

The *Ultimate* Group Booking Proposal Checklist

You've received a request for a proposal (RFP) from a corporate event planner. What should you include in your RFP to ensure you win the business at a rate that is profitable to your hotel and represents a fair deal to your client?

14 ESSENTIAL AREAS



1. Group details

Include all the information you've already gathered on the group, including the number of attendees, dates of stay, and any specific requirements or preferences they have.



2. Accommodation options

Provide a range of your available room types, along with descriptions and photos. Offer special group rates and any perks or discounts for booking a certain number of rooms.

Get tactical: If you know you're unlikely to sell your suites during the event stay dates, offer those to more senior executives for a marginal rate increase, when you're dealing with corporate groups. This provides added value and frees up standard rooms for you to sell to higher-paying transient guests closer to the arrival date.



3. Meeting and event spaces

If applicable, outline the meeting and event spaces available at your hotel, including capacity, layout options, and audiovisual equipment. Mention any special packages or incentives for booking event spaces along with accommodation.



4. Food and beverage options

Detail the dining options available onsite, including restaurants, bars, catering services, and menus. Offer customizable meal packages or suggest special group dining experiences.

Top tip: Offering a gala dinner option in one of your ballrooms or event spaces means you can cater to a group and still serve a full restaurant.



5. Recreational facilities

Highlight any recreational facilities or activities available at the hotel, such as swimming pools, fitness centers, and spa services, as well as nearby attractions.



6. Transportation services

If your hotel offers shuttle services or partnerships with local transportation providers, include information on how groups can access these services.



7. Additional services

Mention any other services or amenities that might be of interest, such as complimentary Wi-Fi, concierge services, business center access, and laundry services.

✓ 8. Terms and conditions

Clearly outline the terms and conditions of the group booking, including payment policies, cancellation policies, and any other relevant information.

Think ahead: Be clear on your attrition policy — this is the minimum amount of room bookings required. For example, you may offer a group an 80% attrition rate, meaning they must book 80% of the rooms outlined in the accommodation option with the flexibility to cancel up to 20% of their room block. But be sure to set a deadline and a minimum rate. This gives you the option to sell that 20% to higher-paying transient guests closer to the arrival date.

✓ 9. Testimonials or references

Build trust and credibility by including testimonials from previous group bookings and references from satisfied clients.

✓ 10. Contact information

Provide contact details for the person handling group bookings at your hotel, including their name, phone number, and email address.

✓ 11. Customization options

Offer flexibility in tailoring the proposal to meet the specific needs and preferences of the group, such as arranging welcome amenities, organizing group activities, or accommodating special requests.

✓ 12. Visuals

Incorporate high-quality images, floor plans, and virtual tours to showcase your hotel's facilities and rooms.

✓ 13. Deadlines

Make it clear that the prices offered are valid for a limited time. You need a quick response, as you could be turning down other business or market demand could see prices rising.

✓ 14. Be first to proposal

Once you've got everything outlined, get that proposal sent! Corporate event planners are busy people and most event planners will accept the first RFP to come in if it meets their budget and requirements.

BlockBuster enables hotels to create group booking proposals quickly, efficiently, and with an offering that is both competitive and profitable.



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