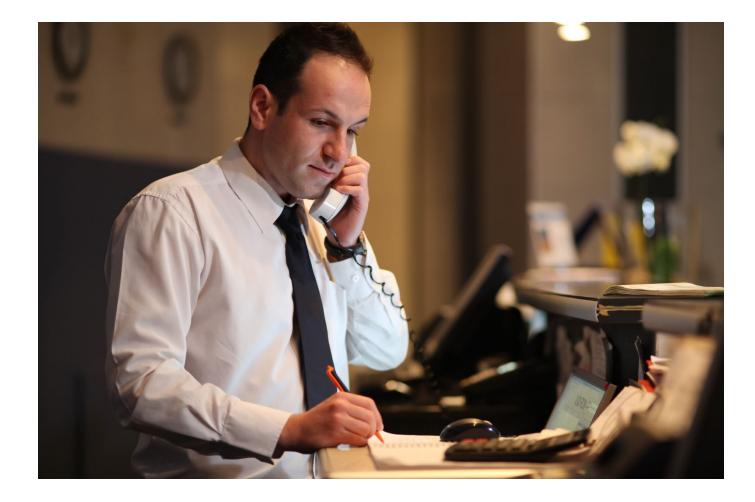
Reservation Department



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 .

<u>The guest must provide us a method of payment.</u>

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

If <u>the hotel then fails to provide the room</u> for a guaranteed reservation, <u>legal</u> <u>penalties</u> 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 <u>full occupancy or nearing full occupancy</u> 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 a 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)