



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.