

SCORECARD 02

# The AI Ops Scorecard for Independent Hospitality

A one-page operator self-check across guest comms, owner reporting, after-hours coverage, review generation, and the booking funnel. Most properties score 30%.

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A FREE PLAYBOOK

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Powered by **Lonely Pine AI**

[wayfinderai.substack.com](https://wayfinderai.substack.com)

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## Why this scorecard exists

Independent hospitality operators are told AI is everywhere. What they are not told is where to start.

This scorecard is a forcing function. Twenty questions across five categories. Each gap you identify is a potential AI play. Each green box is a category you can skip until later.

Run this once. Run it again in 6 months. The delta tells you whether you are actually shipping AI, or just reading about it.

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## How to score

For each question, mark:

- **Yes, working well** = 5 points
- **Sort of, with caveats** = 2 points
- **No** = 0 points

Add up the section totals at the bottom of each category. Add up the overall total at the end. Total out of 100.

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## Category 1: Guest Communications (out of 25)

**1.1** Every guest who books has their email and cell phone captured before arrival. **1.2** Every guest receives a welcome message within 2 hours of check-in. **1.3** Stays of 4+ nights receive an automated mid-stay check-in message. **1.4** Every guest receives a post-stay survey within 24 hours of checkout. **1.5** You can broadcast a message to all on-property guests in under 5 minutes if you need to (pool closure, weather, emergency).

**Category 1 total: \_\_\_ / 25**

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## Category 2: Owner / Stakeholder Reporting (out of 20)

**2.1** Owners (or board members) receive a written report at least monthly without you manually building it from scratch each time. **2.2** Reports include occupancy, revenue, and a written narrative section, not just raw numbers. **2.3** You can answer "how did we do last month?" in under 5 minutes without opening four different systems. **2.4** Owner reporting takes you less than 2 hours per cycle.

**Category 2 total: \_\_\_ / 20**

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## Category 3: After-Hours Coverage (out of 20)

**3.1** Guests calling after 6 PM reach a human or capable AI agent, not a voicemail. **3.2** After-hours calls about booking inquiries are captured and routed for follow-up within 60 minutes. **3.3** Lockout / urgent guest issues have a documented after-hours protocol that does not depend on a single staff member's cell phone. **3.4** You have a written log of after-hours calls received in the last 30 days.

**Category 3 total: \_\_\_ / 20**

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## Category 4: Review Generation (out of 15)

**4.1** Satisfied guests are automatically routed toward leaving a Google or platform review after their stay. **4.2** Unsatisfied guests are routed toward a private feedback channel, NOT a public review. **4.3** You can name your Google review count and average star rating right now, without checking.

**Category 4 total: \_\_\_ / 15**

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## Category 5: Booking Funnel (out of 20)

**5.1** A guest can complete a booking phone-to-confirmation in under 5 minutes. **5.2** Booking inquiries received during business hours get a response in under 60 minutes. **5.3** Returning

guests are recognized by your booking system or your team without manual lookup. **5.4** You can identify your top three sources of bookings (direct, OTAs, repeat) and their conversion rates.

**Category 5 total: \_\_\_ / 20**

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**Your total score: \_\_\_ / 100**

SCORE	WHERE YOU STAND	WHAT TO DO
0-30	Typical independent property baseline. Nothing wrong - you are where most operators are.	Pick the category with the lowest score. That is your first AI investment.
31-50	You have systems in some areas, gaps in others.	The lowest-scoring category is your highest ROI fix. Most operators in this bracket have a guest comms gap.
51-70	You are running an operation.	The next layer is integration - tying systems together so you stop re-entering data.
71-90	You are running a tight ship and have already invested in tooling.	The leverage is now in AI advisory and proactive intelligence, not infrastructure.
91-100	You should be writing this newsletter.	Reply to the welcome email - let's talk.

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## The most common gaps

After running this scorecard with operators in 2026, the patterns are:

1. **Category 1 (Guest Comms)** averages 8/25 across independent properties. Welcome and mid-stay messages are almost always missing.
2. **Category 3 (After-Hours)** averages 5/20. After-hours is the most universally broken category.
3. **Category 2 (Owner Reporting)** averages 8/20. Operators know they should report better but do not have the time to build it.

If you scored low in those three categories, you are not alone. You are normal. That also means a small investment goes a long way.

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## What's next

If you want help mapping your scorecard to a 90-day AI roadmap for your specific property, book a 20-minute call: <https://calendly.com/lonelypineai/wayfinder-ai-discovery-call>

If you want weekly playbooks on closing specific gaps in this scorecard, subscribe (you already did, if you got this PDF in your welcome email).

If you want to share your score privately with me, reply to any Wayfinder AI email with "scorecard: [your number]." I read every one and use the patterns to inform what I write next.

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## About Wayfinder AI

Wayfinder AI is a weekly newsletter for independent hospitality operators who want practical AI plays they can actually run. Vacation rental managers, AOA and condo property managers, boutique hotel owners.

Written by Nalu Camanse at Lonely Pine AI.

[wayfinderai.substack.com](https://wayfinderai.substack.com)

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