Unit 2

Front Office Reservation Procedures

* Reading

Dealing with Reservation Requests

Reservations are the most reliable source of revenue for many hotels.

When a guest calls to request a room for a certain time, the reservations agent has to check availability and provide a brief description of the facilities, such as bed size, number of beds in the room, in-room facilities, etc. The agent also has to inform the potential guest about the reservation cancellation policies. This can prevent rooms from being held unnecessarily. Guests should know what time they can check into a room and what time they must check out. A good reservation procedure includes instructions about parking and any fees as well as the availability of airport and public ground transportation. Accurate information helps the hotel reduce complaints and increase guest satisfaction.

Recapping the reservation at the end of the phone call is possibly the most critical part of the process. It allows the reservation clerk to spell out clearly what she has marked down for the guest and for the guest to hear the terms of the room. The hotel employee should repeat the room type, with any special requests, the day and date of arrival and departure, the cost of the room and the guarantee and cancellation policies. Once all the information is repeated and the guest agrees, the reservation clerk provides a reservation conflrmation number the guest can use when checking in or on future calls.

Hotels often ask people who make reservations by telephone to conflrm their booking in writing.

Reservations department may send a letter of conflrmation on the day the reservation request is received. Conflrmation letters usually include:

* Name and address of guest
* Date and time of arrival
* Room type and rate
* Length of stay
* Number of persons in a party
* Reservation classiflcation (guaranteed / non-guaranteed)
* Reservation conflrmation number
* Special requests, if any

A letter of conflrmation may also include a request for a deposit or prepayment.

If the hotel is able to accept a booking, the reservations clerk records it: he completes a Reservation Form and enters information in a Reservation Diary.

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Reservations can be made for individuals, groups, tours, or conventions. A guest coming to the hotel as an individual and not part of a group is typically referred to as \free independent traveler", or FIT. Reservations of persons coming to the hotel as part of a group may be handled difierently from those of FIT guests. For example, reservations for group members may be flled under the group’s name rather than the guests’ individual names. In addition, group reservations may receive special attention during preregistration activities.

* Comprehension check

Answer the following questions

* 1. What information about reservation should a reservation agent collect?
  2. Why is repeating reservation information important?
  3. What are the advantages of telephone bookings?
  4. What is the meaning of the term FIT?
  5. How does the reservations agent record reservations?
  6. How do hotels handle reservations of groups and of individuals?
  7. What information does a letter of conflrmation contain?
* Examples of written communication

A Fax Message

Date: 13 March, 2010

From: Kate James

To: Park Hotel

No of pages 1.

Attention: Reservation

Could you please reserve a double room with private bath for Mr. and Mrs Thomas Bright? They will be arriving on the 30th of March and staying for 3 nights (departing on the morning of the 2nd of April). They are an elderly couple and want a quiet room near the lift. Look forward to receiving your conflrmation, with exact cost.

Regards.



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A Letter Reservation

23 Burley Lodge Road

Nottingham

England

16 February 2010

The Manager

Hotel Adriatico

Piazza Rumboldi

Brindisi

Italy

Dear Sir,

Could I please book a double room with bath and a single room with bath from 18 to 25 June? My wife and I will be arriving by car with my father, who is quite elderly. I would appreciate it if the rooms are quiet and on the ground °oor. Please advise me if a deposit is required.

Yours faithfully,

William Bond

A Conflrmation Letter

Dear Mr Wilson,

In reply to your letter of April 22nd, we have pleasure in conflrming the reservation of a comfortable twin-bedded room with private bathroom, facing the lake, for three nights, from May 28th to May 31 for Mr and Mrs Wilson.

The room rate is d 80 per night per person, and it includes a conti-nental breakfast. A deposit isn’t required. Your conflrmation number is LH2831/5/2.

We are looking forward to your arrival.

Thank you for choosing our hotel.

Yours sincerely,

Elizabeth Jones,

Reservations manager