



Lost Business Report

Lead	Tentative	Definite	Reason: Availability <input type="checkbox"/> Price <input type="checkbox"/> Facilities <input type="checkbox"/> Location <input type="checkbox"/> Option Date <input type="checkbox"/> Other <input type="checkbox"/>
Date of Meeting	Year	Dates	
Group Name			
Agency/Company			

Address:

Contact _____ Telephone _____ Email _____

Number of Rooms _____ Rates Offered _____

Lost to – Another Destination _____ Lost to - Same Destination _____

Hotel

Comments: _____

Action Steps: _____

Buy Decision: _____

Alternative Offered: _____

Date Prepared _____ Hotel Representative _____ General (Assistant) Manager _____

- ☞ Reporting: This form is to be completed by Reservation/Guest Service Manager/Sales/Catering anytime a piece of business is lost.
- ☞ The report is to be dated and signed with the original given to the General Manager who will keep it in a "Lost Business" Book by date.
- ☞ This way if the reason for the loss of business is "unavailability", should space open up due to a cancellation, we can quickly check the Lost business file and possibly book a replacement piece of business.
- ☞ Should some of them be new potential clients, the Sales Department will pursue the organization for future potential.
- ☞ The Lost Business Book will be kept in the Sales Office (duplicate) as well as the General Managers office.
- ☞ If the lost business report is completed for a Tentative or Definite group booking, then copies must be given to both Reservations and Catering to release space being held.