Practical checklist for choosing personalised promotional products for hotels and hospitality

A practical process for selecting items, defining personalisation and preparing a complete supply request.

1. Start with when and where the product is used

For each area or service, first identify how the item will actually be used. Only then compare options and finishes.

Area / occasion	Items to consider	Check before selecting
Reception and arrival	Keyrings, chocolates, badges	Is this an operational item, a gift, or both?
Guest room and bathroom	Towels, bath mats, soaps	How often will it be used, washed or replenished?
Wellness and spa	Bathrobes, slippers, toiletry bags	What stays on site and what can guests take home?
Pool and beach	Beach bags, beach towels, fans	Is it for rooms, shared areas or as a gift?
Farm stays and outdoors	Picnic baskets, folding chairs, placemats	Which activity or experience does it support?
Meetings and events	Pens, notepads, conference folders	Whose logo should be featured?

2. Complete the essential item record

Use one line per variant: apparently similar products may be used for different purposes and need different reorder cycles.

Information to define	Practical question	Notes
Recipients	Guests, staff, families or partners?	_____
Purpose	Amenity, returnable item or gift?	_____
Location	Guest room, bathroom, reception, spa or outdoors?	_____
Artwork	Full logo, monogram or illustrated motif?	_____
Management	Replacement, cleaning, storage or reordering?	_____

3. Adapt the kit to the recipient

Recipient	Possible amenity or gift	Decision to confirm
Business guest	Mugs, mug warmers, travel adapters	Used in the room or given at checkout?
Families with children	Plush toys, colouring sets, small games	Age range and safety instructions?
Spa guests	Toiletry bags, slippers, bathrobes	Included, rented or sold?
Conference delegates	Pens, notepads, conference folders	Hotel logo, event logo or both?

Tip: keep frequently used guest amenities separate from end-of-stay gifts. The same artwork may need different techniques depending on the material.

4. Turn artwork into a practical check

Start with the complexity of the logo and the chosen material. The final printing method must be confirmed for the specific item.

Type of request	Method to consider	Supplier check
Simple logo on small or curved items	Pad printing	Actual print area and legibility of details
Solid-colour logo on larger surfaces	Screen printing	Artwork dimensions and placement
Subtle emblem on clothing and linen	Embroidery	Design appearance and position on fabric
Marking on wood, bamboo or metal	Engraving	Material and contrast of the mark
Photos and designs with gradients	Digital, UV LED, transfer or sublimation	Material compatibility and final appearance

5. Final checks before ordering

[ ] The selection matches the accommodation type and the services actually offered.

[ ] Each item is clearly identified as an amenity, operational accessory or gift.

[ ] Colours, dimensions and logo positions have been defined.

[ ] Materials suit the frequency of use and maintenance requirements.

[ ] Ordering a sample has been considered for key products.

[ ] Frequently replenished products are separated from those for special occasions.

6. Approval log

Stage	To check	Result / contact
Item selection	Function, material, colour and quantity	_____
Artwork proof	Logo, position and legibility	_____
Sample, where available	Appearance and use of product	_____
Supply	Confirmation of selection and replenishment method	_____

7. Schedule periodic checks of guest amenities

Item group	What to monitor	Practical note
Linen and amenities	Condition, washing and wear	_____
Complimentary items and gifts	Availability and distribution occasions	_____
Event and activity kits	Suitability for programme and recipients	_____

8. Possible combinations

Guest rooms and relaxation: Personalised Sponge towels · Personalised Bathrobes · Personalised Slippers · Personalised Bath mats · Personalised Bath salts and soaps · Personalised Blankets · Personalised Pillows · Personalised Mug warmers · Printed Toiletry bags

Welcome and stay: Personalised Keyrings · Personalised Mugs · Promotional Eye masks · Printed promotional Espresso cups · Custom Doormats · Personalised Wall clocks · Promotional Desk lamps · Personalised Chocolates · Promotional Sweets & Confectionery · Promotional teddy bears · Promotional Luggage tags · Promotional Travel adapters

Resorts and outdoors: Personalised Beach towels · Personalised Picnic baskets · Personalised Camping products · Custom Beach bags · Personalised Fans · Promotional Inflatables · Custom Folding chairs · Personalised Placemats

Staff and catering: Personalised T shirts · Personalised Shirts · Promotional Badges & pins · Custom HoReCa uniforms · Corporate Branded Aprons