

**T.A.S.S.L.E.**  
 Travel Agent School Supporting  
 Learning and Education  
*How to Become a SUCCESSFUL Travel Agent Program.™*

Module 6  
 Hotels and Resorts

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Welcome Back!

**Keep Moving Forward...**




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Module 6

- Selling Hotels
  - Tiers of Service
  - Knowing Where to Book
  - Client Preferences
- Selling Resorts
  - Narrowing the List
  - Research
  - Presenting Options
- Preferred Suppliers



Picture by Yehansen




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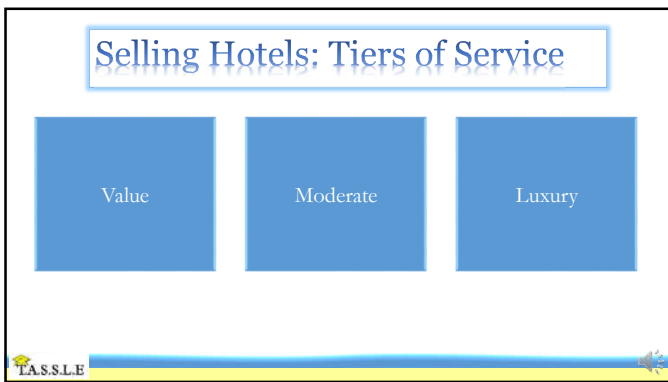
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## Selling Hotels

- ♦ Value
  - ♦ Motels
- ♦ Moderate
  - ♦ Hotels
  - ♦ Bed and Breakfasts
- ♦ Luxury
  - ♦ Hotel with Spa
  - ♦ Hotel on Golf Course
  - ♦ Manors, Estates, Castles

- Indoor and possible Outdoor Pools Onsite
- In room
  - Coffee Maker
  - Hair Dryer
  - TV/DVD player
  - USB ports for charging
  - Double Vanity Marble
  - Bathrobe and Slippers
  - High end toiletries
  - Mini Refrigerator (stocked)
  - Plush bedding
  - Sitting area
  - Kitchen area
- Indoor access to room
  - spa services
  - Tailor/Seamstress
  - On call doctor

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## Selling Hotels: Knowing the Cities

- Which City
- Where in the City
- Distances

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## Selling Hotels: Client Preferences

- At the Hotel
- In the Room
- Around the Hotel

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### Selling Hotels: Client Preferences

- At the Hotel
  - Lobby
  - Restaurant/Bar
  - Spa
  - Concierge
  - Valet
  - Etc....



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### Selling Hotels: Client Preferences

- In the Room
  - Bedding
  - Mini-refrigerator vs kitchenette
  - Toiletries
  - King vs Queens vs Twins
  - Sitting area
  - Ironing Board
  - Closet



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### Selling Hotels: Client Preferences

- Around the Hotel
  - Restaurants
  - Bars
  - Museum
  - Churches
  - Beaches
  - Laundry



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# Selling Resorts

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## Selling Resorts: Types

### Selling Resorts: Types



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## Selling Resorts: Basic Resorts

### Selling Resorts: Basic Resorts

- At the Resort
  - Lobby
  - Restaurant/Bar
  - Spa
  - Concierge
  - Valet
  - Buses/Boats to destinations
  - Theme
  - Golf
  - Swimming pools with slides
  - Pool side bar
  - Laundry room



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## Selling Resorts: Basic Resorts

Why sell Basic Resort over Hotel?

COST



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## Selling Resorts: Types

Basic

All-Inclusive

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## Selling Resorts: All-Inclusive Resorts

- All-Inclusive Types
  - Family
  - Couples
  - Romantic
  - Wellness
  - Multi-generational Families
  - Eco-tourism
  - Adventure
  - Party time



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### Selling Resorts: All-Inclusive Resorts

- All-Inclusive Inclusions
  - Room
  - Food
  - Beverages (may or may not include alcohol)
  - On-site activities
    - Pool/Jacuzzi
    - Snorkeling/Motorized Sports
    - Beach chair
    - Spa



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### Selling Resorts: All-Inclusive Resorts

- What to look for...
  - Read the fine print
  - What's really included
  - Exclusions
  - What is ala carte
  - Transfers
  - Resort Sharing



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### Selling Resorts: Types



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## Selling Resorts: Meal Plans

European Plan

American Plan

Modified American Plan (MAP)

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## Selling Resorts: Meal Plans

Continental Plan

Bermuda Plan

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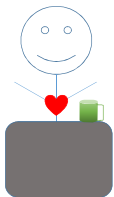
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## Terminology: Common



- **Bed and Breakfast** - private, small, breakfast
- **Villa** - multiple rooms, large number of people
- **Condominiums/house rentals**
- **Ryokans** - Japan
- **Romantik** - Germany
- **Relais and Chateaux** - France
- **Estancias & Paradores** - South America and Spain

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## Selling Resorts: Research

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## Selling Resorts: Research



- Review Qualification Sheet
  - What do they like to do?
  - Budget
- Research the destinations
  - Narrow it down
- Preferred Suppliers
  - Promotions
  - Price shop
  - Apples to Apples Comparison

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## Selling Resorts: Presenting Options



- 2 – 3 Resorts Max
- Add descriptions and pictures
  - Resort, Pool, Room, Spa, Restaurants
- Inclusions and exclusions
- Overall Pricing
  - Total per person
  - Total
  - If Travel insurance add \$\$\$
- PDF version only

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**Preferred Suppliers**

Promotions      Agent Incentives      Compare

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The travel industry is for you!

**Keep Moving Forward...**

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