



## SOLD-OUT Checklist

Here are a few reminders that will help us reach our goal of 100% occupancy tonight. It is important to do our very best to sell every room. Complete these tasks prior to turning away any guests.

- Be sure that all of our rooms clean and available for sale. There should not be any vacant-dirty rooms. Check with GM to see if we can sell any Out-Of-Order rooms at a discount.
- Call our competition to find out who is sold-out. Ask them to send you their referrals if we still have any rooms to sell. Stay in contact with them through the evening. This is a very important step for us to maximize our revenue!
- Make sure all non-guaranteed reservations are cancelled.
- Double check your remaining arrivals for duplicates.
- Reconfirm online arrivals from Expedia, Travelocity, Orbitz, and EAIR.
- Authorize the credit cards on remaining arrivals to insure you've got a card that can be charged if they don't show.
- Make sure there are not any departures left from the morning.
- Remember that we get \$0 for every room not sold. We want to get higher rates when we only have a few rooms left to sell, but as it gets later, we may need to offer discounts depending on demand. Make sure to only offer discounts to guests that are about to walk-out, not everyone.
- Once we are sold out, check the SHIFT-F3 screen to make sure we are actually at 100% (Anticipated Occupancy). It also shows arrivals expected and OOO Rooms.
- Always try to help guests find rooms when we do need to turn them away. Give them \$10 return certificate (sign your name with red pen) and refer to hotels that have availability.

*Thank you all for your hard work, and have a great night!*