



SAMPLE

BOOKERS PROGRAM

PROCEDURES AND IMPLEMENTATION

	RESOURCE LIBRARY HOTEL OPERATIONS Rooms - Reservations	<i>CODE:</i> 03.01.080 <i>EDITION:</i> 1 <i>PAGE</i> 2 OF 7
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Mission Statement

- To maximize hotel's revenue by increasing business in the FIT/GCR sector, which is the high yielding business generator.
- To make all Bookers aware of the Le Royal and its facilities and to familiarize them to feel comfortable dealing with the hotel personnel.
- To create an exclusive Bookers club which will be the envy of the trade.

Purpose

To recognize and reward the Bookers who have contributed to the success of the hotel

Objective

Primary objectives – Generate Sales

- Increase hotel revenue by giving mutual benefits to the Booker and the hotel
- Establishing better relationship between Bookers and the hotel. Thereby, getting to know the hierarchy of the company
- To increase the influence level with the decision makers and to obtain leads and more useful contacts

Secondary objective – Image Building

- Maintain and enhancing **Hotel XYZ's** profile as the leading business hotel
- To be the most sought after “**CLUB**” for Bookers with membership being on invitation.
- Build brand identity for **Hotel XYZ's BOOKER'S CLUB**.

Basis of Selection

- ❖ Analysis of production to the Le Royal Hotel
- ❖ Identify the key accounts
- ❖ Invitation to be sent to the Company Secretary / Chief-Executive / Divisional Head (see sample letter)
- ❖ Membership will be valid for a period of 1 year according to the points gained. Would be renewed at the end of each financial year.
- ❖ Membership will be renewed/ terminated with a letter

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Rules

How to become a member of the Club:

- ❖ If a Booker is already a producer to Hotel XYZ , he/ she will automatically become a member of the Club
- ❖ If a Booker has not been producing to Hotel XYZ and wishes to become a member, he/ she may fill in the application form and hand over/ mail it to the Coordinator

How to win prizes:

- ❖ If the Booker earns a minimum of 780 points, he/ she will be entitled for a minimum prize
- ❖ A Booker may claim prizes as soon as they are eligible to the number of points accumulated
- ❖ Booker may also select two prizes from two categories according to the number of points accumulated
- ❖ Points will be calculated on a minimum corporate rate of US\$ 85/-.
- ❖ Prizes will be collected from the Coordinator or delivered as requested

General rules:

- ❖ The guest must check-out for the points to be earned
- ❖ If the Booker resigns from the present Company, the Coordinator should be advised. The Booker may have a choice of claiming prizes or continue to accumulate points whilst being in another organization
- ❖ The program will be valid for one year
- ❖ Each Dollar gives a point

Points System

Revenue in US\$.	Number of Points
500	500
1000	1000
1500	1500
2000	2000
2500	2500
3000	3000
3500	3500
4000	4000
4500	4500
6000	6000
7500	7500
9000	9000
12000	12000
14000	14000
17000	17000
20000	20000
35000	35000

Notes:

1. Calculate the bulk of your business and review the production of 60% of your business. This will assist in setting the minimum target for bookers to become eligible for Club membership.
i.e. 60% Companies materialization approximately 75 room nights/annually @ ARR US\$ 60/-.
2. Bonus points to be added for reservations of ARR US\$ 100/- and above as point score.

1500	points	-	100 bonus points
2500	points	-	125 bonus points
5000	points	-	150 bonus points

Thereafter, grand bonus point at hotel discretion, or additional surprise.

3. 500-999 points non carry away gifts, i.e.; dinner for two, week-end for two, etc.

Message

Appendix (I)

Dear Friend,

Are you a member of **Hotel XYZ's** High Achiever Program? If you have just joined or would like to join, this booklet will answer all your questions.

To be eligible to win exciting incentive prizes for yourself, all you need to do is continue using "**Hotel XYZ**" when making room or function reservation for your guests or company. Together, we will keep track of your reservations and credit you with points. You will be awarded one point to every US\$ 1/- worth of business (exclusive or service charge). As soon as you have accumulated enough points just choose the "prize" you want and it will be delivered to your doorstep. Or you can continue to accumulate points and prizes all year long.

This program is designed to please you, while we endeavor to please your guests.

Sincerely,
Hotel XYZ

DIRECTOR SALES & MARKETING

Booker's Program – Enrolment form**Appendix (II)**

Dear

Our records show you are eligible for **Hotel XYZ**'s "High Achiever" program and we cordially invite you to join in. All you need is to fill this form and read about the facts on the "Benefits".

Name : _____

Company : _____

Position : _____

Address : _____

Mobile : _____

Email : _____

Date of Birth : ----- / ----- / -----

Are you a member of any other incentive program? -----

Kindly return this form by ----- to enable you to start earning a host of benefits.

With best regards,
Hotel XYZ

DIRECTOR/ SALES & MARKETING

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Services

- Regular Meetings – once a month
- Form of Meeting - Luncheon. middle of the week from 13:00 noon to 3:00 pm
- Separate Mailer for the Bookers, informing of the hotel activity with a special emphasis on the club
- Distinct menus for each of the Luncheons

Benefits – to the Booker's Club Members

- Eligible to discounts in the hotel as follows:
 - 15% on Flower Shop orders
 - 15% Health Club & Spa Treatment
 - 15% Pastry & Delicatessen
 - 25% on Laundry & Dry Cleaning
- Birthday cake/ Christmas cake/ Special Birthday card
- Invitations to special functions, such as:
 - The Launch party
 - Mid-year party June/ July
 - Year and gala party December
- Discounts from other companies and shops, i.e. Fashion houses
- Preference for room reservations on an overcrowded situation
- Christmas party
- Adequate Press Coverage
- Person who earns the highest number of points will receive a special Award and recognition at one of the special functions.