

HOTEL LESSON GUIDELINES

STEPS TO FOLLOW TO CREATE YOUR LESSON

The first thing to keep in mind is that your lesson should give agents “insider tips” and ways to maximize their clients stay at your resort. Think about the kinds of information your sales manager, or sales representatives, cover on sales calls or in presentations. Agents love the idea that they’re learning something unique that they can’t learn anywhere else on the Internet.

I. **SUPPORTING TEXT**

Descriptive text of the hotel in a Microsoft Word document, which should contain the following:

A. Total of up to 1,000 words per hotel including:

1. **Welcome and general information about the hotel:** 250 words about your hotel, year when it was built, awards and prizes or recognition obtained, customer profile, recent renovations or additions.
2. **Rooms:** 200 words in total about your hotel rooms (Standard and suites)
3. **Restaurants/Food & Beverage:** 150 words about various food and beverage options at the hotel, meal plan, room service, etc. Do you offer regional specialties? Do you have some favorite dishes that are especially popular with guests?
4. **Amenities and Services:** 200 words about your spa, beach, pools, etc., which make your hotel SPECIAL and different from others.
5. **Special Programs for Travel Agents:** 200 words about how you work with travel agents, special incentive or reward plans. What % commission do you pay? What tour operators do you work with? Do you have sales reps in the US and/or Canada? Does your web site guarantee the lowest rates on the Internet? Tell us why your HOTEL is unique for them to sell.

B. Factsheet in a PDF file (may be full color and with several pages in size)

C. Brochures in PDF format

II. **VISUAL SUPPORT MATERIAL:**

- 30-40 photos showing all hotel amenities, in .JPG 300 DPI (dots per inch) format; for your information, a typical computer screen has 72 DPIs
- Maximum 1 megabyte per photo
- Maps: High resolution in a .GIF file
- Charts/Graphs in .GIF
- Company’s web page (Internet address); we can do a hyperlink to this address to see 360° virtual tours (if available)
- Company logo in .JPG

Please make sure all photos contain a description ie: “Restaurant Las Palomas”, “Bar La Terraza” “Master Suite”, etc.