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Motel Coach Template: Allocating Arrivals and Shuffling Rooms

Allocating Arrivals

1. Review the arrivals list each morning in your Property Management System (PMS).
2. Identify early arrivals, VIPs, families, accessible room requests, special requests etc.
3. Any rooms you allocate for specific requests need to be marked as Do not move or DNM and then the reason why it is DNM, that way another member of the team can shuffle this room to another room with the same features if required.
4. Allocate rooms based on cleaning status, guest requests, and operational flow.
5. Balance early-ready rooms with late check-out departures to minimize guest waiting time.
6. Ensure the housekeeping team are fully briefed, this will minimize you making split beds, and doing extra jobs later.

Why We Shuffle Rooms

1. Shuffling means moving bookings from one room to another before check-in.
2. It helps match room readiness with arrival times.
3. Enables grouping of guests (families near each other, wedding parties, etc.).
4. Helps manage housekeeping workload evenly across staff and floors.
5. Maximizes use of upgraded rooms when necessary.

When & How to Shuffle

1. Shuffle when a room won't be ready in time, a guest has specific needs and to balance the amount of each room type that you have left.
2. Use PMS tools to ensure room type and rate are still valid.
3. Always leave notes in the reservation for housekeeping and reception.
4. Communicate with housekeeping directly for last minute requirements.
5. Never downgrade without explicit guest consent or incentive.



Free Upgrades – Why & When

1. Used as a goodwill gesture to enhance guest experience.
2. Can resolve operational challenges when standard rooms are overbooked.
3. Effective way to handle minor complaints or special occasions.
4. Adds value to repeat guests, loyalty program members, or long-stay visitors.

Where to Give Free Upgrades

1. Quiet times: Use higher-category rooms that would otherwise go unsold.
2. To offset inconvenience (e.g. noise, late housekeeping, maintenance).
3. When receiving positive engagement on social media or reviews.
4. During high occupancy to shift guests strategically and free standard inventory.