# **Product sheet TEMPLATE - accommodation**

## **Introduction**

“Elevator pitch” (2-3 sentences)

Brief description of what you offer and where you are, and what you can offer to the travel trade.

Why should someone book / choose you?

## **Property / ACCOMMODATION**

Short description of the property / venue

Star rating

What are your USPs?

Accommodation:

* How many rooms / cottages
* Type of rooms – breakdown

## **FOOD & BEVERAGE**

Dining options:

* Restaurant
* Bar
* Private dining

How many covers

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

Breakfast – buffet, plated etc

If self-catering – outline dining options and food shops in the area

## **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

Event space hire

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

## **Location**

Location (include map)

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 – what ages do they apply to
* Accessibility

Payment terms:

* Credit
* Vouchers
* Payment schedule
* Etc

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