

PRODUCT SHEET TEMPLATE - ACCOMMODATION

INTRODUCTION

“Elevator pitch” (2-3 sentences):

Brief description of what you offer and where you are located, and what you can offer to the travel trade. This is your chance to sell yourself, but it needs to be brief and to the point. Why should someone book / choose you? You may want to mention any awards you have won as well.

PROPERTY / ACCOMMODATION

Short description of the property / venue

Star rating

What are your USPs

Accommodation:

- How many rooms / cottages
- Type of rooms – breakdown of types (twin, king, single etc) and how many they sleep
- Ensuite or not

FOOD & BEVERAGE

Dining options:

- Restaurant
- Bar
- Private dining

How many covers

Menus – do you offer set menus or choice menus for groups

Breakfast – type (buffet, plated etc) and timings

If self-catering – outline dining options and food shops in the area, outline the kitchen facilities (oven, microwave, fridge and freezer etc)

FACILITIES

Any facilities:

- Spa
- Gym
- Meeting rooms
- Wi-Fi
- Etc

RATES

Rates (FIT) – do you offer:

- Dynamic
- Commissionable BAR
- Static FIT rates *

Rates (groups) – do you offer:

- Rates on request
- Static group rates *

Menu prices – even if just guidelines or from prices

Event space hire – room hire, dry hire, daily delegate rates etc

** If static rates, include them, or set up a separate rate card and include any black-out dates*

LOCATION

Location (include map, keeping in mind that international visitors may not know where Wales is)
Address (post code for sat navs)
Car parking options
Coach parking / coach drop off options
Public transport

HOW TO BOOK

How to book / check availability:

- Online
- Email
- Phone

CONTACT DETAILS

Name of contact person
Email
Telephone number
Website
Social media

TERMS & CONDITIONS

Groups:

- Cancellation policy for groups
- Minimum and maximum numbers for groups
- Final numbers timeline, and timeline for rooming list
- Free place policy for groups

FIT:

- Cancellation policy for FIT
- Maximum numbers for FITs

General:

- Child policy / child rates, and what ages do they apply to
- Accessibility (lift, level access, accessible rooms etc)

Payment terms:

- Credit or prepayment
- Deposits
- Payment schedule

Anything else that the travel trade buyer should know about your property?

→ *Design the product sheet using your brand colours, and include some images to give the travel trade a feel for your product.*