

The VISITA[™] Score Report

Sample Report. Prepared for Casa Miradouro, Sintra



OVERALL VISITA[™] SCORE

Band: Developing

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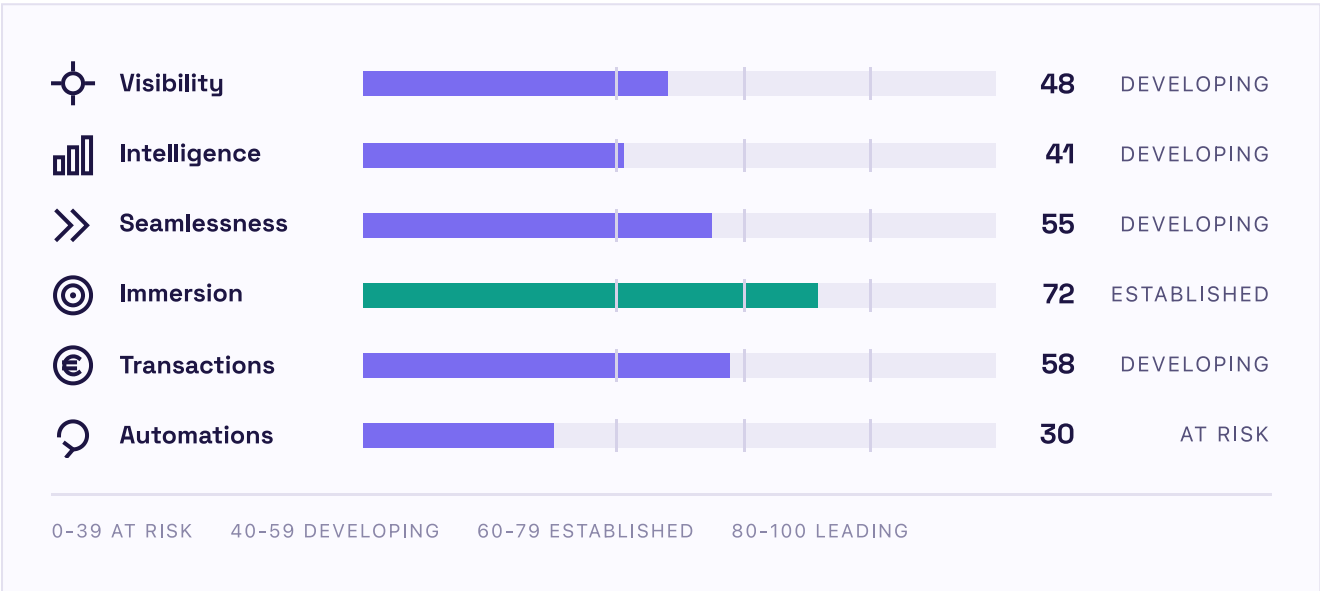
Prepared for Casa Miradouro, Sintra, Portugal

By Paulo Calisto, creator of the V.I.S.I.T.A.™ Method
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About this sample. Casa Miradouro is a fictional 14-room guesthouse I created so you can see exactly what you will receive before you buy. The questionnaire answers, scores, and findings below are invented, but the depth, the structure, and the level of detail are identical to a real report. Your report will be built from your answers, your website, and a live check of what AI assistants say about your business. Nothing here is a claim about any real property.

Your Score at a Glance

Overall VISITA™ Score: 51 / 100. Band: Developing.



In three sentences: Casa Miradouro has something most properties would pay dearly for, a genuinely memorable guest experience, and your reviews prove it. But that experience is trapped behind weak digital foundations: guests who do not already know you cannot easily find you, and you are paying Booking.com heavily for guests who would happily have booked direct. The single most important move in the next 90 days is fixing your visibility, especially your invisibility to AI assistants, because it multiplies everything else you already do well.

How to Read This Report

The V.I.S.I.T.A.™ Method looks at your business through six pillars: Visibility (can guests and machines find you), Intelligence (do you use your data), Seamlessness (how much friction guests face), Immersion (how memorable you are), Transactions (how well buying works), and Automations (what runs without your time).

Each pillar below shows your score, what your answers reveal, what the gap is costing you, and your specific moves. Every recommendation in this report was chosen for a 14-room guesthouse with two staff plus the owner, and your stated budget of 100 to 300 euros per month for tools and marketing. This is not generic advice. If it could have been written for any business other than yours, I owe you a refund. That is my standing promise.

One request: do not try to do everything. The 90-Day Action Plan near the end puts the moves in order. Follow the order.



What your answers tell us

You told me you have never checked where you rank on Google, that your Google Business Profile is “mostly” complete, and that your homepage is “mostly images with little text.” You also answered “never” to whether you have asked an AI assistant what it recommends in Sintra. Meanwhile, your review rating is excellent at 4.7, and you were featured once last year in a Portuguese travel blog.

That combination is very common and very fixable: a loved property that is hard to find. Your guests adore you after they arrive. The problem is everything before they arrive.

In your own words, your biggest frustration is: “We depend too much on Booking.com.” Your visibility gap is exactly why. When your own channels are quiet, the platforms become the only door in.

What I found in the live check

I ran your business through the checks I do for every report:

I asked three AI assistants: “Best guesthouses in Sintra for couples.” You did not appear in any answer. Two direct competitors appeared in all three.

I asked: “Tell me about Casa Miradouro in Sintra.” One assistant confused you with a similarly named property in another town. The others gave thin, partly outdated information drawn mostly from your Booking.com listing.

Your homepage contains beautiful photography and 46 words of actual text. A machine reading your site learns almost nothing: not that you have 14 rooms, not your price range, not that you are 8 minutes on foot from the historic center, not who you are ideal for.

Your Google Business Profile is missing your booking link, lists no answers to guest questions, and its newest photo is 14 months old.

This is the clearest single finding of your whole report: to the new discovery channel, AI assistants, you effectively do not exist, while your competitors are already being recommended.

What this is costing you

Your reviews mention “hidden gem” eleven times in the last year. Guests mean it kindly, but a hidden gem is a business leaving money on the table. Every traveler who asks an AI or searches Google and finds a competitor instead is a booking you never knew you lost. And because they cannot find you directly, the ones who do come arrive through Booking.com, at 15 to 18 percent commission. Your visibility gap and your commission problem are the same problem.

Your moves

- ☐ Write your machine-readable identity onto your homepage. One clear paragraph: "Casa Miradouro is a 14-room guesthouse in a restored 19th-century villa, an 8-minute walk from Sintra's historic center, with garden views toward the Moorish Castle, ideal for couples and travelers exploring Sintra on foot." Effort: Low. Impact: High.
- ☐ Build an FAQ page answering 20 real guest questions in full sentences: parking, distance to the palaces, breakfast, check-in times, whether you suit families. Your own inbox already contains the questions. Effort: Medium. Impact: High.
- ☐ Complete your Google Business Profile fully and add 20 current photos, your booking link, and answers to its Q&A section. Effort: Low. Impact: High.
- ☐ Add schema markup for a lodging business. Your website platform (you mentioned Wix) has this largely built in; it is a settings task, not a rebuild. Effort: Low. Impact: Medium now, High as AI booking grows.

What your answers tell us

Your booking history lives inside Booking.com's dashboard and a paper diary. You answered "no" to knowing your slowest recurring periods precisely, "no" to knowing your percentage of returning guests, and "never" to using AI to analyze your reviews. Yet you also told me you personally remember many repeat guests' preferences, which shows the instinct is there. The knowledge exists in your head; it just is not in a system, so it cannot work for you while you sleep, and it would leave with you if you stepped away.

What this is costing you

Two examples from your own answers. You said November and January are "probably" slow. If you knew precisely, you could launch targeted offers to past guests six weeks ahead instead of watching empty weeks arrive. And you have roughly 900 past guest email addresses sitting unused inside old booking confirmations. For a 14-room property, that list, used twice a year, is realistically worth several thousand euros in direct repeat bookings. Right now it earns nothing.

Your moves

- ☐ Start one spreadsheet this week: month, occupancy, direct vs platform bookings, and revenue. Thirty minutes per month. After 90 days you will see your business clearly for the first time. Effort: Low. Impact: High.
- ☐ Run one AI review analysis. Paste your last 50 reviews, names removed, into an AI assistant and ask for the top three compliments and top three complaints. I did a version of this during your live check: your breakfast and your garden are your two most praised assets (worth featuring in marketing), and your most repeated complaint is confusion about parking (worth one clear FAQ answer and one pre-arrival email line). Effort: Low. Impact: Medium.
- ☐ Collect your past guest emails into one list in a free email tool (MailerLite's free tier fits your budget: 0 euros). This becomes the engine for the Transactions moves below. Effort: Medium. Impact: High.

>> PILLAR 3 Seamlessness

55 / 100
DEVELOPING

What your answers tell us

Your middle score, and your answers show why: warm but manual. Guests can book on your site but you confirm by email "within a day." Check-in requires meeting someone in person, which you told me occasionally means guests waiting when arrivals overlap with school pickup. You answered that WhatsApp messages get answered "within hours." There is no automatic pre-arrival information, so the same three questions (parking, directions, arrival time) get asked and answered by hand, every arrival, all year.

What this is costing you

You and your two staff are spending, by your own estimate, 5 to 10 hours a week on repetitive replies. That is 300 to 500 hours a year of skilled, warm human attention spent typing the same directions. Worse, "confirmation within a day" loses bookings: a traveler comparing three properties books the one that confirms instantly, and that one is currently Booking.com's listing, at commission, not your website.

Your moves

- ☐ Make your website bookings confirm instantly. Your booking tool supports it; it is switched off. This is a settings change, not a purchase. Effort: Low. Impact: High.
- ☐ Create one pre-arrival email sent automatically two days before check-in: directions, parking (your top complaint, solved), arrival window, and your WhatsApp number. Effort: Low. Impact: High.
- ☐ Add a smart lock or key box to two rooms as a pilot for self check-in on late arrivals, with codes sent automatically. Cost roughly 150 to 250 euros once, inside your budget. Effort: Medium. Impact: Medium.



What your answers tell us

Your strongest pillar, and I want you to see clearly what you have. Your garden breakfast with produce from your own trees, your hand-drawn walking map of Sintra, and the owner's evening port wine welcome are exactly the kind of experiences big hotels spend fortunes trying to imitate. Your reviews confirm it: guests mention specific memorable moments constantly, which is the strongest immersion signal there is.

Your gap is small but expensive: none of this appears anywhere online before booking. The port welcome is not on your website. The hand-drawn map is not photographed anywhere. Your immersion works its magic only on people who already booked. It convinces no one.

Your moves

- ☐ Put your experiences on your website and in your listings, with photos and names. "The Garden Breakfast." "The Miradouro Walking Map." "Evening Port with the Owner." Named experiences become reasons to choose you and phrases AI assistants can repeat. Effort: Low. Impact: High.
- ☐ Ask guests to photograph the map and the breakfast. A small card on the breakfast table with your Instagram handle is enough. Your most shareable assets currently generate almost no shares. Effort: Low. Impact: Medium.
- ☐ Protect this pillar. As you automate elsewhere, reinvest the saved hours here. Your warmth is the moat. Effort: ongoing. Impact: everything.



What your answers tell us

You estimate 70 percent of bookings come through Booking.com. At your approximate revenue, that is roughly 7,000 to 9,000 euros per year paid in commission. You offer no visible reason to book direct, you answered "no" to structured upsells, and "never" to following up with past guests. Prices on your site do not show the total with city tax until the final step, which you told me generates emails asking about the final price, and which quietly loses the bookers who do not bother to email.

What this is costing you

The commission number above is the visible cost. The invisible one: you told me guests often ask at breakfast about booking a return visit, and you hand them a business card. A card is a hope, not a system. With 900 past guests and no follow-up, your cheapest possible booking source, people who already love you, produces almost nothing.

Your moves

- ☐ Give one visible reason to book direct and state it on your homepage and booking page: "Book direct: welcome port wine and free late checkout when available." Costs you nearly nothing, beats a 15 to 18 percent commission every time. Effort: Low. Impact: High.
- ☐ Show total prices upfront, city tax included. Trust converts. Effort: Low. Impact: Medium.
- ☐ Email past guests twice a year using the list from Pillar 2: a spring note and an autumn offer aimed at your slow months. For your size, even a 3 percent response fills real rooms at zero commission. Effort: Low, once the list exists. Impact: High.
- ☐ Add one gentle upsell to the pre-arrival email: a picnic basket for the palace gardens, prepared from your own kitchen, at 25 euros. It fits your brand perfectly and costs minutes to offer. Effort: Low. Impact: Medium.



PILLAR 6

Automations

30 / 100
AT RISK

What your answers tell us

Your lowest score, and also your least surprising one: almost everything at Casa Miradouro runs on your personal effort. Nothing on your list of automations was ticked except booking confirmations, and even those you send manually. After-hours questions wait until morning. You described your feeling about AI as “curious but haven’t started.”

Here is the reframe I want you to take from this report: for a property whose magic is human warmth, automation is not a betrayal of your style. It is how you protect it. Every hour a machine spends answering “where do we park” is an hour you spend pouring port wine and telling guests which palace to visit at opening time.

What this is costing you

Those 5 to 10 weekly hours of repetitive replies, plus lost late-night bookings: a traveler messaging at 22:30 who gets silence until 9:00 has often already booked elsewhere by breakfast.

Your moves



Automate the three emails (confirmation, pre-arrival, thank-you plus review request) in your booking tool or free email platform. This alone converts your review flow into a growth engine. Effort: Low. Impact: High.



Add an AI answer layer for after hours. At your size, start simple: a WhatsApp auto-reply after 21:00 with answers to your five most asked questions and a promise of a morning reply. A full AI guest agent can come in month three if the pilot proves the need; entry tools exist inside your budget. Effort: Low now, Medium later. Impact: High.



Name an owner for every automation. With a team of three, that is you or Marta, whom you mentioned handles the inbox. Automations without a human owner drift. Effort: Low. Impact: protects everything else.

Your AI Visibility Snapshot

The section no traditional consultant will give you. A summary of what the machines currently say:

CHECK	RESULT
"Best guesthouses in Sintra for couples" (3 AI assistants)	You appeared in 0 of 3. Competitors Quinta X and Casa Y appeared in 3 of 3.
"Tell me about Casa Miradouro, Sintra"	Thin and partly wrong: one assistant confused you with another property; none mentioned your garden breakfast or location advantage.
Your website as a machine reads it	46 words of homepage text, no FAQ, no schema markup. Verdict: nearly unreadable.
Your competitor's website as a machine reads it	Clear description, 28-question FAQ, schema installed. This is why they get recommended.

The three fixes that change this: the homepage identity paragraph, the 20-question FAQ page, and schema markup. All three are in your Month 1 plan below. Redo this check yourself monthly: ask the same questions, watch yourself start to appear.

Your 90-Day Action Plan

Your top five gaps, in the order that makes each one easier than the last:

- 1 You are invisible to AI assistants and thin on Google (Visibility). First because nothing else pays off until guests can find you.
- 2 70 percent platform dependence with no direct incentive (Transactions). Second because it is immediate money: every shifted booking saves commission.
- 3 No automated guest emails (Automations). Third because it frees the hours the rest of the plan needs.
- 4 900 unused past guest contacts (Intelligence). Fourth because it turns your best asset, people who love you, into bookings.
- 5 Slow confirmations and manual check-in friction (Seamlessness). Fifth because by now the tools from moves 2 and 3 make it a settings task.

Month 1: Be findable.

Week 1: write and publish the homepage identity paragraph; fully complete Google Business Profile. Week 2: draft the 20-question FAQ from your inbox. Week 3: publish the FAQ; enable schema in your website settings. Week 4: run your first monthly AI audit and save the results as your baseline.

Month 2: Free your hours, open the direct door.

Week 5: switch on instant booking confirmation. Week 6: build the pre-arrival email with parking answer and the 25-euro picnic upsell. Week 7: build the thank-you and review request email. Week 8: add the "book direct" perk to your homepage and booking page; show total prices upfront.

Month 3: Harvest.

Week 9: collect past guest emails into MailerLite. Week 10: send your first past-guest email, a warm hello with your autumn offer for the slow months. Week 11: pilot the after-hours WhatsApp auto-reply; pilot the key box on two rooms. Week 12: rerun the AI audit, compare with Week 4, and review this report's scores against reality.

Total new monthly cost of this entire plan: roughly 0 to 40 euros, well inside your 100 to 300 euro budget. The main investment is focused hours, most of which the plan itself gives back.

Tools and Budget Guidance

What you need, matched to your budget:

- Email platform: MailerLite free tier (0 euros) for the three automated emails and the past guest list.
- Your existing website platform (Wix): already includes the FAQ capability and most schema settings you need. No new website required.
- Key box or smart lock pilot: 150 to 250 euros one time.
- Later, month 3 onward if the pilot proves demand: an entry-level AI guest agent, typically 30 to 90 euros per month.

What NOT to spend on yet: a new website (yours needs words, not a rebuild), a channel manager (at 14 rooms and two platforms you are below the pain threshold), paid ads (fix the foundation first, or you pay to send traffic to a site that cannot convert or be read), and any tool sold to you in a cold call promising "AI everything."

Your Score Card

PILLAR	TODAY	TARGET IN 6 MONTHS
Visibility	48	70
Intelligence	41	60
Seamlessness	55	70
Immersion	72	78
Transactions	58	72
Automations	30	60
Overall	51	68

These targets are realistic for the 90-day plan plus three months of the new rhythm. Retake the VISITA™ Score in six months and measure yourself in numbers, not feelings.

If you want the complete toolset for executing this plan, the worksheets, the full AI Visibility Playbook, the message templates ready to load, and the prompts, it is all inside the VISITA™ Implementation Kit at www.visitamethod.com.

About This Report

The VISITA™ Score was created by Paulo Calisto, creator of the V.I.S.I.T.A.™ Method, a six-pillar framework helping hotels, restaurants, and attractions succeed in the AI era. Every report is personally prepared: your answers read by me, your online presence checked by me, every recommendation matched to your size and budget by me.

If anything in your report is unclear, reply to the delivery email and I will clarify it in writing. Your report is not finished until you understand it.

Ready for yours?

Answer the questionnaire at www.visitamethod.com. Your report arrives within 3 business days.
No calls. No meetings. Just answers.