

Increasing Room Revenue

Reason: Sell Room Nights to People Looking for Discounts
by Giving Value Instead

- Determine market
 - Foodies
 - Pampering
- Create Packages
- Find Community Partners
 - Restaurants
 - Spas
- Market Packages
 - Website
 - Selective Outlets
- Train Staff

Pricing Example	
Normal Room Rate	\$195.00
Dinner for Two	\$ 60.00
<hr/>	
Total	\$255.00
Package Price	\$225.00
Check to Restaurant	<\$ 50.00>
<hr/>	
Total	\$175.00
<u>Out of Pocket Cost</u>	<u>\$ 20.00</u>

- **Sunday - Thursday Dinner Special:** What's a night away without dinner at one of our personal favorite restaurants? Enjoy your stay at The Inn and we will include dinner for two- appetizer, entrée, and dessert; you are only responsible for the drinks, tax, and tip. This special is good all winter from November through March, excluding holidays and the room rates are \$225 for [Fireplace Rooms](#) and \$290 for [Courtyard Rooms](#). Sound interesting... Check out the [sample restaurant menus](#).
 - *Stella's Café - Sun, Mon, Wed, Thu*
Try this Bistro-Style café for a daily selection of the best Sonoma has to offer in a casual setting.
 - *Lutecia Restaurant- Sun, Mon, Tue, Thu*
What's a visit to Wine Country without French Cuisine to soak up the great wine.
- **Spa Special:** Combine a relaxing stay with us and enjoy the serenity of Osmosis Enzyme Bath and Massage Center, the only enzyme bath in North America. Normally \$280 per couple, and only \$175 when combined with an overnight at The Inn. Pick a Sunday through Thursday night and Monday through Thursday spa treatment. Good November through March, excluding holidays. Fireplace Rooms- \$225, Courtyard Rooms- \$290.
- **Up, Up, & Away:** There is nothing like experiencing sunrise over the vineyards! Stay with us Sunday through Thursday and you can soar with Aerostat Adventures over the Russian River Wine Region for \$280; that is \$100 off the regular price. Good November through March, excluding holidays. Fireplace Rooms- \$225, Courtyard Rooms- \$290.

Increase Guest Revenue

- Determine Market
 - Wine Crowd
 - Privacy
 - Rushed
- Create Packages
- Find Suppliers
- Market Packages
 - Ask at reservation time
 - Include with online reservations
 - Include slip with confirmation
- Train Staff: Selling & Delivering
 - Put in res. book w/ check-in time
- Remove Unpopular Packages
- Create New Packages
 - Picnic Lunches
 - Wine Tasting Bag

THE INN
at Occidental

Wine Country Platter
 Sun-dried Tomato Dip
 Smoked Salmon Spread
 Apple Chutney
 Calamata Olives
 Brie, Cambozola, and Smoked Gouda Cheeses
 Assorted Crackers & Crostinis
 Blackstone Merlot

Psssst!!!

Four Diamond Guests Deserve Four Diamond Extras. Call Us To Make Your Stay Extra-Special! 800-522-6324

Champagne & Chocolates: A chilled bottle of world renowned Iron Horse Cuvee Champagne and four handmade Heart's Desire Truffles will be awaiting your arrival. A perfect companion to the Redwood Spa Package... \$57

Wine Country Platter: Enjoy Wine & Hors d'oeuvres in the privacy of your own room in front of the fireplace or spa tub. Package includes assortment of crackers, breadsticks, cheeses and house-made dips. Includes a bottle of house wine. Or choose your own bottle of wine or champagne from our Reserve Library. (\$15 credit towards upgrade)...\$35

Redwood Spa Basket: Massage away your cares in the privacy of your spa tub for two. Includes a lovely spa basket with rubber ducky, bath fizzer, massage tool and oil, loofah, pumice, and body lotion. All bath products are handmade locally...\$45

Sonoma Harvest Dinner Basket: Arriving late? Start your getaway with a romantic dinner tray in your room. Sample a variety of seasonal fresh Sonoma County edibles. Local cheeses, seasonal fruit, artisan breads, homemade spreads, and other delectables...\$50

Romance Basket: Basket includes a "True Love" pocket book, teddy bear with Inn at Occidental vest, four Heart's Desire handmade truffles, massage oil, and Gloria Ferrar Champagne...\$75

Reservation Information

AH BB JK MH PR TN

Calendar

Today's Date: _____

How did you originally hear about us?:

- Article: Country Inns
- Article: Nat'l Geographic
- Article: SF Magazine
- Article: _____
- Book: AAA Tour
- Book: AAA Tour/B&B Section in Back
- Book: Best Places to Kiss
- Book: Frommers
- Book: Karen Brown
- Book: Napa/Sonoma
- Book: _____
- Chamber: _____
- Friend of Innkeeper
- Friend/Family-local
- Gift Certificate
- Hideaway Report
- Select Registry
- Inn: _____
- Internet
- Osmosis
- Repeat Guest
- Tour: Previously
- TV: Bay Area Backroads
- TV: Travel Channel
- Wedding
- Word of Mouth

Name _____

Companion's Name _____

Address _____

City, State, Zip _____

Day Phone _____
-or-
Eve Phone _____

Fax (opt.) _____

E-Mail _____

ROOM # _____ Twins No Feathers TV

Arrival Date _____

Departure Date _____

Rate _____ x _____ # of Nights = \$ _____

Room Tax _____

Room Subtotal _____

Room Deposit Received _____

Room Balance _____

Point of Sale _____

POS Tax _____

POINT OF SALE

Does Guest Know About

- Check-In(3-9) & Out _____ (noon)
- No Smoking in Room
- First Night's Stay _____ Credit Card
- Cancellation Policy (10 days/\$25)
- Dinner
- Point of Sale
- Is There Anything Else We Can Help With???

Special Event: _____ Delivered

Package: _____ Delivered

Card Number _____

PACKAGE

Expiration _____

Comments

Facility	Date	Time	Party of
Stella's Café			
River's End			
Duck Club			

Date Sent: _____ via Mail Fax EMail
 Confirmation Map Brochure RRWRM

_____ By: BB AH

Thank You Sent

