

Reservation Department




What is a reservation?

It is a **booking in advance** for a space for a specified period of time.

E.g. Hotel ballroom, restaurant booking, airline seat, a theatre seat, a hotel guestroom, a doctor's appointment.

Introduction

- From a guest's point of view, the most important outcome of the reservations process is having a guestroom ready and waiting when the guest arrives.
- To achieve these outcomes, the hotel must have efficient reservation procedures in place.
- Here are the reservation process activities 

Reservation Activities

- Conduct reservation inquiry.
- Determine room and rate availability.
- Create reservation record.
- Confirm reservation record.
- Maintain reservation record.
- Produce reservation reports.
- Research, plan, and monitor reservations.

Types of Reservations

- **Guaranteed Reservation**

Insures that the hotel will hold a room for the guest until a specific time of guest's scheduled arrival date .

The guest must provide us a method of payment.

If the guest does not show up or cancel properly he will be charged for one night accommodation.

If the hotel then fails to provide the room for a guaranteed reservation, legal penalties can be applied if the guest files a complaint.

Types of Reservations

In order to guarantee a reservation, guests can choose one of the following methods:

The reservation can be guaranteed by:

- Prepayment
- Credit card
- Advance deposit
- Travel agent voucher/miscellaneous charge order (MCO)
- Corporate (direct billing account)

Types of Reservations

- Non-guaranteed Reservation

Insures that the hotel agrees to hold a room for the guest until a stated reservation cancellation hour (Usually 6 p.m.) on the day of arrival.

It is common for hotels planning on full occupancy or nearing full occupancy to accept only guaranteed reservation once a specified number of expected arrivals is achieved.

Reservation Inquiry

Guests can communicate their reservation inquiries:

- in person;
- over the telephone;
- via mail;
- through facsimile, telex, e-mail;
- on-line.

While getting a reservation inquiry

The reservation staff shall obtain the following guest-related information:

- guest's name, address and telephone number;
- company or travel agency name;
- date of arrival and departure;
- type and number of rooms requested;
- desired room rate;
- number of people in the group, if applicable;
- method of payment and/or guarantee;
- any other special requests;

*Most of the above mentioned information is used *to create a reservation record*.

The seven steps reservation sales process

1. Greet the caller. (*Thank you for calling Holiday inn. This is Mary speaking How can I help you today?*)
2. Identify caller's need (*arrival date, departure date, preference*)
3. Provide an overview of the hotel's feature (*number of restaurant, swimming pool*)
4. Make a room recommendation and room rate.
5. Ask for the sales (*Would you like me to book the reservation for you?*)
6. Create a reservation record according to the hotel procedures.
7. Thank the caller.

*Closing a call as warmly as opening a call leaves the caller with a sense of confidence that they have made the correct decision. The reservation function is a sales process, if the reservation staff is unenthusiastic, the caller will not have a positive impression of the hotel and may decide to go elsewhere.

Reservation Customers

Reservations can be made for individuals, group, tours or conventions.

- An individual, not part of the a group is referred as a FIT. (free independent traveler)