

Lodge-ical News – February 2007

The Lodge-ical Website

Paul has spent many hours improving our website at www.williamsonenterprises.com. We would love you to visit and let us know what you think. Additionally, we are encouraging you to visit it often as it provides useful information to you. Some of the features we have added:

1. User Tips – we occasionally receive phone calls from clients who are looking for a user tip from a previous newsletter. We now have a section on our website dedicated to those user tips (<http://www.williamsonenterprises.com/lusertips.htm>).
2. Version 7.0 features – if you are not yet using Version 7.0, please visit our Image Gallery to see some sample screen shots (<http://www.williamsonenterprises.com/igalleryforms.htm>).

The 2007 Orvis Annual Lodge Retreat

We will be attending the annual lodge owner retreat for the group of Orvis endorsed lodges. We will be in Hot Springs, Virginia on Monday and Tuesday, April 2nd and 3rd. If you are attending this meeting and would like to set up a time to meet, let us know so we can start booking our calendar. We will also be looking forward to meeting new prospects that are not yet using Lodge-ical. If you know anyone who should be using Lodge-ical and who will be at the Orvis meeting, please have them contact us to schedule some exclusive time with us.

For Your Information: The Reservation Cloning Module

Over the years, Lodge-ical has grown infinitely in terms of the features that it now offers. Our clients have contributed a large part to our success. Your ideas and suggestions are invaluable. You all know that Lodge-ical is comprised of many modules. There are modules that have been created for one or two clients that you may find helpful in your business. We will start highlighting some of these modules in our newsletters.

The first module to talk about is the Reservation Cloning module. Clients who are using this module have a high repeat business percentage. Lodge-ical allows you to quickly create a new reservation based upon an existing reservation. When the Jones leave in August and want to rebook for next year, you will simply press a button and “clone” all or some of the reservation components (i.e. room assignments, rates, guest links, activities, etc.). Call us if you would like to learn more about this module.

User Tip: Evaluating your Advertising Sources

Last month we talked about the ability to track your advertising expenses within Lodge-ical if you own version 7.0. The report that accompanies that feature is the Referral Source Analysis report. There is another referral report that accompanies all versions of Lodge-ical and it is called the Income by Referral Source report. This report shows the income earned and number of nights booked for each referral source that was recorded on the Client Entry form. It is further segregated by the column header Current Year Inquiry and Prior Year Inquiry. This is a unique way to look at your bookings. Do your clients book in the same year they make their initial inquiry or do they book in a subsequent year. Finally, the last column is titled Repeat and totals the income earned generated by your repeat clientele.