

COMPLETE AUDIT | 8 AREAS | 9 CONTROLLED SCENARIOS

Complete Commercial & Guest Journey Audit

Hotel Lola

Cape Town, South Africa

Public-view assessment of the official website, direct booking path, Booking.com inventory, review presence and guest-information journey.

AREA 00

Executive readout

The commercial foundation is strong. The conversion and trust layer is not yet controlled end-to-end.

AVAILABILITY PARITY

9 / 9 aligned

Direct and OTA were available or unavailable in the same scenario.

DIRECT PRICE POSITION

10.7%-21.0% lower

Observed on four comparable bookable scenarios.

IMMEDIATE PRIORITIES

6 high-risk fixes

Link, address, mapping, promo, labels and checkout policy.

The management view

Hotel Lola already has the hard-to-manufacture assets: a memorable product, exceptional host-led service, a distinctive breakfast and high review scores. The audit did not find property-level availability leakage against the OTA in the nine controlled scenarios. It did find several avoidable trust breaks around the booking journey: a broken room link, a misspelled address, unclear room mapping, internal rate labels, a direct-discount code that does not visibly change price, and conflicting checkout times.

The first objective is not a redesign. It is control: one canonical set of facts, one room mapping, one policy source and one direct-booking promise that behaves exactly as advertised.

Top three priorities

- | | | |
|----|---------------------------------------|--|
| 01 | Protect the booking path | Fix the 404, correct the address and remove internal OTA/Airbnb rate labels. |
| 02 | Reconcile the sellable product | Confirm room IDs and bed types across direct and Booking before more traffic is acquired. |
| 03 | Own the direct-value story | Keep the real 11%-21% direct advantage, but remove or repair the non-changing 5% coupon claim. |



PROPERTY CONTEXT | ENTRANCE AND INTERIOR AXIS

OFFICIAL PROPERTY PHOTOGRAPHY | HOTELLOLA.AFRICA | REVIEWED 27.08.2026



PROPERTY CONTEXT | STAIR AND COMMON-AREA CHARACTER

AREA SCOPE

Method and controlled test design

AUDIT DATE	CONFIGURATION	CHANNELS	BOUNDARY
27 August 2026 Live public view	1 room 2 adults English ZAR	Official site + RoomRaccoon Booking.com-powered inventory	No account, PMS, extranet or payment access

Nine scenarios

ARRIVAL HORIZON	1 NIGHT	3 NIGHTS	7 NIGHTS
D+3 30 Aug	30-31 Aug	30 Aug-2 Sep	30 Aug-6 Sep
D+30 26 Sep	26-27 Sep	26-29 Sep	26 Sep-3 Oct
D+90 25 Nov	25-26 Nov	25-28 Nov	25 Nov-2 Dec

What was compared

- Property-level availability and the lowest compatible public total for each stay.
- Room and rate labels, breakfast inclusion, deposit and visible policy information.
- Official website claims versus the direct engine and Booking.com inventory surfaced by a Booking.com-powered affiliate page.
- Rates were observed, not booked. Cancellation and payment parity is excluded where the OTA condition was not visible in the captured result.

AREA TEST

Nine-scenario booking result

All totals are the visible stay total in ZAR for one room and two adults. Direct price deltas use the lowest logically matched double room.

SCENARIO	DATES	DIRECT	BOOKING.COM	MATCHED DELTA	AVAILABILITY
D+3 / 1N	30-31 Aug	2 rooms I from R 2 050	2 rooms I from R 2 595	Direct -R 545 I -21.0%	Aligned
D+3 / 3N	30 Aug-2 Sep	2 rooms I from R 6 400	2 rooms I from R 8 080	Direct -R 1 680 I -20.8%	Aligned
D+3 / 7N	30 Aug-6 Sep	Unavailable	Unavailable	n/a	Aligned
D+30 / 1N	26-27 Sep	1 room I R 2 520	1 room I R 3 098	Direct -R 578 I -18.7%	Aligned
D+30 / 3N	26-29 Sep	Unavailable	Unavailable	n/a	Aligned
D+30 / 7N	26 Sep-3 Oct	Unavailable	Unavailable	n/a	Aligned
D+90 / 1N	25-26 Nov	1 room I R 3 550	1 compatible room I R 3 975	Direct -R 425 I -10.7%	Aligned
D+90 / 3N	25-28 Nov	Unavailable	Unavailable	n/a	Aligned
D+90 / 7N	25 Nov-2 Dec	Unavailable	Unavailable	n/a	Aligned

KEY RESULT

**No property-level availability mismatch was found in the nine scenarios.
Direct was cheaper in every comparable bookable case.**

Interpretation notes

- Five scenarios were unavailable on both channels. With no back-office access, the cause cannot be separated reliably into sold-out inventory, closed arrival or length-of-stay restrictions.
- The OTA result also displayed a single room in the D+90 / 1N search; it was excluded from the two-adult price comparison because its stated capacity is one adult.
- Direct rates included breakfast and returned a 50% deposit. The direct engine returned zero city tax in the tested results.

AREA 01-08

Eight-area scorecard

Status labels indicate operational exposure, not a financial score.

#	AREA	STATUS	AUDIT READOUT
1	Cross-channel consistency	AT RISK	Address, room/bed labels and checkout policy conflict across channels.
2	Bookability and restrictions	MIXED	Property-level availability aligned 9/9, but one prominent room link is broken.
3	Rooms and offers	AT RISK	Strong personality; weak comparison facts and internal rate labels visible to guests.
4	Photography and content	MIXED	Official galleries are rich; booking-engine photo coverage ranges from 1 to 14 images.
5	Rates and availability	STRONG / GAP	Direct wins on price, but the advertised 5% code produces no visible change.
6	Reviews and reputation	STRONG	Excellent third-party reputation; almost none of it is used on the official site.
7	Arrival and access	AT RISK	Wrong address spelling and essential arrival facts are absent or buried.
8	Guest communication	MIXED	Human contact is clear; policy and confirmation expectations are not.

What should not be changed

- Do not dilute the room personalities. The names and narrative tone are memorable differentiators.
- Do not chase OTA parity by raising direct prices. The observed direct advantage is commercially valuable.
- Do not replace human hospitality with automation. Use clearer information and confirmation rules to support the hosts.
- Do not hide the intimate, house-like nature of the stay. Set expectations confidently and precisely.

AREA 01

Cross-channel consistency

Status: AT RISK

The same hotel is described with different operational facts depending on the channel. The highest-risk conflicts concern navigation, location, room/bed mapping and checkout time.

FIELD	OFFICIAL / DIRECT	OTA / OTHER PUBLIC	RISK
Address	67 Sommerset Road	67 Somerset Road	Directions and trust
Projects	Luxury Queen Double Suite	Likely Deluxe Double Room with Shower Full bed	Bed expectation
Management	Luxury King Suite private balcony	Likely Deluxe Double Room with Balcony Queen bed	Bed expectation
Checkout	10:30 in direct terms	10:00 on Booking.com data	Departure dispute

The room mapping is an evidence-based inference from distinguishing features such as shower, balcony, fireplace and room size. It must be confirmed in the Booking.com extranet before editing.

AREA 02

Bookability and restrictions

Status: MIXED

- Positive: direct and OTA availability matched at property level in 9/9 scenarios.
- Positive: the direct engine returned real-time rates, breakfast inclusion and deposit amounts.
- Failure: a prominent official route to the room inventory returns 404.
- Control gap: five unavailable scenarios cannot be diagnosed without PMS or channel-manager restriction data.

Recommended control

Run the same nine-scenario grid monthly and whenever restrictions or rate plans change. The public-view test should be paired with a back-office restriction export so sold-out dates are not confused with closed arrival, minimum stay or mapping errors.

AREA 03

Rooms and offers

Status: AT RISK

The product language is distinctive, but the selling structure makes comparison harder than it should be. Guests receive atmosphere before they receive decision facts.

ROOM	OFFICIAL POSITION	DECISION DATA FOUND ELSEWHERE
Accounts	Queen Juliet balcony Art Deco bath	19 m2 Queen bath upper floor by stairs
Archives	Three-quarter bed; can change to double	15 m2 Twin max 1 on OTA room data
Projects	Queen Double shower ceiling fan	17 m2 Full bed shower
Management	King private balcony aircon	31 m2 Queen balcony bath
HR	Double courtyard fireplace aircon	17 m2 Queen terrace shower

Public direct-rate options also expose OTA and Airbnb labels for HR and Projects. Those are operational plan names, not guest-facing offers.

AREA 04

Photography and content

Status: MIXED

DIRECT ROOM	VISIBLE IMAGES	READOUT
Accounts	14	Good depth
Management	4	Insufficient for a premium room
Archives	3	Insufficient
HR	1	Critical merchandising gap
Projects	1	Critical merchandising gap



LOLA'S ACCOUNTS | OFFICIAL ROOM GALLERY

OFFICIAL PROPERTY PHOTOGRAPHY | ROOM GALLERIES | REVIEWED 27.08.2026



LOLA'S MANAGEMENT | OFFICIAL ROOM GALLERY

AREA 05

Rates and availability

Status: STRONG WITH A TRUST GAP

The direct price position is the strongest commercial result in the audit. The official channel was lower than the matched OTA room in every bookable scenario, by R 425 to R 1 680 per stay.

LOWEST OBSERVED ADVANTAGE	HIGHEST OBSERVED ADVANTAGE	AVAILABILITY LEAKAGE
10.7%	21.0%	0 / 9
D+90 / 1 night Management vs balcony room	D+3 / 1 night Projects vs shower room	No property-level mismatch found

The trust gap

The official site says book direct and get 5% discount and passes the code DIRECTBOOKING to the engine. In all four bookable scenarios, the displayed total was exactly the same with and without the code. The guest still receives a lower direct rate, but the coupon mechanic does not demonstrate the promised reduction.

Recommended proposition

OPTION A	Best direct rate	Remove the coupon and state the real value: breakfast included, direct price advantage and human support.
OPTION B	Visible 5% coupon	Show the pre-code price, applied code, discount amount and final price. Test monthly.

AREA 06

Reviews and reputation

Status: STRONG

Public reputation is a competitive asset: Booking.com data is about 9.2/10 from more than 530 reviews; Tripadvisor shows 5.0/5 from 29 reviews. Repeated praise clusters around breakfast, warm hosts, design, cleanliness, bed comfort and the walkable Green Point location.

Conversion opportunity

The official site does not visibly use review scores or guest proof. Breakfast, arguably the hotel's clearest experiential differentiator, is included in the direct rate but is not treated as a core reason to book. A current, compliant review module and a breakfast story should sit before the primary booking decision.

AREA 07

Arrival and access

Status: AT RISK

GUEST QUESTION	PUBLIC ANSWER FOUND	GAP
What is the exact address?	67 Somerset Road in engine/OTA	Official site misspells the street
When can I arrive?	Check-in from 14:00; OTA shows to 22:00	Not surfaced on official site
When is checkout?	10:30 direct terms; 10:00 OTA	Policy conflict
Can I park?	Limited secure parking; reserve; R 200/night	Buried in terms; reviews mention one space
Is there airport transport?	Direct add-on: day transfer R 650	Not sold on official site
Is access step-free?	OTA room data says upper floors by stairs	No official accessibility statement

AREA 08

Guest communication

Status: MIXED

- Positive: phone and email are visible across the official journey.
- Positive: the direct engine offers practical transfers and allows arrival-time capture.
- Gap: there is no visible official FAQ or arrival page with the hotel's operating rules.
- Gap: confirmation copy says requests may take two days, which conflicts with a live ecommerce experience.
- Gap: critical policies are stored in long booking terms instead of presented at the decision point.

Communication standard

A guest should know, before entering card details: exact address, arrival window, checkout time, parking availability and price, access limitations, cancellation deadline, deposit, confirmation timing and the best contact for changes. The same facts should feed the website, booking engine, OTA, confirmation email and pre-arrival message.

AREA ACTION

Prioritised findings register

High priorities protect trust or conversion immediately. Medium priorities strengthen decision quality and merchandising.

F01 | HIGH

Repair the broken homepage route to Rooms.

Evidence: The homepage link /rooms-2/ returned HTTP 404 during the audit; /rooms/ returned 200.

Action: Update every View Rooms CTA to /rooms/ and run a complete internal-link check.

Owner: Web owner Timing: 0-48 hours

F02 | HIGH

Correct the street name everywhere on the official site.

Evidence: Homepage and Rooms page show 67 Sommerset Road. Direct engine, Booking data and review platforms show 67 Somerset Road.

Action: Use one canonical NAP record and update website footer, structured data and outbound templates.

Owner: Web + Operations Timing: 0-48 hours

F03 | HIGH

Reconcile room mapping and bed-type labels across channels.

Evidence: Likely matched rooms conflict: Projects is Queen on direct vs Full bed on OTA; Management is King vs Queen; HR is Double vs Queen.

Action: Export the OTA room mapping, confirm each ID physically, then publish one channel-wide naming/bed matrix.

Owner: Distribution Timing: 7 days

F04 | HIGH

Make the direct-booking promise mechanically true and visible.

Evidence: The official site promises 5% off and passes DIRECTBOOKING. The displayed price was identical with and without the code in all four bookable scenarios.

Action: Either show a genuine 5% coupon reduction with an applied state, or replace the claim with Best direct rate. Keep the current direct price advantage.

Owner: Revenue + Web Timing: 0-48 hours

F05 | HIGH

Remove internal channel labels from the public booking engine.

Evidence: Public rate choices expose labels such as 1 Guest OTA, 2 Guests OTA and Airbnb on HR and Projects.

Action: Restrict those rate types to their intended channels or rename only genuinely public plans.

Owner: Revenue systems Timing: 0-48 hours

F06 | HIGH

Set one checkout policy across all touchpoints.

Evidence: Direct booking terms state checkout at 10:30. Booking.com data states checkout until 10:00.

Action: Choose the operating standard, update every channel, and include late-checkout rules consistently.

Owner: Operations + Distribution Timing: 0-48 hours

AREA ACTION

Prioritised findings register — continued

F07 | HIGH

Publish arrival and access essentials before booking.

Evidence: Parking is limited, advance-reservation only and R 200/night in direct terms; check-in, transport and stair access are not surfaced on the official site.

Action: Create an Arrival & FAQ block covering exact address, check-in window, parking, airport transfer, stairs/accessibility and contact-on-arrival.

Owner: Operations + Web Timing: 7 days

F08 | MEDIUM

Balance room photography in the booking engine.

Evidence: Visible direct-engine image counts were Accounts 14, Management 4, Archives 3, HR 1 and Projects 1.

Action: Load 8-12 decision-useful images per room, in a consistent order: hero, bed, bathroom, view/outdoor, workspace, details.

Owner: Content Timing: 14 days

F09 | MEDIUM

Turn room prose into a comparison tool.

Evidence: Official copy is distinctive but omits sizes, exact bed dimensions, occupancy, floor/stairs and concise bath/shower and climate-control facts.

Action: Add a scannable room-facts grid and repeat those facts verbatim in the booking engine and OTA.

Owner: Content + Operations Timing: 14 days

F10 | MEDIUM

Merchandise the two strongest conversion assets: breakfast and reputation.

Evidence: Booking rating is about 9.2/10 from 530+ reviews; Tripadvisor shows 5.0/5 from 29. Breakfast is the most repeated praise theme, but is barely sold on the official journey.

Action: Add current rating proof, a review module and a dedicated breakfast value section near the main booking CTA.

Owner: Marketing Timing: 30 days

F11 | MEDIUM

Clarify whether direct confirmation is instant or manual.

Evidence: Terms say direct requests are processed within two days and confirmed by email/payment, while the booking engine presents live inventory and payment steps.

Action: State exactly when a reservation becomes confirmed and what the guest receives immediately after payment.

Owner: Operations + Legal Timing: 7 days

F12 | LOW

Run a complete editorial and microcopy QA pass.

Evidence: Examples include Lolás' HR, Projects -Luxury, sophistry, Pinic for Two and inconsistent telephone grouping.

Action: Apply a short brand style sheet and proofread website, engine labels, add-ons, terms and automated emails.

Owner: Brand + Web Timing: 30 days

AREA ROADMAP

30-day execution plan

WINDOW	OUTCOME	TASKS	OWNER
0-48 hours	Stop avoidable trust failures	Fix 404; correct Somerset; align checkout; remove internal rate labels; decide coupon proposition.	Owner + Web + Revenue
Days 3-7	Create one source of truth	Validate room IDs and bed types; write canonical policies; clarify confirmation; publish arrival FAQ.	Operations + Distribution
Days 8-14	Improve room decisions	Add room facts; balance direct-engine photo sets; synchronize room descriptions and occupancy.	Content + Operations
Days 15-30	Merchandise what guests love	Build breakfast section; add review proof; position transfers and Whole Shebang; complete editorial QA.	Marketing + Brand
Day 30	Verify the fix	Repeat all nine scenarios; re-check prices with/without the direct code; verify policies and links from mobile and desktop.	HotelOps / QA

Definition of done

- Every official room and booking CTA resolves successfully.
- Address, checkout and parking policies match across website, engine and OTA.
- Every room has one verified channel mapping and one verified bed type.
- The direct-booking claim produces a visible and testable benefit.
- No internal OTA or Airbnb plan name appears in the direct engine.
- The nine-scenario grid passes again with zero unexplained mismatches.

AREA EVIDENCE

Sources, evidence and limitations

SOURCE	USE IN AUDIT	PUBLIC URL
Official homepage	Brand claim, address, direct discount, Whole Shebang, navigation	hotellola.africa
Official Rooms	Room names, descriptions, bed and amenity claims	hotellola.africa/rooms/
Broken room route	HTTP 404 verification	hotellola.africa/rooms-2/
RoomRaccoon direct	Availability, prices, rate labels, image counts, terms and add-ons	Direct booking engine
Booking.com property	Property facts, reputation, policies and room taxonomy	Booking.com Hotel Lola
Booking.com-powered affiliate	Live date-specific OTA availability and ZAR totals	My Boutique Hotel / Booking.com
Tripadvisor	Rating, review themes, parking and guest expectations	Tripadvisor Hotel Lola
The Telegraph	Breakfast, accessibility and family-positioning context	Telegraph hotel review

Limitations

- This is a public-view audit. No PMS, channel manager, Booking.com extranet, payment gateway, analytics, inbox or guest-message history was accessed.
- Booking.com itself presented an automated-verification screen during live access. Date-specific OTA results were therefore captured from a Booking.com-powered affiliate page that displayed Booking.com inventory, room data and confirmation branding.
- Availability and rates are a time-stamped snapshot and can change after the audit. No reservation or charge was completed.
- Room mapping conclusions are based on distinctive public attributes and must be confirmed against channel IDs before edits are made.
- Review counts and scores were current at retrieval and may move over time.

Evidence standard

Each finding is classified as confirmed public evidence or, where noted, a mapping inference requiring back-office validation. No revenue loss, conversion uplift or operational cost has been invented.