



15 AI Prompts Aligned with 5 Hospitality Branding Lessons

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Not Just Another List of Prompts This One Actually Knows Hospitality.

Welcome to your cheat sheet for writing like a host who gets it. These 15 AI prompts are built around five big truths about branding in hospitality—because you're not just selling a bed, you're creating a story guests want to be part of. Whether you're chatting with a future guest, updating your welcome guide, or posting on Instagram, these prompts will help you sound less like a booking engine and more like... you.

Use them with ChatGPT or your favorite AI tool. Just plug in your details, tweak the tone if needed, and let the magic happen.

Because small stays deserve big personality. And yours has plenty of it.

How to Use These Prompts

Open ChatGPT or your favorite AI tool. Copy and paste any prompt, fill in the brackets with your own details, and edit the output to match your voice. These are starting points—not scripts. Have fun with them.

1. You're Not a Hotel—And That's the Point

Prompt:

*Act as a boutique hospitality writer. Write a warm, 150-word About section for my vacation rental in **[LOCATION]**, known for **[VIBE/SETTING]**. Our ideal guests are **[IDEAL GUEST/AUDIENCE]**, and our stay includes **[UNIQUE AMENITIES]** that reflect our love for **[LOCAL CULTURE OR VALUES]**. Keep the tone personable, slightly cheeky, and rooted in a sense of place.*

2. Curate, Don't Just List Amenities

Prompt:

*Write a guest-friendly intro for a printed welcome guide at my **[PROPERTY TYPE]**. Mention our 3 favorite local spots, 2 seasonal must-do activities, and 1 quirky insider tip. Keep the tone personal, casual, and warm—like a host who's excited to share their neighborhood.*

3. Hospitality = Feeling Seen

Prompt 1:

Write a casual, friendly pre-arrival message for a guest checking in tomorrow. Mention check-in time, what to expect, and recommend 2 places to eat nearby. Keep it warm and down-to-earth.

Prompt 2:

Draft a mid-stay check-in message to make sure everything's going well. Ask if they need anything and offer a local recommendation for tomorrow.

Prompt 3:

*Write a warm follow-up email to a past guest who stayed in **[MONTH]**. Mention one thing they enjoyed (e.g., the firepit or local trail), thank them sincerely, and invite them to return this **[SEASON]** with a special perk. Keep the tone casual and appreciative, under 150 words.*

.4. Your Location Is the Star

Prompt 1:

*Give me 3 little-known facts or fun pieces of history about **[REGION]** that I can include in my guest guide or Instagram captions. Make it feel charming, not touristy.*

Prompt 2:

*Create a short section for my website or guide that tells the story of our town in under 150 words—focusing on **[what makes it feel different or special]**.*

Prompt 3:

*Write a section for our welcome guide called “Eat Like a Local.” Highlight 3 places to eat in **[TOWN]** that I personally love. Include what to order, who they’re great for, and when to go. Avoid generic language—make it sound like you’ve actually been there.*

5. Small Is the New Sexy

Prompt 1:

*Write a limited-time offer for **[SEASON]** stays that includes **[SPECIAL PERK]** (like late checkout, local treats, etc). Make it sound cozy, exclusive, and written in a relaxed but playful tone.*

Prompt 2:

Write a “last chance” reminder caption for Instagram promoting a direct booking deal. It should create urgency without sounding pushy.

Prompt 3:

*Describe the interior style of my **[PROPERTY TYPE]** in a way that makes it feel unique, warm, and memorable. Include details about furniture, textures, colors, and local touches that help guests visualize the space and feel excited to stay.*

Prompt 4:

*Write 3 Instagram captions (each under 150 characters) for a boutique vacation rental in **[LOCATION]**. Highlight our story, local charm, and why guests come back. Keep it on-brand: playful, human, and never salesy.*

Prompt 5:

*Write a short, playful paragraph for our website that explains why we're a perfect stay for **[NICHE TRAVELER TYPE: dog lovers / digital detoxers / couples who hate crowds]**. Highlight what makes our place different and why guests feel like they belong.*

Prompt 6:

Help me write a short, heartfelt newsletter featuring a returning guest (with permission). Highlight their favorite moments from both stays and what made them come back. Include a soft call to book again.

This is what we help clients with every day. From mapping guest journeys to aligning teams—we're here when you're ready.

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Smart Pineapple

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Disclaimer

The strategies, tools, and recommendations provided in this worksheet are intended to offer general guidance and inspiration for property owners, managers, and hoteliers. While we strive to provide accurate and up-to-date information, we cannot guarantee specific results or outcomes. We encourage you to tailor these strategies to your unique circumstances and to seek professional advice where necessary. By using this worksheet, you acknowledge that the implementation of any strategies or actions is at your own discretion.

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