GrowAxis

GROWTH PLAYBOOK · HOSPITALITY

Hospitality marketing measured on bookings. *And on guests who return.*

GrowAxis runs marketing and guest service for restaurants, cafés, hotels and travel companies in the Gulf and Egypt: local search and maps, social content, campaigns for direct bookings, every review answered, and WhatsApp and phone enquiries handled in Arabic and English. The four engines are measured on bookings, covers and repeat guests.

GROWDIGITAL
Demand for tables and rooms

GROWCX
Guest service

GROWAI
Bookings at any hour

GROWBD
Groups, events and companies

A sample deployment of the four GrowAxis engines, not a client case study.

EDITION 1 · OCTOBER 2026 · WWW.GROWAXIS.NET/INDUSTRIES/HOSPITALITY

Hospitality growth playbook

Built for restaurants, hotels and travel companies that...

01

...depend on platforms and agents that take a cut of every booking

02

...miss messages and calls at the busiest hours

03

...get reviews but rarely answer them

The four engines in this sector

Maps and social bring the first booking; service, reviews and AI bring the guest back. Each engine takes one part.

GrowDigital	**Demand for tables and rooms**	Direct bookings · Cost per booking · Calls and directions from maps
GrowCX	**Guest service**	First response time · Review rating · CSAT
GrowAI	**Bookings at any hour**	Bookings handled by AI · Hours saved a week · Forecast accuracy
GrowBD	**Groups, events and companies**	Pipeline value · Group and event bookings · Close rate

How to use this playbook

1. Mark the leaks above that you recognise.
2. Read what each engine runs (page 3) and what goes live in the first 30 days (page 4).
3. Answer the self-check (page 6). The free assessment then sets which engine goes first.

Four engines, one guest. *From first search to the next visit.*

GROWDIGITAL

Demand for tables and rooms

- Google Business Profiles and maps for every branch, with menus, photos and hours kept current.
- Social content and campaigns for openings, seasons, Ramadan and events.
- Direct booking pages and offers, so more bookings come without a commission.

MEASURED BY

Direct bookings · Cost per booking · Calls and directions from maps

GROWCX

Guest service

- Reservations, questions and complaints answered on WhatsApp, phone and social media, in Arabic and English.
- Every review answered, and unhappy guests followed up privately.
- Feedback after each visit or stay, tracked as CSAT and NPS.

MEASURED BY

First response time · Review rating · CSAT

GROWAI

Bookings at any hour

- A WhatsApp assistant that takes reservations and answers questions on menus, rooms and prices from approved information.
- Sentiment across reviews and messages, so problems show by branch.
- Demand forecasts for staffing and offers.

MEASURED BY

Bookings handled by AI · Hours saved a week · Forecast accuracy

GROWBD

Groups, events and companies

- Corporate accounts, events and group bookings in one pipeline.
- Partnerships with travel agents, tour operators and companies.
- Outreach before the peak seasons to the companies that book.

MEASURED BY

Pipeline value · Group and event bookings · Close rate

What goes live in the first 30 days

01	**Profiles for every branch**	Google Business Profiles and maps complete and current: menus, photos, hours and booking links.
02	**A review routine**	Every review answered in your voice, in Arabic and English, with anything sensitive sent to you first.
03	**One inbox for guests**	WhatsApp, calls, social messages and booking requests in one queue.
04	**A booking assistant**	Reservations and routine questions handled on WhatsApp at any hour, with a hand-off to your staff.
05	**Campaigns for the next season**	Social content and ads for the next opening, season or event.
06	**A weekly guest view**	Bookings by channel, reviews, response times and CSAT by branch.

04 · The 90-day plan

Weeks 1–2

Preparation

The growth assessment, access to your accounts and CRM, today's numbers as the baseline, and the KPIs we will be measured on.

Weeks 3–4

Planning & onboarding

The first engine set up with your team: process, tools, tracking and people. Live by day 30.

Weeks 5–8

Execution & optimisation

The engine runs, with weekly check-ins. Spend and effort move to what converts.

Weeks 9–12

Review & scale

A monthly review against the KPIs. Then widen the scope, add the next engine, or hand more to your team.

05 · How it runs

The engines go live within 30 days, starting with the leak the free assessment finds first. Your team keeps the kitchen, the rooms and every guest decision. We run the profiles, the campaigns, the guest messages and the reporting, with a weekly check-in and a monthly review.

MEASURED BY

Direct bookings · Cost per booking · Review rating · Repeat guests · First response time

How guests choose now. *In search and in AI answers.*

Guests pick restaurants and hotels on Google Maps, review sites and social media, and now ask AI assistants for the best place nearby. Your profile, your reviews and your own site decide whether you are named.

SEARCHES TO WIN

- **[cuisine] restaurant near me**
- **best brunch in [area]**
- **hotels near [landmark]**
- **مطاعم في [المنطقة]**

QUESTIONS BUYERS ASK AI ASSISTANTS

- **What are the best family restaurants in [area]?**
- **Which hotel near [landmark] has a pool?**
- **Where can I book an Umrah package with transport?**

What we do first for search and AI answers

1. Map each search and AI question above to the page that should answer it, in each language your buyers use.
2. Write those pages to answer plainly: who it is for, what it costs, where you work and the proof.
3. Add structured data and an llms.txt file, and keep your company facts the same everywhere.
4. Get listed and reviewed on the directories and sites that AI answers quote.
5. Report each month on rankings, mentions in AI answers and the leads they bring.

More: www.growaxis.net/services/seo and www.growaxis.net/services/geo

07 · SELF-CHECK

Eight questions to answer this week.

Each “no” is a place to start.

- [ ] Is every branch’s Google Business Profile complete and current?
- [ ] Do you answer every review, good and bad?
- [ ] Does a WhatsApp message at the busiest hour get an answer?
- [ ] Do you know how many bookings come direct, and how many through platforms?
- [ ] Do guests hear from you after their visit or stay?
- [ ] Do companies and groups have someone to call?
- [ ] Can AI assistants describe your venue, menu or rooms correctly?
- [ ] Do you know which branch gets the most complaints, and why?

08 · THE NEXT STEP

Find out where your bookings go.

30 minutes. We look at your profiles, your reviews and your bookings, then show which engine to install first. No pitch.

Book the free 30-minute growth assessment: www.growaxis.net/industries/hospitality

contact@growaxis.net · +32 492 41 3612 · +20 106 168 3566

A sample deployment of the four GrowAxis engines, not a client case study.

ABOUT GROWAXIS

GrowAxis is a Commercial Growth Partner for tech startups and SMEs. It installs four engines, for business development (GrowBD), digital marketing (GrowDigital), customer experience (GrowCX) and AI (GrowAI), with the client’s own team, live within 30 days. The team works from Cairo, in English and Arabic.