

## Lodge-ical News – July 2011

### **User Tip: Collecting Personal Data**

Don't let your summer season pass you by without using the Personal Data module. In this day and age, people appreciate the personalized attention when they make a repeat visit to your operation. Be very proactive, start collecting data for a new guest on the day of arrival and make an impression on them before they depart.

The Personal Data module allows you to capture an unlimited amount of information on each of your clients. Obviously you will want to track allergies and medical conditions but there is much more. What was their favorite fishing experience, their favorite horseback trail, their favorite dessert? Make sure your employees know what type of information you want to capture, and encourage them to report their observations back to the office so that you can update Lodge-ical in a timely manner.

### **IT'S THE END OF JULY – do you know when you did your last data backup?**

Contact us if you have any questions on performing routine backups.

### **User Tip: The Visit Report**

If your peak season occurs in fall/winter, then no doubt you are gearing up. Marketing to new prospects is always important, but don't forget about the guests who have already experienced all that you have. The Visit Report will help you analyze your existing guest list. The Visit Report, found in the Managerial Reports menu shows the number of visits for each person since "today". This report is not necessarily meant to be printed to a printer (it will probably be quite lengthy), but the first few pages will show you your most loyal customers. Look closely at the report. If you see somebody who is a frequent visitor, but who has not had a reservation since 3-4 years ago, ask yourself why. As the manager/owner of the business, perhaps a personal phone call would be helpful. If you see somebody on the list who is a frequent visitor but who has not made their 2011/2012 reservation, look at their reservation history, find out when he/she typically books their stay and follow-up appropriately.

If you have the need to hold something tangible in your hands, while in Preview mode, press Ctrl P to show the Windows Print menu and select only the pages you want to print.