



# Rooms Division

*Qlion*

*Guest Cycle*  
*Type of guests*  
*Loyalty Program*  
*Type of reservations*  
*Safety & Security*

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- TYPE OF GUEST
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Rooms Division

*Option*

*Guest Cycle*

# Guest Cycle

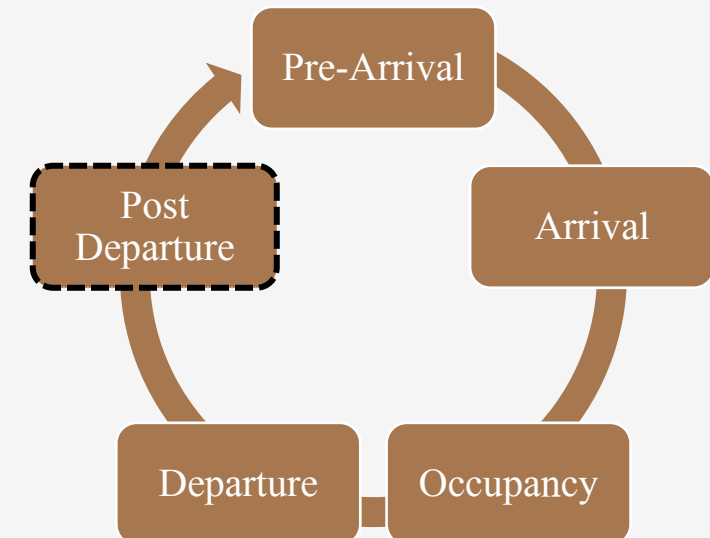
Pre arrival

Arrival

Occupancy

Departure

Post Departure



# Pre-Arrival

- Guests research a hotel during the pre-arrival phase of the cycle
- No one from the hotel is physically involved in this process
- Factors that influence the customer's decision:
  - ✓ Previous experiences with the hotel
  - ✓ Recommendations (TA, friends, business partner)
  - ✓ Advertisements
  - ✓ Location & reputation
  - ✓ User-friendly booking process
  - ✓ Hotel concept based on (name, chain)
  - ✓ If by telephone, how the reservation agent described the services, facilities & rates
  - ✓ The attitude of the employees
  - ✓ Marketing (online, brochures, photos)
  - ✓ Guest Reviews





# Arrival

- The first impression is always the most important one
- Welcoming the guest
- Valet Parking & Luggage Handling
- Check-in procedure
- Ensuring the room is inspected
- Guarantee options (Check-in might NOT be allowed if the guest does not provide a form of guarantee)
- Respect of the security procedure (keys, CC,...)
- Providing hotel information
- Offer to accompany the guest to his room
- Some hotels offers pre-registration services
- For a successful sales strategy, the FO agent must be very familiar with the room categories and hotel services



# Occupancy

- Providing a great service
- Staff attitude
- Guest Relations/Service are essential to this objective
- Communicating between the reception, other departments & the guest
- Security is a primary concern during occupancy
- Finding solutions to guest complaints
- Organizing transports
- Making reservations





# Departure

- A great last impression
- The final element of guest service
- Check-out procedure / payment
- Ask the guests: How was their stay?
- Luggage & transport help
- Offer to make future reservations
- Receive feedback
- Update guest profile & history







# Rooms Division

*Option*

*Type of guests*

# Guest classification

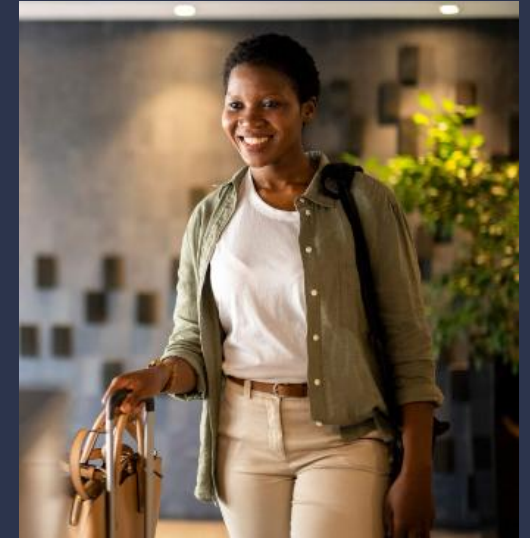
Business



Leisure

# Type of Check-in

Individual



Group



# Business

- Refers to journeys undertaken for work-related reasons.
- Typically involves attending meetings, conferences, and participating in corporate events. Requires strong organizational skills and leaves little room for free time.
- Often shorter and more frequent trips, usually tailored to specific events or meetings.
- Accommodation selected by the proximity to the business events; as well as the availability of amenities conducive to the business, (high-speed internet, meeting rooms).

# Leisure

- Exploring new places, immersing in diverse cultures, or simply taking a break from daily routines.
- Caters to individual interests, whether that means historical exploration, outdoor activities, or seaside relaxation.
- Emphasizes relaxation, exploration, and personal enrichment.
- Longer durations. Vacation trips are generally less frequent but longer to fully immerse in the travel experience and disconnect from the daily routine.
- Prioritizes hotels or resorts that emphasis comfort and enjoyment. Looking for places with leisure amenities (spas, swimming pools, ..) and easy access to local attractions.

# Business + Leisure = Bleisure



## What does it mean Bleisure?

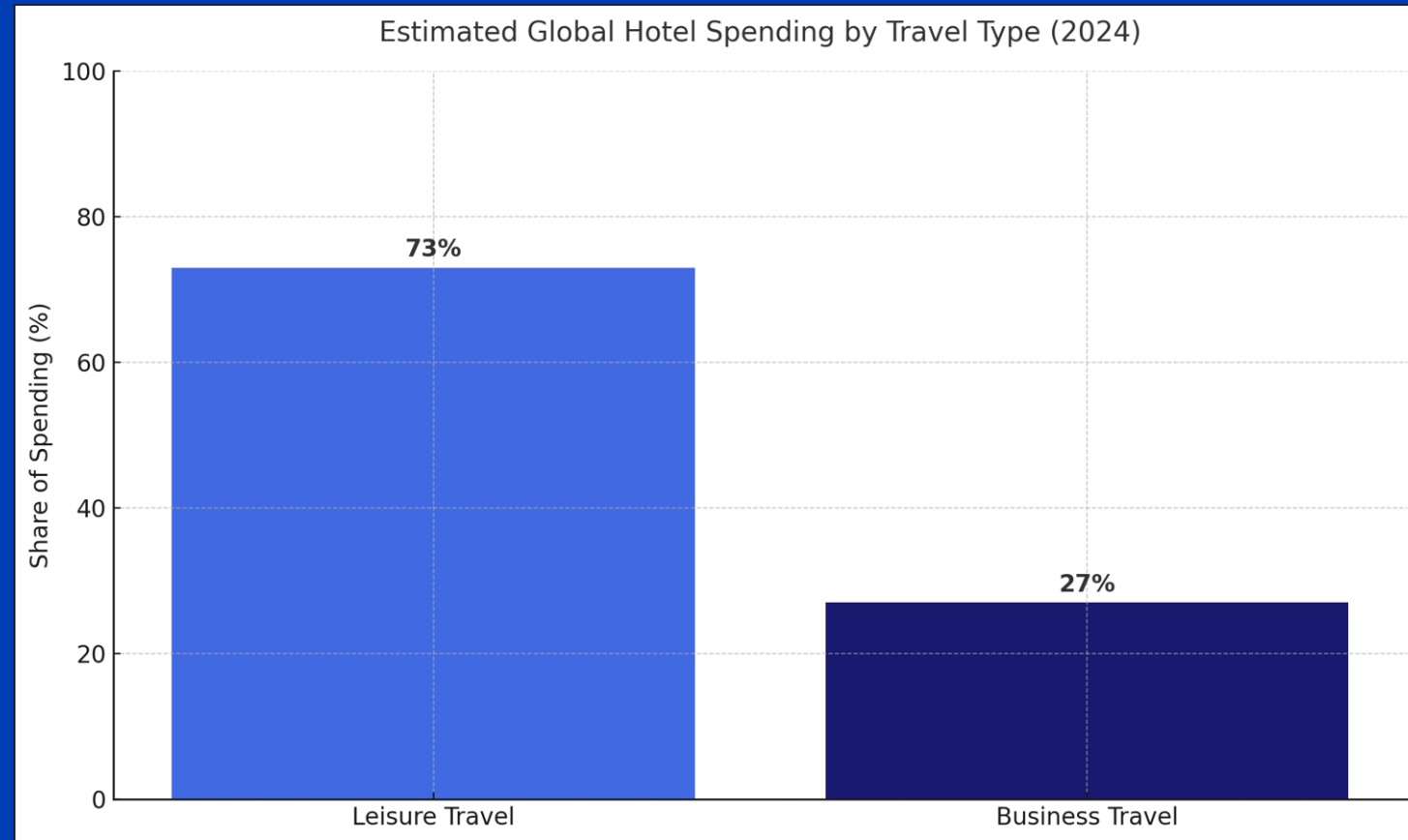
- Guests who blend business with leisure by extending their trips with a few days of vacation.
- Traveling with family and/or a friend during a business trip is becoming more common.
- Trends that have gained popularity in recent years among new generations





# Business v/s Leisure Money spendings

- Who tends to spend more when traveling: business or leisure travelers?
- Why is spending typically higher among leisure guests compared to business guests?



# factors that influence spending behavior of leisure vs. business guests

| Factors                 | Leisure travelers                          | Business travelers                   |
|-------------------------|--------------------------------------------|--------------------------------------|
| 1. Purpose of Travel    | Relaxation / Experience driven / Enjoyment | Work-focused / Productivity          |
| 2. Who pays the bill    | Self-funded / more flexible                | Company-funded / Strict budgets      |
| 3. Length of stay       | Longer stays (5-14+ nights)                | Short stays (1-3 nights)             |
| 4. Use of facilities    | SPA / Excursions / F&B / activities        | Meeting rooms / Quick dining         |
| 5. Seasonality & Timing | Peak seasons / Higher rates                | Steady year-around (negotiated rate) |
| 6. Spending motivation  | Emotional spending / splurging             | Functional spending                  |
| 7. Group composition    | Couples / families / groups                | Mostly solo travelers                |

# Market segments

- Business Travelers
- Family Travelers
- Tourist Travelers
- Vacation Travelers
- Generations Travelers
- Health Travelers
- Wellness Travelers
- Cultural Travelers
- LGBTQ + Travelers
- .....





# Type of VIP guest

- **VIP**

A very important guest who enjoys special privileges, personalized treatments, and exceptional services. Typically, they are loyal patrons who spend generously.

- **VVIP**

A very very important person doesn't necessarily need a long history with the hotel. They could simply be a world-renowned celebrity, political figure, or CEO of a major company.

- **IVIP**

Incredibly VIPs are high-profile individuals, such as actors, athletes, and musicians, who typically stay at the hotel under an alias, known only to the hotel's directors.

Video - VIP pick up at the airport



# EXERCISE



## **Describe the welcoming of a VIP guest in your hotel**

- Introduce your VIP and explain the reasons behind their esteemed status.
- Create a checklist of tasks and preparations to complete prior to the guest's arrival.
- Describe the steps you will take to organize the welcome for your VIP guest.



Rooms Division

*Option*

*Hotel guest loyalty strategies*



# What is hotel guest loyalty?



- Guest's faithfulness to one property over other accommodation choices.
- Loyalty involves both emotion and purchase behavior.
- Loyal guests return to a hotel because they appreciate the service, staff, location, rooms, design or other features.

# Importance of guest loyalty

## How important are loyal guests:

- They cost you 5 times less
- They trust you and spend more in your property (in average 3 times more)
- They promote your property for free to family and friends

## 3 main points to retain the guests:

- Create an amazing experience
- Recognize and remember returning guests
- Incentivize guests to return



# Loyalty program

## What is a loyalty program?

- A program designed to express gratitude and reward your loyal guests who consistently choose to stay with your establishment.
- A channel to gain deeper insights into your customers.
- Typical rewards: discounts, upgrades, complimentary services, special treatments, ...
- The reward can be redeemed during the current stay or applied to future visits, to enhance the guest experience and encourage repeat bookings.





# Top 10 Loyalty Programs

Which loyalty program do you know?

Watch the video and identify the top 10 loyalty programs:

Top 10 loyalty programs

The most effective approach to reward a guest is to personalize the reward!





# Do all travelers love loyalty programs?

- According to Google only 46% of the travelers are motivated by loyalty programs.
- Not worthy to cumulate many points for rewards when you can find special offers.



# Rooms Division

*Option*

*Type of reservations*



# Type of booking resources

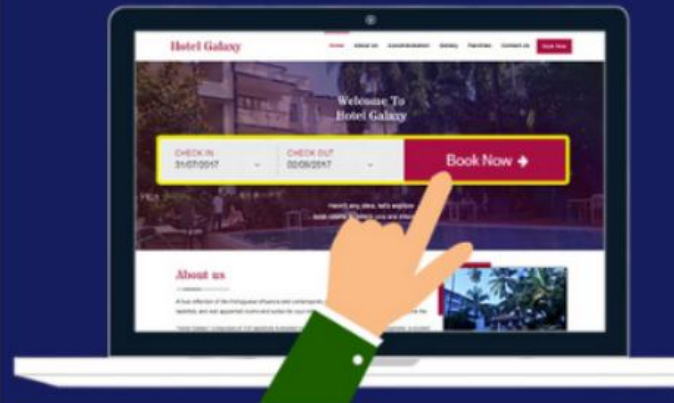
## Direct Booking



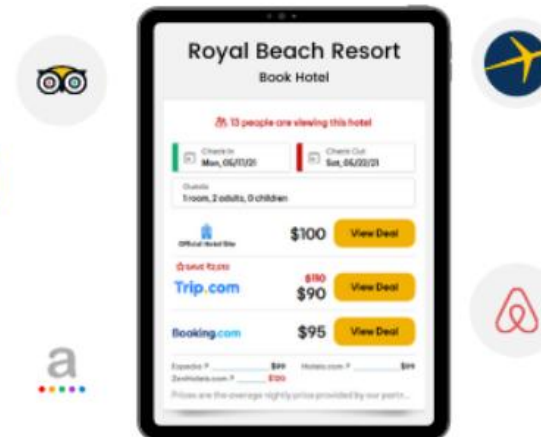
## Third Party Booking



## DIRECT BOOKINGS



## OTA BOOKINGS



V/S

# Direct Booking

V/S

# Third party booking

## Direct booking options:

1. Phone
2. E-mail
3. Fax
4. Hotel/Company website
5. Walk-in

## Third party booking options:

1. CRS (Central Reservation System)
2. IBE (Internet Booking Engine)
3. Event companies
4. GDS (Global Distribution System)

## Advantages:

- Flexible Cancellation policy
- Promotions & Discounts
- Price negotiation
- Special agreement
- Customer Support

## Disadvantages:

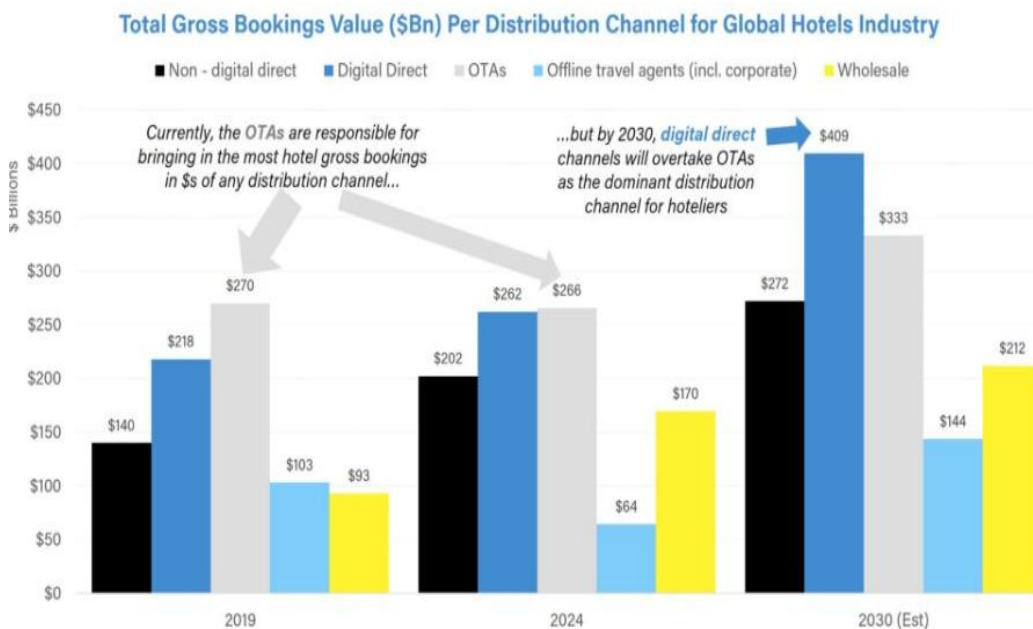
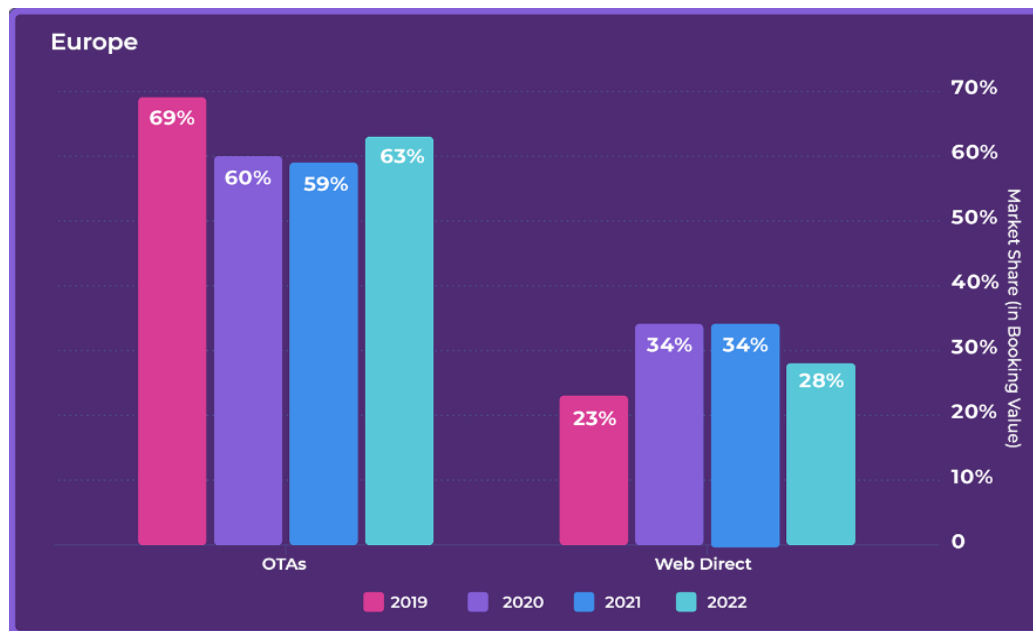
- Need of experienced employees
- High cost
- Conduct training sessions
- More marketing effort

## Advantages:

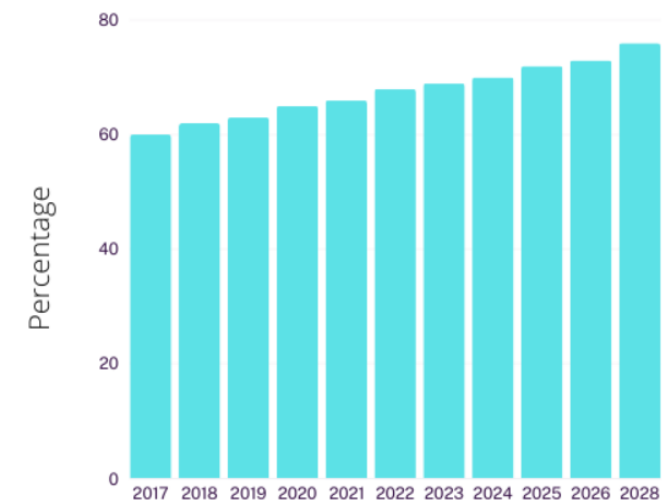
- Better visibility
- Pricing strategy
- More sales
- The hotel reaches all types of customers
- Available day and night

## Disadvantages:

- Commissionable price
- Mistakes
- Miscommunications
- Fees
- Cancellation policy



**68% of all sales in travel & tourism are made online in 2022.**



DREAM BIG,  
TRAVEL FAR  
[source: Statista]





Rooms Division

*Qlion*

*Safety & Security*

# Definition

*“In hospitality operations, safety refers to the actual conditions in a work environment; security refers to the prevention of theft, fire and other emergencies.”*

Kappa et al (1997)



# Introduction

What role does the Front Office play in helping to create a safe environment?



- Guest registration
- Key handling
- Recognizing suspicious behaviour
- Monitoring the public areas (lobby)
- Transferring phone calls
- Training for recognizing non-hotel guests
- Main entrance only accessible with a hotel room key at night



# Safety & Security

## Fire Panel



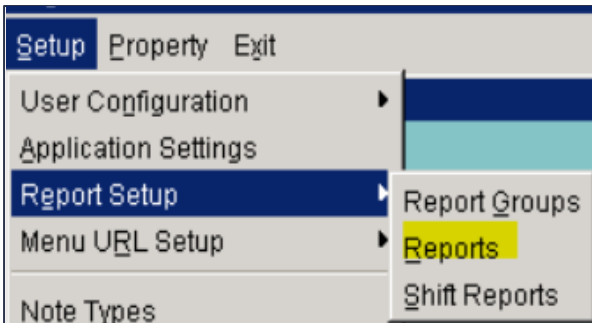
## Fire Extinguishers



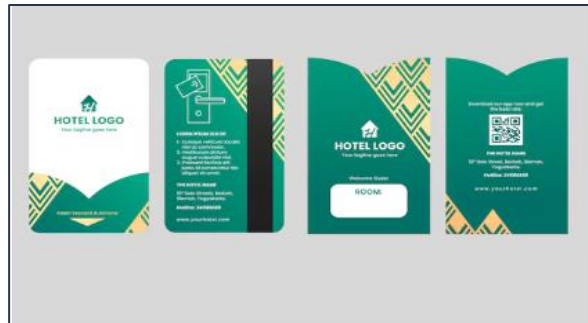
## Evacuation Plan



## Emergency Report



## Keys Handling



## Cash Safety





# Key Handling

## Master keys:

- Reserved to staff/managers who require multiple access (i.e. all guest rooms, F&B storages, ...)
- Programmed by floors, buildings, areas, ....
- Do NOT lend or borrow. It is personal!
- Programmed by FO
- Contact the FO immediately if the key is lost.
- Each programmed master key must be associated with a profile

## Guest keys:

- Can be programmed for single or multiple room access
- Never say the room number out loud
- In case of loss, block the lost card and always ask an ID to reprogram a key.
- For hotel guests only
- Should not bear the hotel logo or room number



# Fire Alarm Panel

- Located in the security office (if there is one)
- If the hotel does not have a security department:  
*Where is the panel located?*
- Why is it located at the Front Office?
- How does it work?
- What are the steps to take in case of a false or real fire alarm?



SCPPL - Reports

Report  Search

Application ☒ PMS ☒ S&C

Report Group

| Report Name                     | REP Name               |
|---------------------------------|------------------------|
| Adjustment Reason Codes         | cf_reasoncodes         |
| Aging By Type Only              | aragetype              |
| Aging Summary by Types          | araging                |
| Aging Summary for All Types     | arallagetype           |
| Aging Summary of All Accounts   | aragingsum             |
| Alerts                          | alerts                 |
| Alerts                          | cf_alerts              |
| Application Settings            | cf_parameter           |
| Application User Setup          | cf_users               |
| Application User Setup - Detail | sample_cf_users_detail |
| AR Adjustments                  | aradjustments          |
| AR Apply/Unapply Payments       | ar_payments_tracking   |

☐ Fax / E-mail

Copies

Current Printer

File Format

History OK Close

# Emergency Report

## What is the emergency report?

- Contains all information needed in the event of an emergency at the hotel.

## Where is it saved?

- The data is securely stored on an hourly basis on a dedicated computer located in the IT room.
- Sent by email to each department head or accessible via mobile phone (PMS)
- When is it used?
- During the evacuation plan
  - To contact the missing customers
  - To know if all the customers have been evacuated/contacted



# Fire Extinguisher

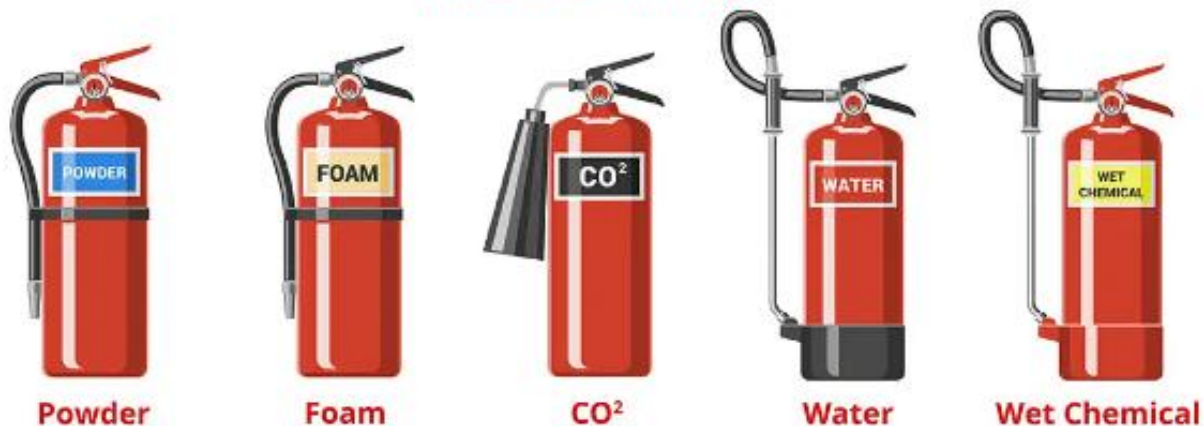
Good to know:

- There is an extinguisher for every type of fire.
- How long can a fire extinguisher last while in use ?

How many type of extinguishers exist:

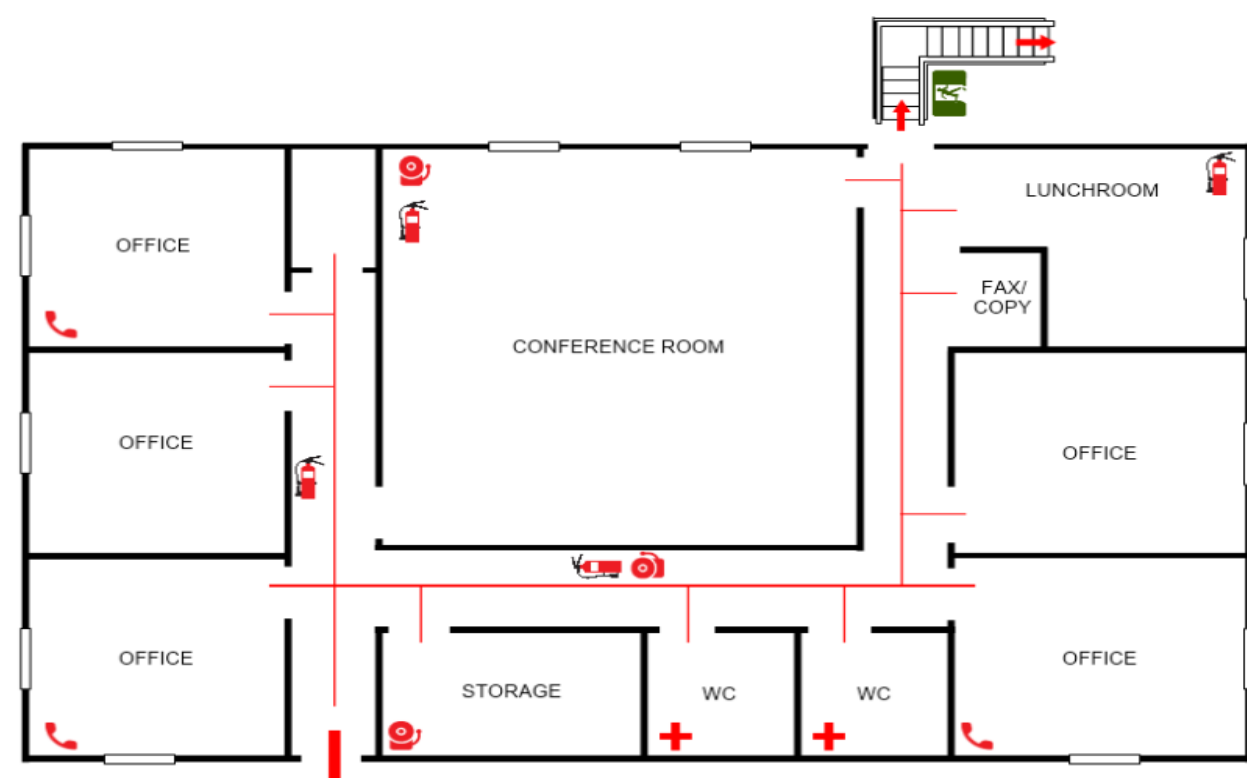
- In total there are five types of extinguishers.
- Three of them are commonly used in businesses.

Fire Extinguisher Type



# Evacuation Plan

- In the event of a real fire, start the evacuation plan.
- Employees must be trained to start the evacuation process before the fire brigade arrives.
- Easy access to the assembly points.
- A map of the emergency exits, and assembly points must be visible in the public areas and in the guest rooms.





# Cash handling

- Be discreet, never count cash in front of customers.
- Handle cash very seriously.
- CASH is the only valuable item that can be stolen at the front desk. (All CC transactions are tracked)
- A large safe is securely installed in the back office of the reception area to store all end-of-shift cash.
- The income auditor empties the safe daily.
- Always ask a witness to sign the revenue envelope before you drop it.
- Report any financial / money count errors immediately to the Manager.





# Local Emergency numbers



AMBULANCE

FIRE BRIGADE

POLICE

For Switzerland



144

118

117

Are you ready for your internship?

# Conclusion

A woman is sitting in her hotel room when someone knocks on her door. She opens it to a man whom she has never seen before. The man says, "Sorry, I thought this was my room." He then turns and walks down the hallway to the elevator. The woman walks back into her room and calls security. Why?



# Conclusion

Because you don't knock on the  
door of your own room.







*Option*

*Any Questions?*



*Thank you*

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