

Familiarization Trip Planning

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Introduction

We will be doing (2) two familiarization trips for our hot prospect/tentative customers. In looking at this year's trips, we will need to try and keep our clients schedules as full as possible. We will do this by being creative and adding events such as the Louisville Redbirds, Churchill Downs and the Kentucky Opera as part of our program. This should allow less time for the opportunity to view other properties in the area.

Attendees for these programs will consist of tentative and hot prospect groups and clients we feel have the potential to give us business. Our goal is get our closing ratio on these clients to 70%!

For joint familiarization trips with the LCVB, the same planning principles are used so our facility and team reflects in their best light. We want to reflect an attitude of teamwork, integrity and consistency to both the planners and other local properties and suppliers.

The dates scheduled will be confirmed with the airlines and should be reconfirmed at least 90 days prior to arrival.

Fam Trip Schedule

<u>Dates</u>	<u>Airline</u>	<u>Manager</u>	<u>Market</u>
Apr 15-18	Delta	JB	Corporate
May 14-17	N/A	PC	Travel
June 15-18	Delta	DM	Association
Sep 6-9	Delta	JS	Association
Oct 8-10	N/A	GH	Local

Galt House Hotel Familiarization Trip Schedule

**Sponsored by the Galt House Hotel & Delta Airlines
April 15-17**

Friday April 15

Evening Dress: Casual

- | | |
|--------------------|--|
| Arrival- | Transportation provided from Airport |
| 6:00-6:45pm | Welcome Reception in Hotel Lobby |
| 6:45pm | Depart for Redbird Stadium |
| 7:00pm- | Suite 1010 at Redbird stadium for food and drinks. At the bottom of the 3rd inning be sure to have all clients look at the big screen for their welcome. |
| 9:30pm | Departure to Hotel |
| 10:00pm | Open bar/Cordials/Petite-fours in lobby bar |

Saturday April 16

Daytime Dress: Casual

Evening Dress: Business Casual

- | | |
|---------------|--|
| 8:30am | An early start to afford you the opportunity of seeing more of what Louisville has to offer. A special breakfast has been planned in the XXX. Breakfast will be followed by a tour of the Galt House Hotel. |
|---------------|--|

- 10:30am** **Presentation by Jerry Wayne on the enhancement program currently underway at the Galt House Hotel. Buses depart immediately following for a tour of Louisville from the East Building**
- 12:30pm** **We will be meeting for lunch at Churchill Downs. After lunch please feel free to spend some time at the wagering windows or join us for a special “behind the scenes” tour of this historic landmark**
- 6:30pm** **Meet in the West building main lobby for reception/dinner**
- 9:30pm** **After dinner drinks & entertainment in the lobby bar**

Sunday April 17

Dress: Come as you are!

- 9:00am** **A special “Louisville” breakfast is planned and will be available on the patio.**
- Afternoon** **We have events available for those leaving later in the day, please ask us about the Belle of Louisville, Louisville Museum of Art or a tour of the world famous Hillerich & Bradsby bat factory!**
- Departures** **Transportation has been arranged by the Galt House Hotel to the airport. We hate to see you go, but we look forward to your return with your group**

FAMILIARIZATION PROGRAM CHECKLIST

- | | |
|--|------------------------------|
| 1) Block rooms & meeting space | 4 months prior |
| 2) Contact Airline Representative | 3 months prior |
| 3) List of potential invitees | 2 months prior |
| 4) Review list with DOS | 2 months prior |
| 5) Send list to airline | 2 months prior |
| 6) Send Invitation Letter | 6 weeks prior |
| 7) Have airline contact for tickets | 3 weeks prior |
| 8) Finalize menus/agenda with Conf Svcs | 3 weeks prior |
| 9) Submit final Budget to DOS | 2 weeks prior |
| 10) Contact PR/Photographer | 2 weeks prior |
| 11) Create Welcome Letters | 1 week prior |
| 12) Arrange transfers | 1 week prior |
| 13) Call each client to reconfirm | 4 days prior |
| 14) Prepare welcome packets | 4 days prior |
| 15) Follow Up | Immediately Following |

FAM CHECKLIST- TIPS

- 1) Dates have been established (See schedule) as well as a schedule of events (See program). Block suites and function space and create file**
- 2) Contact airline representative/co sponsor and confirm dates at least 3 months prior. Estimate number of attendees from each city involved so air seats can be blocked.**
- 3) Finalize list of potential attendees at least 2 months prior. Complete list including names, titles, company name, address, phone number and e-mail.**
- 4) Print list and give to Sales Manager and schedule meeting to review with DOS**
- 5) When invitee list is approved, send a copy to the airline/co-sponsor**
- 6) Call all off site scheduled venues for confirmation and attendee update.**
- 7) See attached invitation letter to be mailed 6 weeks prior. Be sure to double all spelling, titles and company names.**
- 8) Ask airline contact call each confirmed client to schedule flights and confirm. Then have airline send us a copy of all arrival & departure times, flight numbers and dates so this can be confirmed with transportation company.**
- 9) Finalize selection of menus, amenities to be delivered daily and schedule of events with conference services. Submit these costs to your Sales Manager and schedule meeting with DOS. After meeting contact conference services with any changes**
- 10) Make sure photographer is schedule and PR person is in the loop on attendees, schedule and theme**

- 11) Create welcome letters from GM and Sales Manager (see attached), be sure to date both letters the same as their arrival day. Hand walk all GM letters to Mr Mittel's office for signature**
- 12) Meet with conference services and transportation representative to confirm arrivals and departures. Make sure attendees will have a meet and greet service at the airport as well as hotel arrival. Each sales manager is expected to greet his/her own client upon arrival to the hotel. It will be your responsibility to get the exact flight arrival to him/her on arrival day**
- 13) Call each confirmed attendee and personally re-confirm their arrival, ask about any special dietary needs and tell them how excited we are about having them with us.**
- 14) All Welcome Packets will include:**
 - Welcome Letter from Sales Manager**
 - Final Itinerary**
 - List of Attendees**
 - Convention Kit**
 - Name Tags**
- 15) General Manager should be invited to opening reception and be given a copy of itinerary and list of attendees**
- 16) Send thank you letter (Attached) on the departure day and give a copy of each letter to your sales manager for immediate follow up**

Invitation Letter

(DATE)

(NAME)

(TITLE)

(COMPANY NAME)

(ADDRESS)

(CITY, STATE, ZIP)

Dear (FIRST NAME)

The Galt House Hotel in Louisville, Kentucky and Delta Airlines cordially invite you to participate in a "Galt House Getaway" weekend from (DATE) to (DATE). The purpose of this trip is to familiarize you with the excellent facilities and services available here at the Historic Galt House Hotel and around the city of Louisville for your (Association's/Company's/Organization's) meetings and conventions.

As our guest, you will enjoy a two night stay at the Galt House Hotel and a spectacular weekend of entertainment, recreation and dining experiences that are only available here in Louisville! Your air transportation to this event is provided compliments of (AIRLINE).

Please call (NAME) in our sales office at 502.589.5200, ext # or by e-mail to jsmith@galthouse.com by (DATE) to RSVP for this exciting weekend. A representative of (AIRLINE) will then contact you to schedule your flight arrangements and an agenda of activities will soon follow.

Hope to see you!

Cordially,

(NAME)

(TITLE)

PS- Guests are welcome- If you will be bringing a guest with you, please let us know as well as the airline representative so we can make appropriate arrangements

Confirmation Letter

(DATE)

(NAME)

(TITLE)

(COMPANY NAME)

(ADDRESS)

(CITY, STATE, ZIP)

RE: Executive Familiarization Weekend

Dear (NAME)

We are delighted you are participating in our upcoming executive familiarization weekend here at the Galt House Hotel. An exciting 3 day 2 night program is planned to acquaint you with the many exceptional resources available here at the hotel and in our city.

Our schedule of events is as follows:

(INSERT SCHEDULE HERE)

You are sure to have an enjoyable and exciting time during your stay while learning about the countless benefits available for your group meetings and conventions here at the Galt House Hotel. We'll look forward to seeing you on (DATE) for this special look at what we have to offer.

Cordially,

(NAME)

(TITLE)

Welcome Letter from Sales Manager

(DATE)

(NAME)

(TITLE)

(COMPANY NAME)

(ADDRESS)

(CITY, STATE, ZIP)

Dear (NAME)

Thank you for taking time out of what I'm sure is a very busy schedule to visit with us here at the Galt House.

Hopefully you find your weekend both educational and fun-filled. Each activity will give you one more reason why your meetings will be a total success at the Galt House Hotel and please let me know at anytime what information you need to make your site visit complete.

Relax, dress casual and enjoy your weekend. An itinerary and list of attendees has been attached and any of our hotel staff can assist you with directions to the functions or transportation departure points.

Tonight's opening reception begins at 6:30pm in the East Lobby. I look forward to seeing you then... In the meantime if you need anything, please call my office at X#

Sincerely,

(NAME)

(TITLE)

Welcome Letter from General Manager

(DATE)

(NAME)

(TITLE)

(COMPANY NAME)

(ADDRESS)

(CITY, STATE, ZIP)

Dear (NAME)

On behalf of the staff and management of the Galt House Hotel, I would like to welcome you to Louisville and to our home.

We believe our unique destination provides the best in meeting needs and recreational fun. Your weekend with us provides you first hand examples of this important mix.

The Galt House Hotel is recognized as one of the areas premier convention properties and with our current enhancement program our guest rooms, public areas and meeting space will experience a complete facelift. I'm sure you will hear all about it while you are with us, but feel free to give me a call if you need additional information.

Thank you for taking the time to be our guest. Enjoy your weekend with us and we all hope that you'll become a regular visitor to our home as you plan future programs with us.

Sincerely,

(NAME)

(TITLE)

Follow-Up Letter

(DATE)

(NAME)

(TITLE)

(COMPANY NAME)

(ADDRESS)

(CITY, STATE, ZIP)

Dear (FIRST NAME)

Welcome Home! Hopefully your trip back was safe and pleasant.

We really enjoyed having you here as our guest during the executive familiarization weekend and hope you found the time spent beneficial for your future program needs. As you could see, we are definitely changing to become better than ever as a meetings destination.

Optional:

(NAME) I will keep in touch with you regarding (NAME OF MEETING) in hopes the Galt House Hotel will be YOUR HOTEL. If there is anything that you need additionally at this time feel free to give me a call.

Once again, thank you for joining our special group weekend. It will be an honor working with you and (GROUP NAME) on any of your future programs!

Warmest Regards,

(NAME)

(TITLE)