

Reservations

The Group Enquiry Standard

Five steps for enquiries of five rooms or more: weddings, families, teams.

A group held without an option date is a block of rooms nobody can sell.

Who	When	You need
Reservations agents, with the sales or events manager	Any request for five or more rooms on the same dates	Group availability, group rate rules, contract template
Measured by Proposal sent within 24 hours · Every hold has a written option date · Rooming list date agreed in writing		

1 Qualify

Ask six things before quoting: dates, how flexible they are, rooms per night, the reason for the trip, who decides and by when. Write them on the enquiry sheet before you check space.

"So I hold the right rooms, Mr Al-Mansouri: who else is deciding, and by when do you need an answer?"

Common mistake Quoting twelve rooms without asking who decides. The proposal goes to someone who forwards it to three other hotels.

2 Hold with a date

Place a tentative hold in the PMS with an option date no more than seven days away, and tell the client that date out loud. Rooms held without a date are rooms nobody can sell or release.

"I'm holding twelve rooms for you until Wednesday 18 March. After that, they go back on sale."

Common mistake An open-ended courtesy hold. The group decides no in silence, and the rooms sit empty through the busiest week of the month.

3 Send the proposal

Send a written proposal within 24 hours: rooms per night, rate per room, inclusions, deposit and payment dates, release dates, cancellation terms, and any meeting or dining space discussed.

Subject line: "Al-Mansouri family, 12 rooms, 3–6 April: proposal valid until 18 March"

Common mistake Sending a rate and nothing else. The client compares one number with another hotel's full proposal and picks the clearer one.

4 Follow the option

Call two working days before the option date. If the client needs more time and the hotel can wait, extend once, in writing. If not, release the rooms on the date and tell the client that day.

"Mr Al-Mansouri, your option ends on Wednesday. Shall I send the contract, or would you like until Friday?"

Common mistake Letting the option date pass without a call. The group signs a week later, and the rooms have already been sold.

5 Get the list

Agree in the contract a date for the rooming list, usually 21 days before arrival. Load the names into the PMS the day it arrives and send the final list to front office and guest relations.

Note to front office: "Al-Mansouri group, 12 rooms, list loaded 13 March. Two connecting pairs, one cot."

Common mistake Accepting the rooming list on the day of arrival. Front office types names all afternoon while the group waits in the lobby.

Your Group Terms

Agents answer group enquiries faster when the terms are decided before the phone rings. Fill this in with your sales manager for your own hotel.

Weddings and celebrations

Rooms from _____

Option period _____

Deposit and release dates _____

Who signs it off _____

Company teams

Rooms from _____

Option period _____

Deposit and release dates _____

Who signs it off _____

Families travelling together

Rooms from _____

Option period _____

Deposit and release dates _____

Who signs it off _____

How to use this with your team

Fill in one block per briefing with the sales manager in the room. Pin the card above the reservations desk and update it each season. By Friday every agent should quote an option period without asking.

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