



**REGISTERED GUEST**  
**A DIVISION OF RGI PUBLICATIONS, INC.**

# Guest Information Directory Design Workbook



**HOTEL SUPPLIER *of the* YEAR 2008**

## 90 Day Promise

We thank you for choosing RGI Publications, Inc. as the supplier of your in-room guest service directories. As your supplier, we want the production process of your directories to be a pleasant experience. We believe the timely delivery of the finished product will help build a strong business relationship, promote community support and ensure the continued sponsorship of your local business friends. Our promise to you, and your local business friends, is to complete production and deliver the finished product within 90 days from our representative completing the sales efforts. To fulfill this promise, we ask that you complete this workbook with your sales agent, and return all directory proof copies within 5 days of receipt, with any changes needed. Directories are printed and shipped within 14 working days of your final proof and print authorization.

We have designed this workbook to help us serve you better in the production of your Guest Service Directory. We hope to make this project as *easy* and *efficient* as possible. Your assistance in completing the information will allow us to prepare proofs and complete production in a timely manner.

The following pages are designed as a template for production and to assist in compiling the hotel and area information you wish to include. If a subject or area section does not apply, please check the box indicating "not applicable". Complete all areas that pertain to your hotel and edit where necessary to fit the specific needs of your property. Supply printed copy of menus, attractions, property layouts, etc. Our graphic design staff will create a proof based on the supporting sponsorship obtained from your area merchants. Your sales representative will assist you with any questions you may have and franchise specifications. **This workbook must be completed with your RGI sales representative by the end of the sales efforts in order for our 90 Day Promise to be fulfilled.**

### Projected Production Timeline

Ad Proofs	2nd - 3rd Week
Directory Proof	4th - 5th Week
Hotel Proofing (2 Proofs Only)	6th - 8th Week
Print & Ship	9th - 11th Week



*Timeline starts from completion of project.*

## Check List

- All Contracts with Hotel & Advertisers.
- Complete Advertiser Information Form Layout for each advertiser.
- Hotel Cover Information: hotel logo, address, phone & fax #s
- Welcome Letter
- Hotel Guest Services Information and Dialing Instructions
- TV Channel Listing
- Church Listing (church name, address, phone number)
- Property Layout
- Safety Procedures

(Please include any specific or regional safety procedures i.e. earthquake, hurricane, thunderstorms, etc.)

- Room Service Menu
- Area Attractions Information
- Area Map with location of Hotel and Advertisers indicated.

(See example in back of this workbook)

- Is this a renewal? If so, enclose a sample of last year's directory.
- Signed Advertiser Approval Form
- Color of ink and paper to be printed

Will Directory be:

- Saddle Stitch
- Portfolio Binder
- 3-Ring Binder

**COMMISSIONS WILL NOT BE PAID ON INCOMPLETE PACKAGES!!!**



# Guest Information Directory Workbook

## Account Information

Hotel Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

E-mail: \_\_\_\_\_

Management Group / Company: \_\_\_\_\_

Number of Rooms: \_\_\_\_\_ Annual Occupancy: \_\_\_\_\_%

Existing Account: \_\_\_\_ Yes \_\_\_\_ No

If yes, please indicate year of last publication and include a copy.

Primary Contact for Directory

Approval: \_\_\_\_\_

# Directory Specifications

## LAMINATED SADDLE STITCH:\*

Yes

Ink color: \_\_\_\_\_ Paper color: \_\_\_\_\_

## BINDER

3-Ring Binders\*\*\*

Portfolio Binders\*\*\*\*

Please contact me on your Co-op directory program\*\*

I am using my existing binders. Measurements are:

Binder \_\_\_\_\_ x \_\_\_\_\_ Largest Sheet \_\_\_\_\_ x \_\_\_\_\_

## PAPER

Ink color: \_\_\_\_\_ Paper color: \_\_\_\_\_

## VINYL:

Ink color: \_\_\_\_\_ Vinyl color: \_\_\_\_\_

### \*Laminated Saddle Stitch

All directories are designed for Saddle Stitch laminated covers unless approved for binders under our co-op directory program.

### \*\*Co-op Directory Program

If you are looking for a 3-Ring or portfolio style binder, our co-op program allows the advertising sponsors to defer all or apart of the cost. You can choose from our many stock vinyl and ink colors. Please check the appropriate box above and one of our representatives will contact you regarding the level of sponsorship needed.

### \*\*\*Ring Binders

This must be approved through home office and meet requirements of the sponsorship program. Ring binders are constructed from .14 gauge vinyl and 14 pt. chipboard, exposed rivet construction with .50, .75, or 1.0 inch 3-ring metal. Edges are welded with a unique heat sealing process to ensure long life and resist splitting. The inside front cover has a 5.0 inch horizontal pocket for displaying letterhead, franchise programs and more. Padded front cover is decorated with art silk-screened in one PMS color. **Appropriate information for tab selection must be provided.** Ring Binders use either 4, 5, or 6 bank tabs. Custom tabs available for additional cost.

### \*\*\*\*Portfolio Binders

This must be approved through home office and meet requirements of the sponsorship program. Portfolio binders are constructed from .14 gauge vinyl and 100 pt. chipboard. Edges are welded with a unique heat sealing process to ensure long life and resist splitting. The inside front cover has a 4 inch horizontal pocket for displaying letterhead, franchise programs and more. A full clear vinyl pocket on the inside back cover supports the guest service directory while displaying needed information to the guest. Front cover art is silk-screened in one PMS color.

#### 4-TAB

Guest Services

Safety Procedures

Area Map & Attractions

Recommended Area Merchants

#### 5-TAB

Guest Services

Safety Procedures

Hotel Facilities

Area Map & Attractions

Recommended Area Merchants

#### 6-TAB

Guest Services

Room Service Menu

Safety Procedures

Hotel Facilities

Area Map & Attractions

Recommended Area Merchants

**Any redesign or layout required for ring binders, after the initial proof, will incur graphic design costs at \$48.00 per hour.**

## Dialing Instructions

Local Calls.....(9) or (8) or other\_\_\_ + Local Number  
Local Information .....9) or (8) or other\_\_\_ + 1411  
Long Distance Information .....9) or (8) or other\_\_\_ + 1 + (AC) + 555-1212  
Long Distance Calls (Charge to Room).....9) or (8) or other\_\_\_ + 1+ (AC) + Number  
Operator Assisted (Credit Card or Collect .....9) or (8) or other\_\_\_ + 0 + (AC) + Number  
International Calls .....9) or (8) + 011 + Country Code + City Code + Number  
Toll Free Numbers.....9 + 1 + (800/888/877/866) + Number  
Room to Room Calls ..... \_\_\_ + Room Number  
Long Distance Operator Access Codes: **Indicate the correct information**  
MCI ..... **for dialing by circling the correct** .....10-10-222  
AT&T ..... **number or fill it in the space** .....10-10-288  
Sprint ..... **allotted at right.** .....10-10-333

Our Long Distance Carrier is \_\_\_\_\_

## TV Channels

**List available TV channels and premium cable channels below,  
or check the box at right if a current list will be attached.**

## Area Churches

**List the area churches, addresses, and phone numbers here.**



GUEST INFORMATION DIRECTORY

**HOTEL LOGO  
HERE**


Indicate what hotel logo is to be used here.

Indicate your hotel name here if applicable.

Please write the following information below:

Address + City, State Zip Code + Phone Number + Fax Number

---



*Please leave in room for next guest. Thank you!*

# Welcome Letters

## Welcome #1

*A Warm and Cordial Welcome to Our Guests and Friends!*

*May we extend our most cordial welcome and sincere wishes for a pleasant stay while you are with us.*

*We will try our best to make you feel comfortable and at home. We do realize from past experience that our guests may have some needs we cannot anticipate and we only hope that you will bring them to our attention. If it is at all within our power, we will do our utmost to fulfill your request.*

*Should additional information be needed, other than that enclosed herein, please ask!*

*Thank you for your patronage, and we hope that the continuation and return from your journey generates only happiness and success.*

*Sincerely,*

*Management & Staff*

## Welcome #2

*Dear Guest:*

*It is our desire and intention to make your stay with us as comfortable and pleasant as possible. Please feel free to contact us regarding any assistance we may render.*

*Be sure to visit our recommended businesses listed in the directory as they are hand picked especially for you, our guest.*

*Our management and staff are here to provide you with the best possible service. We welcome your suggestions and comments.*

*Sincerely Yours,*

*Management & Staff*

## Welcome #3

*Welcome to hotel name. We thank you for choosing our hotel, and we intend to make your stay a pleasant one.*

*Our directory was designed to provide you with information about our facilities which are at your disposal. We are pleased to be able to introduce you to some of our business friends in whose services you can have confidence.*

*Whether here on business or pleasure, we hope that you will enjoy your visit with us. Please call on us if we can be of assistance.*

*Always At Your Service,*

*The Staff & Management*



# Welcome to Hotel or City Name

Indicate the text for your Welcome Page below.  
Or choose from the examples of Welcome text pages  
on the previous page of this workbook.

*Dear Guest*

Please use the Welcome text page example: 1

2

3

for my Welcome Page.

Please check box if Welcome Page text is attached.

If you would like to include your signature with the Welcome Letter please  
write your signature clearly within the white space below using a **BLACK** pen.  
Also, please print your name with titles and extensions.

## SIGNATURE

YES  NO

Don't forget your signature  
if you want it included  
with your welcome letter.



---

PLEASE PRINT NAME WITH TITLES AND EXTENSIONS

## Hotel Logo Here

Indicate Hotel Logo and Hotel Name here.

---

Address

---

City, State, Zip Code

---

Phone Number

---

Fax Number

---

# Guest Services

## AIRLINES

American Airlines .....	1-800-433-7300
Continental Airlines.....	1-800-523-3273
Delta Airlines .....	1-800-221-1212
Northwest Airlines.....	1-800-225-2525
Southwest Airlines.....	1-800-435-9792
United Airlines .....	1-800-241-8538
Airtran Airlines.....	1-800-825-8538

\_\_\_\_\_ - \_\_\_\_\_  
\_\_\_\_\_ - \_\_\_\_\_

(Consult the Yellow Pages for local telephone numbers of major airlines.)

## AUTOMOBILE RENTAL AGENCY

\_\_\_\_\_Dial \_\_\_\_\_  
\_\_\_\_\_Dial \_\_\_\_\_

## BANQUETS AND CATERING..... Dial \_\_\_\_\_

For private meeting rooms or special parties, a full range of fine banquet and meeting rooms are available. Our catering staff will be happy to assist you.

## BUSINESS CENTER

Our Business Center is located \_\_\_\_\_ and is available from \_\_\_\_\_ to \_\_\_\_\_ and is equipped with \_\_\_\_\_ for your business conveniences.

## CHECK CASHING

Personal checks may be cashed at the front desk 24 hours a day, with the proper ID and a major credit card. Please contact the front desk for check cashing limits. All checks will run through a check service.

## CHECK-OUT

Check-out time is \_\_\_\_\_, however, if your departure schedule does not coincide with our check-out time, please contact the front desk. Every effort will be made to accommodate you.

## CHILDREN 18 AND UNDER

Stay for free in same room with parent(s).

## CONTINENTAL BREAKFAST

Please join us in the lobby for a complimentary continental breakfast from \_\_\_\_\_ to \_\_\_\_\_ Monday through Friday and from \_\_\_\_\_ to \_\_\_\_\_ on Saturday, Sunday and holidays.

## COPY SERVICE

Copy service is available at the front desk. The charge for hotel guests is \_\_\_\_\_ per copy.

## CREDIT CARDS ACCEPTED

American Express, Carte Blanche, Diners Club, Discover, MasterCard, Visa \_\_\_\_\_

## CRIBS AND ROLLAWAY BEDS

Cribs are available as a complimentary special request item through the front desk. The number of cribs available is limited and will be served on a first come, first served basis. Rollaway beds are available for a minimal fee - \_\_\_\_\_.

## DATA PORTS

Data ports are available in all rooms and are located \_\_\_\_\_.

## DRINK AND VENDING MACHINES

Machines are conveniently located. Please refer to the property layout for locations.

## EMERGENCY..... Dial \_\_\_\_\_

In the event of an emergency, medical or otherwise, please contact the front desk for immediate attention.

## FAX MACHINE..... Dial \_\_\_\_\_

There is no charge for incoming faxes and a minimal charge of \_\_\_\_\_ for outgoing. Our fax number is \_\_\_\_\_.

## FITNESS CENTER

Our fitness center is located \_\_\_\_\_ and is open from \_\_\_\_\_ am to \_\_\_\_\_ pm.

## HOTEL EXTENSIONS

Front Desk..... Dial \_\_\_\_\_

Manager on Duty..... Dial \_\_\_\_\_

Sales Department..... Dial \_\_\_\_\_

## HOTEL SHUTTLE..... Dial \_\_\_\_\_

Please contact the front desk to schedule complimentary airport transportation.

## Guest Services

**HOUSEKEEPING** ..... Dial \_\_\_\_\_  
 Housekeeping service is provided daily. Special needs or extra amenities are available upon request.

**ICE MACHINES**  
 Ice is available for all guests. Please refer to the room layout for the location of each machine

**IN-ROOM FEATURES**  
 For your convenience, we have provided within your guest room a television with remote control, iron and ironing board, coffee maker, hair dryer and clock radio. If you have any questions regarding the operation of these items or with your heating and air conditioning unit, please contact the front desk for instructions.

**LAUNDRY SERVICES** ..... Dial \_\_\_\_\_  
 For same day service, Monday through Friday, please drop off at the front desk by \_\_\_\_\_. Dry cleaning and laundry, will be returned by \_\_\_\_\_. Laundry bags and forms are provided in the guest rooms and at the front desk. Coin-operated washers and dryers are available \_\_\_\_\_  
 \_\_\_(Please refer to property layout).

**LOCKSMITH** ..... Dial \_\_\_\_\_  
 Please contact the front desk for the location and phone number of an area locksmith.

**LOST AND FOUND** ..... Dial \_\_\_\_\_  
 Please contact the front desk for articles that have been either lost or found.

**LOUNGE** ..... Dial \_\_\_\_\_  
 \_\_\_\_\_ is open from \_\_\_\_\_ to \_\_\_\_\_, thru \_\_\_\_\_.

**MAIL AND MESSAGES** ..... Dial \_\_\_\_\_  
 The flashing light on your telephone signals a message or mail, please contact the front desk.

**MAIL AND PACKAGES (OUTGOING)**  
 Available couriers are UPS \_\_\_ FedEx \_\_\_ USPS \_\_\_ Other \_\_\_\_\_.

**MEDICAL SERVICES**  
 Emergency Assistance ..... Dial \_\_\_\_\_  
 Local Medical Center ..... Dial \_\_\_\_\_  
 Emergency Room ..... Dial \_\_\_\_\_

**NEWSPAPERS**  
 Complimentary USA Today available in lobby. Local newspapers are available \_\_\_\_\_.

**RESERVATIONS**  
 Please let us confirm your advance reservations.

**RESTAURANT HOURS OF OPERATION**  
 \_\_\_\_\_ is open from \_\_\_\_\_ to \_\_\_\_\_, thru \_\_\_\_\_.

**ROOM SERVICE**  
 Room service is available from \_\_\_\_\_ to \_\_\_\_\_, \_\_\_\_\_ thru \_\_\_\_\_.

**SAFE DEPOSIT BOX**  
 Please do not leave money or valuables in your room. Under state law the hotel cannot be responsible for the loss of articles unless properly secured in the safe located at the front desk. For the security of your valuables, please let us be of service.

**SWIMMING POOL AREA**  
 Our pool is open from \_\_\_\_\_ to \_\_\_\_\_ during the months of \_\_\_\_\_ to \_\_\_\_\_.  
 No lifeguard is on duty. Parent(s) must be present at all times when children are in the pool area. No glass bottles in pool area.

**TAXI SERVICE**  
 The front desk will summon taxis on request or for future specified times. To dial direct, please call:  
 \_\_\_\_\_ ..... Dial \_\_\_\_\_  
 \_\_\_\_\_ ..... Dial \_\_\_\_\_

**TIME AND TEMPERATURE** ..... Dial \_\_\_\_\_

**TRAVELERS WITH DISABILITIES**  
 The hotel is committed to providing accessible facilities for travelers with disabilities. If you encounter barriers during your stay, please contact the Manager on Duty. If in the future you require an accessible room, you can assist us in meeting your needs by making advance reservations and requesting an accessible room and letting the agent know your individual needs.

**WAKE-UP CALL** ..... Dial \_\_\_\_\_

**WEATHER FORECAST** ..... Dial \_\_\_\_\_

## Room Service Menu

Indicate here if a Room Service Menu is to be used.  Yes  No  
Fill-in the Room Service services below or attach an existing Room Service Menu.

### OPTIONAL

Extra charges may apply to include in directory.

**Property Layout**

**HOTEL LOGO  
HERE**

Indicate what hotel logo is to be used here.

**Attach property layout here.**

Check box if additional or different safety tips are attached.

## Safety Tips

### UPON ARRIVAL

Please refer to the back of your guest room door to locate fire exits and staircases. Please find alarm pull stations and fire extinguishers on your floor.

Please find the "OFF" switch on your air conditioner. In case of fire, turning the air conditioner off will prevent smoke from being drawn into your room.

### IN CASE OF FIRE

- Stay calm.
- Pull the nearest fire alarm.
- If possible, close doors around the fire area.
- Phone the operator.
- Exit from the building (if at all possible).
- Take your room key with you.

### SMOKE

If your room is filled with smoke, fold a wet towel into a triangle and tie it over your nose and mouth. Get on your hands and knees (or stomach) and crawl to the door. Feel the knob; if hot, do not open. If cool, open slowly. Take your room key. If the hallway is filled with smoke, stay next to the wall and count the doors as you crawl to the exit staircase. Walk down the exit staircase. If the staircase begins to fill with smoke, return to your room.

### IF YOU CANNOT LEAVE YOUR ROOM

- Dial "0." If unavailable, call the Fire Department "9 + 911."
- Shut off air conditioner.
- Wedge a wet cloth under the door and around the doors and vents.
- Remove drapes from windows.
- Check to see if there is smoke outside the window; if there is no smoke outside and the window may be opened, hang a sheet or light colored material outside. This will signal your location, letting firefighters know that the room is still occupied. Keep part of the sheet inside the window, wet with water.
- Fill the bathtub or sink with cold water for firefighting. Use ice bucket or other container to keep water available to quickly moisten the wet cloths that are keeping the smoke out.
- Do not break the window, do not jump.
- Stay low and continue firefighting until help arrives.

### IN CASE OF TORNADOS OR SEVERE WEATHER CONDITIONS

If the need arises and the city's Civil Defense Sirens are activated, we will in turn activate the Hotel's Fire Alarm System to warn you that immediate evacuation to the lower level will be mandatory. Employees will be stationed throughout the Hotel for your assistance. The Hotel will do its best to notify you when the sirens are sounded, either by phone or door to door.

## Security Procedures

### DOUBLE LOCKS AND LATCHES

For additional security, utilize the deadbolt lock provided on your door upon entering. This will prevent the door from being opened by a regular room key. As an additional precaution, please secure the safety latch.

### ADMITTANCE

Do not admit persons to your room without first making identification. If there is any doubt about the person's identity, please contact the front desk.

### KEYS

Please safeguard your key. Be sure to leave it with the front desk upon your departure. Do not leave your key in your room or in the door. Do not give your key to others.

## Travel Tips

- Ziplock bags are useful for packing in your luggage. They will contain liquids, provide storage for damp or wet bathing suits and the air pockets keep clothes from shifting or wrinkling. Use large clothing bags from the dry cleaners to separate items of clothing.
- When space is a premium, pack a sweatsuit or jogging suit instead of a bathrobe. You will get double-duty from one; comfortable lounging in the room, and the ability to step into the hall for ice, etc.
- Closing the bathroom door of your hotel room will help keep the morning's noise to a minimum, as most of the sounds carry through the air/plumbing systems.
- If you feel you might have someone following you, step up to the nearest door - knock and announce that you have forgotten your key. If someone answers the door, explain what you have done. If no one answers, it will still serve the purpose of confusing and alarming the possible follower.

## Area Attractions

List the area attractions and points of interest in the area below or attach existing copy or copies of the attractions in your area, but be specific as to which are to be included on this page.

## OPTIONAL

This will be included as space and sponsors allow.

# Area Map

**Area Map With  
Area Advertisers  
Goes Here**

**Attach an area map here.**

**Sales Representative will fill in the area advertisers below.**

Locations are approximate and may vary slightly from actual locations.

---

1 _____	10 _____
2 _____	11 _____
3 _____	12 _____
4 _____	13 _____
5 _____	14 _____
6 _____	15 _____
7 _____	16 _____
8 _____	17 _____
9 _____	18 _____
_____	
_____	



# Example of Spotted Map

