



SITE INSPECTION QUICK GUIDE

MICE Operational Promise
December 2024

A site inspection is a crucial opportunity to showcase your hotel's facilities and services to potential clients. Meeting their expectations during the visit can significantly influence their decision to book with you. It's a perfect chance to convert interest into confirmed business.

GROUP STATUS*	GENERAL RULE
OFFER	Offer the same group rate . If confirmed, deduct from the final invoice (up to 4 room nights; additional nights based on hotel criteria).
OPTION	Offer the same group rate . If confirmed, deduct from the final invoice (up to 4 room nights; additional nights based on hotel criteria). 'Need' Hotels (identified in Quotation Tool): <ul style="list-style-type: none">• Revenue > €50,000**: No charge, max 4 room nights.• Revenue €15,000 - €50,000**: No charge, max 2 room nights.• Revenue < €15,000**: Same group rate. If confirmed, deduct from final invoice.
TENTATIVE CONFIRMED	No charge. Max 4 room nights (2 rooms for 2 nights).

(*) Always report the outcome of the site inspection to the GEM/GGT Agent.

(**) Total estimated revenue includes rooms, meeting rooms, and F&B.

HOW TO CREATE THE BEST SITE INSPECTION EXPERIENCE



Handover:

- GEM/GGT schedules visits via C4C handover form.
- Onsite Sales Manager/GM updates MB Speech Remarks post-visit.



Key facilitators: Onsite Sales Manager, Events Organizers, DOSM, General Manager.



Arrival & Welcome: Offer coffee or a welcome drink.



Visit Start:

- Explain planning, timing, and hotel 'story telling'.
- Highlight privileges and strengths.



Rooms: Prepare at least one room of each type ('hotel moment').



Meeting Room: Follow MICE standards.



F&B Spaces: Surprise with an F&B detail featuring the client's logo.



Closing & Farewell:

- Conclude at a special location.
- Review notes, give a corporate detail ('feel the place').
- Send a thank you email with pending info.



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KEY FACTORS

★ **Quality of Service**

★ **Communication**

★ **Personalization of Experience**

EFFECTIVE SITE INSPECTIONS TO CONFIRM EVENTS

ORGANIZER'S OBJECTIVES

1. **Aesthetics:** Evaluate the look and atmosphere of the location.
2. **Logistics:** Assess the size and location of spaces.
3. **Confirmation:** Verify information from the website or direct contact.

CLARITY AND TRANSPARENCY

Ensure clear and transparent communication.

ACCOMPANYING PERSONNEL

- The same person should accompany the organizer throughout the event.
- Staff must be prepared for all stages of the relationship.
- **Account Manager:** Essential for site inspections as the main contact and ambassador.
- **General Manager (GM):** Should be aware of all business aspects if involved.

EMPTY VS. FULL SPACE

- Ask organizers if they prefer to see the space empty or during another event.
- Show all required spaces in their best condition.
- Postpone the inspection if spaces are not accessible or ready.

DISPLAY SPACE

- Help organizers visualize the space for their event.
- Use notes, sketches, preliminary drawings, or 3D renderings to show setups.

RECREATING THE EVENT FLOW

- Recreate the event flow during the inspection.
- Be prepared with the event program details.

KNOWING COMPETITORS

- Ask organizers about other locations they are considering.
- Highlight your location's strengths compared to competitors.

PAST SUCCESSES AND ERRORS

- Learn from organizers about past successes and mistakes.
- Highlight elements that will ensure success and avoid past errors.

SPECIAL REQUEST SOLUTIONS

- Address specific technical, accessibility, or non-standard requirements.
- Use the account manager to gather this information.

COMMUNICATION WITH HOTEL STAFF

- Inform hotel staff about scheduled site inspections.
- Use standardized templates for communication.

ARRIVAL AND WELCOME

- Greet guests warmly and introduce the inspection plan.
- Highlight the hotel's unique features and strengths.

COMMON AREAS

- Keep all areas clean and orderly.
- Ensure staff greet guests by name.

MEETING ROOM FACILITIES

- Prepare rooms as per customer requirements.
- Use customer logos and background music if possible.
- Present possible room setups and past successful setups.

F&B AREA

- Keep the area clean and staffed.
- Offer refreshments and surprise guests with personalized details.

WRAP UP

- Summarize key points and take notes.
- Use a tablet to show event photos and past setups.

FAREWELL AND GADGETS

- Give guests a corporate or location-themed gift.
- Send a thank-you email with relevant information and brochures.

POST-INSPECTION FOLLOW-UP

- For business up to €50k, the Sales or Quality Director sends an additional email.
- For business over €100k, the Regional Director is also involved.

LISTENING AND CURIOSITY

- Listen to clients and gather as much detail as possible.
- Be proactive and creative in addressing client needs.

SURPRISE ELEMENT

Find a moment to surprise guests, such as a convivial time with the hotel's HoD.

PERSONAL APPEARENCE

Follow grooming rules and present yourself with a smile.