

## The Daily Log – Making It Real!



Every accommodation property has one. Some call it the Duty Manager's book. Some call it the Daily Log. No matter what you call it, most properties are underutilizing its potential value.

This log should be used as a central repository of information.

- Every exceptional occurrence (positive or negative) should be included in this daily report. For example, if Mr. & Mrs. Smith were checked into a room without a working air-conditioner at the height of the summer, this should be noted with how the problem was resolved (HVAC fixed and/or guest moved and the extent of the apology).

This will allow a manager to become familiar with the incident (all department heads should be reviewing the daily log and initialing such items) and take whatever further action they may feel is necessary.

- All special information relating to the shift should be noted. For example, extra security is coming to help with sport teams (provide the hours they were contracted to be on property and contact information). Similarly it may be about the arrival of a VIP guest noting special instructions.

The daily log should be read by all Guest Service Representatives. They will become completely knowledgeable about all problems and know where there are opportunities to provide great service.

The Daily Log is not management's way of seeing what the G.S.R. is doing wrong. It is managements way of identifying problems, many of them repetitive in nature, that need to be corrected. The net result will be a guest that is better looked after. What better way to build guest retention!

Revenue Management Information					
Room Occupancy	_____	A.D.R.	_____	Walk-ins	_____
6 PM Cancellations	_____	Arrivals	_____	Departures	_____
Other	_____	No-shows	_____		
Competition:	_____				
Weather:	_____				

The daily log is also a great place to gather pertinent revenue management information. When you have accumulated this information for one year you will have 365 days of valuable incite into the flow of your business and a great aid to forecasting future occupancies and revenues. *A sample of a daily log sheet is on the next page.*

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