

FREE MINI AUDIT | 3 FINDINGS | 1 FIRST PRIORITY

Where the booking journey begins to lose clarity.

Cartagena Royal Hotel Boutique

Cartagena de Indias, Colombia

A concise review of the official website, direct booking path and Booking.com listing. Public sources only. No account access.

ROOM DATA CONSISTENCY

OFFER TERMS

ENGLISH BOOKING JOURNEY

Cartagena Royal Hotel Boutique

Independent boutique hotel | Cartagena de Indias, Colombia

REFERENCE

HOP-MIN-2026-C0001

REVIEWED

26.08.2026 | 17:15 | UTC-5

MODE

PUBLIC | LOGGED OUT

LANGUAGE

EN

PROPERTY SNAPSHOT

PROPERTY TYPE

Independent boutique hotel

SCALE

13 rooms / 6 room types

PREPARED FOR

Property management team

PREPARED BY

Francesco Serra | HotelOps Partners

SOURCE REGISTER

URL01	Official home and direct booking entry	cartagenaroyal.com/en/
URL02	Official rooms page	cartagenaroyal.com/en/rooms/
URL03	Booking.com property listing	booking.com/hotel/co/patio-de-la-cruz
URL04	Official offers overview	cartagenaroyal.com/en/offers/
URL05	Book & Save - 8%	official offer detail min. 7 days
URL06	Getaway Deal - 10%	official offer detail min. 15 days
URL07	Early Bird - 12%	official offer detail min. 30 days
URL08	Advance Purchase - 15%	official offer detail min. 45 days

REVIEW BOUNDARY

Public sources only; no accounts, analytics, private dashboards or performance estimates. This is a time-stamped snapshot and public content may change. Prepared independently from public information.

Three points of avoidable guest uncertainty

One first priority. Two supporting corrections. All visible from the public booking journey.

01 Room facts change across the booking journey

FIRST PRIORITY

OBSERVED

On the official rooms page, the summary and detailed cards show different sizes for four categories: Standard King 18 vs 20 sqm; Superior Queen 16 vs 15 sqm; Superior King 20 vs 24 sqm; King Balcony 24 vs 28 sqm. The balcony category also changes name on Booking.com.

WHY IT MATTERS

Guests cannot compare categories confidently when core facts and naming change between discovery and booking.

WHERE TO VERIFY

URL02 - compare the page summary with the room cards. URL03 - compare the balcony room name.

02 The discount is visible before the conditions that define it

OBSERVED

The official offer pages present discounts from 8% to 15% and minimum advance periods. On the public pages reviewed, cancellation, payment and refundability conditions are not stated alongside those offers.

WHY IT MATTERS

A guest cannot judge what flexibility is being exchanged for the larger saving before entering the booking flow.

WHERE TO VERIFY

URL04 to URL08 - compare the offer headline, discount and minimum advance with the terms shown on each public page.

03 High-intent English pages still contain mixed or unclear language

OBSERVED

The English offers page uses the Spanish heading 'Promociones Especiales'. The direct booking panel labels a benefit 'Service Transfer' without explaining what is included or which conditions apply.

WHY IT MATTERS

Mixed or unclear wording creates hesitation exactly where an international guest is deciding whether to book direct.

WHERE TO VERIFY

URL01 - direct booking panel. URL04 - English offers overview.

FIRST PRIORITY

Create one approved room master and use it everywhere.

Align room names, size, occupancy and bed configuration across the website, booking engine and Booking.com.

NEXT STEP | COMPLETE AUDIT

2026 launch price | USD 99

Eight areas, time-stamped evidence and a prioritised plan within five working days.

USD 99 credited once within 30 days to a complete Implementation project or first Management retainer; never both and not individual modules.