

Email *Templates*

some standard examples

Use the following email templates **as a guide** when requesting different types of rates or confirming reservations - either for yourself or your clients.

Always personalise emails to suit your client, your niche or your offer.

Generally speaking, and unless you already have a specific contact, simply Google the hotel's website and find a generic or reservation email address that way.

Good practice is to add a delivery receipt when sending emails to hotels (Options menu/'Request a Delivery Receipt') incase the email address is not in use and you need to find another email.

Also refer to the 'Travel Like An Insider' guide within the 'Booking Personal Travel' section of the Insiders Hub for further useful tips on contacting hotels.

A professional email signature is available to buy and personalise in the Template Shop within the Branding and Resources section of the Insider Hub. You are free to use whichever branding/domain you wish, however If you would be interested in purchasing an Insider Travel Group domain, please send a message on WhatsApp to Adele on 07826850498.

FIRST HOTEL PRE CHECK EMAIL

Send 48-72 hours after making a reservation, whether you have booked via the Back Office, a Preferred Partner or on a hotel brand portal (e.g. Melia Pro). This can be adapted if the booking is for yourself. This is to confirm that the hotel has received the reservation on their system and is always worth doing for peace of mind, even if you have third party booking confirmation documents.

Email subject: Client Reservation

Dear Reservation Team,

I am UK travel agent and I have made a reservation for my client at Le Meridien Phuket Beach Resort.

Mr Steve White and guest will be checking into the hotel on 8th March 2025 for 15 nights (checking out 23rd March). The reservation is for an Ocean View King Room on a bed and breakfast basis. Please could you kindly confirm you have received the above reservation for my client?

(Include any specific requests here (i.e. a quiet room/high floor/outdoor space etc).

I would also be grateful if you could possibly add this reservation to your complimentary upgrade list on their arrival day, subject to room availability, as it is a special celebratory trip (insert occasion if applicable).

Thank you in advance for your time.

(Insert your email signature)

SECOND HOTEL PRE CHECK EMAIL

Send this to the hotel around one week before check in date. This is your second check to confirm that the hotel has the reservation, for you and your client's peace of mind.

Email subject: Client Reservation

Dear Reservation Team,

I am UK travel agent and I have made a reservation for my client at Le Meridien Phuket Beach Resort. Mr Steve White and guest will be checking into the hotel on 8th March 2025 for 15 nights (checking out 23rd March). The reservation is for an Ocean View King Room on a bed and breakfast basis.

My client will be arriving at the hotel at approximately between 2-4pm (if client flight times are known). As previously requested, a quiet room would be greatly appreciated (personalise to guest preferences).

I would also be grateful if my client's reservation could be added to the hotel's complimentary upgrade list, subject to availability, to mark the celebratory trip (insert occasion if applicable). Please could I request a personalised note in their room: Dear Mr White, I hope you enjoy your anniversary stay in Phuket, best regards, Adele at Insider Travel Group.

I look forward to recommending my future clients to your hotel.

Kind regards,
(Insert your email signature)

EMAIL REQUESTING A COMMISSIONABLE RATE FOR A CLIENT

If you are unable to find a competitive rate using our systems, you can contact hotel directly for a commissionable rate. This would be referred to as a direct/outside booking (see Essential Travel Booking Guide for steps on how to book and register this)

Email subject: New Reservation Enquiry

Dear Reservation Team,

My name is X and I am a UK based Independent Travel Agent (IATA number is 10548020, ABTA P7384).

Please could you provide me with the best commissionable rate for 2 adults arriving on 26th June 2025 for 3 nights for a double room with breakfast. Please could you also confirm the percent of commission which is included in the rate.

I look forward to hearing from you.

Kind Regards,

(Insert your email signature)

EMAIL REQUESTING A TRAVEL INDUSTRY RATE

See tips on this in the ‘Travel Like An Insider’ guide within the ‘Booking Personal Travel’ section of the Insider Hub. Travel Industry rates are only available for yourself and the guests staying in your room. An industry rate is a benefit you *may* receive for being in the travel industry but is never an entitlement or guaranteed. Also explore other ways of booking for your own stays in the Booking Personal Travel section of the Insider Hub and compare all of your options.

Email subject: Travel Industry Enquiry

Dear General Manager/Reservation Manager,

My name is *(full name)* and I am an UK based Independent Travel Agent (UK IATA 10-548020 ABTA P7384).

I am a travel industry specialist in luxury/boutique/family luxury/design hotels *(amend to your niche)*.

I am potentially looking to book a stay for myself at (hotel name) – as I would love to showcase this property to my clients travelling to *(destination or region)*. I would also like to share my experience of the hotel with my direct team of over 250 UK and US based travel agents and recommend your property to our future clients.

Subject to availability, are you able to offer a Familiarisation Travel Industry Rate for myself plus a guest - to arrive on 27th September 2025 for 7 nights bed and breakfast? In addition to sharing the experience with my team of travel agents, I would also like to offer a site inspection with the sales manager, and a positive and detailed Trip Advisor review. (Also offer to review the hotel elsewhere if applicable - i.e. your website/travel agency socials etc).

Thank you in advance, and I look forward to hearing from you.

Kind regards,

(Insert your email signature)