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Sales Promotion Letters

The most important hotel product is the guestroom. In most hotels room sales are the largest source of hotel revenue. But hotel guests normally expect other facilities and services. Considering that the demand for hotel accommodation fluctuates from day to day as well as from season to season, it is in the interest of hotel keepers to meet the guests’ requirements regarding a variety of interior assets. Apart from those which are combined with the room itself – telephone, fax, television, computer connection, laundry, room service, security of valuables, etc. – there may be a wide range of hotel facilities which may make guests’ stay an enjoyable one. The reception acts as a main source of information to guests but brochures, signs, and other promotional materials encourage the guests’ use of hotel products. Restaurant and bar presentations, leisure travels, transport services, car parking, disco, exhibition rooms, car rental, flower shop, travel agency, coffee shop, cloak room, sauna, gymnasium, tennis courts, swimming pool, barber shop, and so on, are the most common facilities which need being promoted.

Restaurants serve meals and refreshments to either resident guest or non-residents. Depending on the customers’ needs, an hotel may have one or more restaurants offering a range of differentiated products to different people. The provision of food and drink facilities may include a coffee shop, a cocktail bar, a grill room, and a carvery. They are designed for customers requiring light meals and snacks or grilled food items in a comforting atmosphere.

The best market opportunities for an hotel are function rooms for banquets, conferences and similar services. These opportunities stimulate a wide engagement extended to all other hotel facilities. In terms of revenue they prove to be the best source of income.

Sales promotion letters are typical tools designed to promote the above mentioned facilities. A sales promotion letter is a marketing letter the object of which is to elicit a positive response from the reader toward the product or service which is being offered. Promotion letters are mailed both to private individuals and associations, clubs, professional bodies.

# Main points to consider when planning a marketing letter

## When planning a marketing letter you should

* direct the reader's attention to the topic covered in the letter
* create an interest in the product or service you offer giving a compelling reason to continue reading
* arouse the reader's desire for the product or service
* persuade the reader to make a purchase (offer a reduction in selling price)
* get the reader to take action (mail the reservation card, phone today)
* personalise your letter using a friendly feeling

## **Useful phrases**

## I hope you'll give us the opportunity to help you

We look forward to doing business with you

I’ll call you next week to answer any questions you might have

I enclose a coupon good for 1 0% off our regular rates.

We trust that once you try our ….. you’ll want it.

If your order reservation reaches us before …. you win a £50 discount voucher.

You'll find that our ....... will enhance your work.

Plaase call us soon.

Call us today for your brochure. You’ll be awfully glad you did.

Make your reservation now and we’ll be very happy to welcome you.

## ❶ Announcing a special presentation of Canadian Food.

April 10th, 1998

## Mr John Sullivan

20, Marston Road

Oxford

Dear Mr Sullivan,

Subject: Special Presentation of Canadian Food

Our last presentation of Mexican food specialities was so welcomed that most attendees have requested us to repeat a similar performance. In fact, we are going to have another presentation to which we would like to invite others who love haute cuisine and can attend.

Don't miss this opportunity to enjoy authentic Canadian food. Mr Wolfman, Canada's leading exponent of indigenous cuisine, will be presenting his innovative menu at the Tower Thistle Hotel for lunch and dinner every day from the 21st until 28th April in the Princes Room Restaurant.

Mr Wolfman will prepare a selection of menus from £23.50 including such traditional delicacies as salmon, shell fish, wild berries, bison, and wild rice, all prepared in the special native way.

In order to enjoy this exceptional dining experience, wc recommend you to reserve your table early for the day and time you would like to attend.

We look for-ward to welcoming you and your friends.

Yours sincerely

#### Barbara Grant

Barbara Grant

F&B Manager



**1. Match the phrases on the left with the appropriate completion on the right**

|  |  |
| --- | --- |
| Prices are | on loan at many hotels |
| There’s free accommodation | please contact sales office |
| Games are available | you’ll find the same high quality service |
| For more information | for teenagers sharing their parents’ room |
| Whichever hotel you choose | your meeting is a success |
| Inside this booklet | per room per night |
| Our quality restaurants | one or two double beds and bathroom |
| We hold the room | you’ll find information on our packages |
| Efficient staff will ensure that | until 6 p.m. |
| Spacious room have | offer menus that suit every palate |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|  |  |  |  |  |  |  |  |  |  |

**2. Convert the following adjectives into adverbs:**

near

merry

full

ready

private

traditional

late

happy

suitable

short

**3. Complete the following phrases into meaningful sentences:**

1. The offer we have designed is ...
2. b) It is our habit ...
3. We are pleased to inform you that
4. We would suggest you to ...
5. Our package includes ...
6. Our offer is valid until ...
7. We are going to ...
8. Don't miss the opportunity to ...
9. We recommend you to .
10. All that you have to do is

**4. Write a letter to a prospective customer announcing a special food presentation. Refer to the success of this event in the past and give information about the dates the presentation will be held as well as price and contents of the menu. Invite the receiver to attend the forthcoming presentation.**

**1. Write sentences exemplifying these functions:**

Introducing an offer

Describing the offer

Persuading the reader to make a purchase

Getting the reader to take action

**2.Fill in the blanks with the appropriate words in the box:**

amused, dish, enjoy, stay, available, youngest, choose, sharing, lunch, kids’, aged

Whichever Holiday inn hotel you \_\_\_\_\_\_\_\_\_\_\_\_ there’s always something for our \_\_\_\_\_\_\_\_\_\_\_ guests: at most hotels there is a swimming pool, children’s play area …. In all hotels, when \_\_\_\_\_\_\_\_\_\_\_\_\_ their parents’ room, children up to 19 \_\_\_\_\_\_\_\_\_\_\_ free, while children aged 12 and under also \_\_\_\_\_\_\_\_\_\_\_\_\_\_ free breakfast. In most hotels when you have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or dinner in the hotel restaurant children \_\_\_\_\_\_\_\_\_\_\_12 and under can choose a free \_\_\_\_\_\_\_\_\_\_\_\_\_ from the special \_\_\_\_\_\_\_\_\_\_\_\_\_\_ menu. While you relax they can keep themselves \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with the games from the Family Fun Library which is \_\_\_\_\_\_\_\_\_\_\_\_\_ at participating hotels.

**3. Choose the right word:**

1. The menu affected / effected my decision to accept the invitation
2. Bring / take him a glass of beer
3. What are you doing / making?
4. I told / said that 1 was tired
5. Wait / expect a minute, please
6. A receptionist carries out / unwinds several duties
7. White wine is an excellent complement / complement to smoked salmon
8. I’ve never seen him: he must be a regular / chance guest
9. A resort hotel is a short stay / long stay hotel
10. Guests generally settle their account when checking-in / checking-out

**4. Holiday Inn London Mayfair offers a special 8 hour package (including conference room rental, morning coffee / tea, lunch, afternoon tea / coffee) at very competitive rates. These rates are priced per delegate and include fax and service charges. Write a circular to promote this sale offer.**

1. Supply questions to these answers starting them by using who, what, what for, why, when, how much, how many, how long, etc. as in the example:

The bellboy’s ready to greet you = Wh’s ready to greet me?

|  |  |
| --- | --- |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | The bellboy’s ready to greet you |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | We are preparing everything to let you relax |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | The chamber-maids have prepared your room |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Traditional breakfast is offered each morning |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | This is a three course lunch |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | I am welcomed by the manager |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | You’re sipping a drink amid smiling friends |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Buffet dance will last all night long |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | The tariff is £350.00 |
| 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | I take part because I want to enjoy myself |

2. Match the words in the first column with their synonyms in the second column:

|  |  |
| --- | --- |
| 1. affect | 1. demand |
| 1. support | 1. connection |
| 1. boost | 1. resign |
| 1. call for | 1. take care of |
| 1. key | 1. back |
| 1. link | 1. examine |
| 1. quit | 1. object to |
| 1. look after | 1. influence |
| 1. look into | 1. important |
| 1. fill in | 1. suppose |
| 1. mind | 1. increase |
| 1. expect | 1. complete |

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3. Supply the following sentences with appropriate prepositions:

1. Looking forward \_\_\_\_\_\_\_\_ hearing \_\_\_\_\_\_\_\_ you, we are …..
2. It depends \_\_\_\_\_\_\_\_\_\_ the rate you charge
3. We would like to listen \_\_\_\_\_\_\_\_ some music
4. I rely \_\_\_\_\_\_\_\_ your ability
5. I’ve been waiting \_\_\_\_\_\_\_him half an hour
6. The person I’m writing \_\_\_\_\_\_\_ is my father
7. I’m thinking \_\_\_\_\_\_\_ what you said
8. Please look \_\_\_\_\_\_\_\_\_\_ the children while I am out
9. I’m going to look \_\_\_\_\_\_\_\_ the matter more carefully
10. I’m looking \_\_\_\_\_\_\_\_ Sloane Street: where is it, please?

4. As a sales manager of Forte Posthouse Hotel you are going to organize a Bridge Weekend. 7he offer price is £126. 00 per person based on two people sharing a twin or double room. The programme includes: \* welcome reception \*four bridge playing sessions \* 2 nights accommodation \* full traditional breakfast every morning \* Saturday buffet lunch & Sunday lunch \* three course table d’hôte dinner with coffee each morning \* VAT at 17.5%. Write a circular sales letter and see how you can tempt your potential guests into choosing a special interest holiday for their next weekend break.