

Reservations

The Rate Quote Standard

Five steps for quoting a room rate so the guest understands it the first time.
Many disputes at checkout began as one unclear sentence on the phone.

Who	When	You need
Reservations agents and anyone who quotes a price	Every time a guest asks "how much is it?", by phone or in writing	Live rates by date, rate rules, tax and city tax amounts
Measured by Two rate options, never more than three · Taxes stated with every rate · Quote sent in writing within one hour		

1 Get the facts

Before any price, confirm the exact dates, the number of adults, the children's ages and the room type. A rate quoted for the wrong night or the wrong number of guests is a promise you will have to break.

"To give you the right figure, Mr Delacroix: two adults, and how old are the children?"

Common mistake Quoting "a double" before asking about the children. The rate changes later and the guest feels caught out.

2 Offer two

Quote the flexible rate and one other: the prepaid rate, or the rate with breakfast. Say in one sentence what separates them. Two options let a guest choose; five send them away to think.

"The flexible rate is €480 a night with free cancellation. Paid in advance, it's €430, and not refundable."

Common mistake Opening with the prepaid rate to sound cheaper. The guest books it, has to cancel, and blames the hotel for the lost money.

3 Say what's in

Straight after each figure, say what it includes and what it doesn't: breakfast, VAT, city tax per person per night, parking, any service charge. The guest should never meet a new number at checkout.

"That includes breakfast for two and VAT. City tax is €5 per person per night, paid at the hotel."

Common mistake Leaving city tax to the small print of the confirmation. The guest finds it on the bill and calls the stay misleading.

4 Hold the price

Never offer a discount nobody asked for. If the guest says it is cheaper online, look at the same room, dates and terms on screen with them, and match like for like where the hotel's policy allows.

"Let me look at the same dates on that site with you, Mrs Ferreira. Is that rate with breakfast, or room only?"

Common mistake Dropping the price the moment the guest pauses. They learn that the first number was never the real one.

5 Put it in writing

Within one hour, email the quote with the dates, room, both rates, inclusions, taxes and how long the price is held. Note the quote reference and its expiry in the PMS against the guest's name.

"This rate is held for you until Friday 6 June at 18:00, reference Q-2291."

Common mistake Leaving the quote in a phone call only. Three days later the rate has moved and nobody can show what was said.

Rate Words Guests Misread

Words reservations uses every day mean something else to the person on the phone. Each row is a misunderstanding that ends in a dispute at checkout.

We say	The guest hears	Say instead
"Non-refundable"	Probably flexible if I call	"Paid today, and not returned if you cancel"
"Room only"	A room, plus the usual	"Breakfast is not included"
"Plus taxes"	A small amount, perhaps	"Plus €5 per person per night city tax"
"Subject to availability"	It's booked	"Not held yet. I can hold it until six"
"Per room, per night"	The total for the stay	"€480 a night, €1,440 for three nights"
"Deposit required"	A small sum, held on the card	"The first night is charged today"
"Package rate"	Everything included	"Dinner and the spa included; drinks extra"

How to use this with your team

Brief one row a day at the shift briefing and ask who used the left-hand phrase that week. On Friday the reservations manager rereads ten written quotes and circles any left-hand phrase still in use.

Part of the DolceVita Standards Library: free operating standards for every department of the hotel, at dolcevitahospitality.com/free-resources.