ChatGPT settings whether your chats may be used to improve models, and turn it off when working with hotel data.
- **Confirm the rules.** Check VAT rates in proposals with your accountant, and the rules for marketing messages with the person responsible for data protection.
- **Turn on data analysis.** Revenue reports, survey analyses and Word or Excel files need Code Interpreter & Data Analysis turned on in the GPT settings.

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/en

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