

Concierge

The Itinerary Standard

Five steps for planning a guest's day or week out. A good plan leaves room: a guest who runs from one booking to the next remembers the rush, not the places.

Who	When	You need
Concierges, checked by the head concierge	Any request to plan a full day or more, before or during the stay	Guest profile, the local shortlist, partner availability, the forecast
Measured by Draft sent within 24 hours of the request · One free hour each morning and afternoon · Every booking on the plan confirmed		

1 Ask the brief

Ask five things before planning: who is travelling and their ages, what they enjoyed on past trips, how early they like to start, how they want to get around, and what they want to avoid.

"What was the favourite day of your last holiday, Mrs Tanaka? It tells me more than a list of sights."

Common mistake Planning from the guidebook's top ten. The family who can't stand queues gets four of the longest in the city.

2 Draft

Build each day with no more than two fixed bookings, travel time between stops, and one free hour each morning and afternoon. Put lunch near the morning stop. Send the draft within 24 hours.

"Day 2: 09:30 Uffizi (booked). 12:30 lunch near the river, 8 min walk. 14:00 to 15:00 free. 16:00 boat (booked)."

Common mistake Filling every hour because the guest asked for a plan. It looks generous on paper and feels exhausting by three o'clock.

3 Agree first

Wait for the guest's yes before making any booking with a deposit or a fee. Show each cost and each cancellation deadline on the draft, so the guest decides with everything in front of them.

"Here is a first draft for Tuesday. The boat needs a €50 deposit, refundable until 48 hours before. Shall I book it?"

Common mistake Booking everything up front to look quick. The guest changes one day and the hotel pays three cancellation fees.

4 Hand it over

Give the final plan on one page per day, on paper and by message: times, addresses, booking names, dress codes and the desk's number. Walk the guest through it in person in 5 minutes.

"Each day is on its own page. The bookings are in your name, and the desk's number is at the foot of every page."

Common mistake Sending a six-page email at midnight. The guest reads page one and arrives at the wrong museum.

5 Adjust daily

Each evening, check the next day against the weather forecast and any closures, and send a message if something moves. After the stay, keep the final plan in the profile for the next visit.

"Mr and Mrs Tanaka, rain tomorrow from 11:00. I've moved the garden walk to Thursday and kept the museum."

Common mistake Handing over the plan and never opening it again. The storm arrives, and the guest finds out at the boat dock.

Before the Plan Goes Out

Twelve checks on every itinerary before the guest sees it. The head concierge signs it off, so the guest is never the one who finds the mistake.

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| ☐ Ages of everyone travelling, children included | ☐ Every cost written next to its booking |
| ☐ No more than two fixed bookings a day | ☐ Every cancellation deadline written down |
| ☐ One free hour each morning and afternoon | ☐ Dress code for places of worship and restaurants |
| ☐ Travel time written between every stop | ☐ A rain option for every outdoor stop |
| ☐ Lunch planned near the morning stop | ☐ Booking names match the guest's names |
| ☐ Opening days checked for every place | ☐ The desk's number on every page |

How to use this with your team

For one week the head concierge checks every itinerary against this card before it is sent and returns it with the missed lines circled. Brief the two lines missed most at Friday's briefing.

Part of the DolceVita Standards Library: free operating standards for every department of the hotel, at dolcevitahospitality.com/free-resources.