

Understanding Guest Summaries

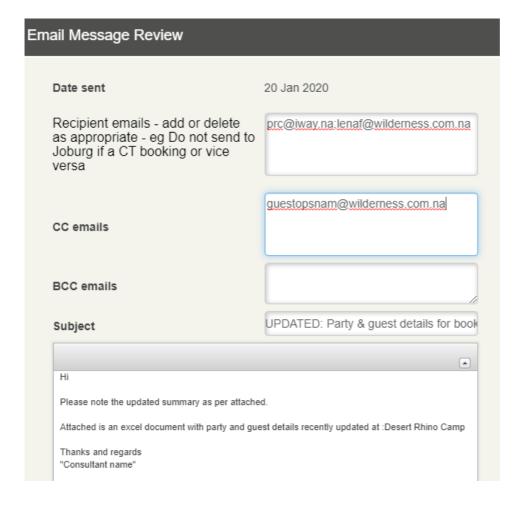
The Guest Summary contains important booking-specific information, as well as guest-centric information. This summary is sent out to the camps by the Wilderness Window 14 days prior to arrival.

A "Possible Missed Repeats" report is sent to Guest CRM weekly. Should we pick up that guests are indeed repeats, Guest CRM will link past bookings and resend the Guest Summary to the camps and change the title of the Guest Summary email to "Repeat Guest Summary". A message is included to ask camps to arrange welcome gifts and cards accordingly.



Should there be last-minute changes to a booking, the consultant can re-send the Guest Summary to the camps out of the Wilderness Window. Kindly do also follow normal procedure by advising Guest Operations about the changes.

Go to Camp Feedback – Email updated details to camps – add a message for the camp and include Guest Ops email address.



General booking information included in Guest Summary:

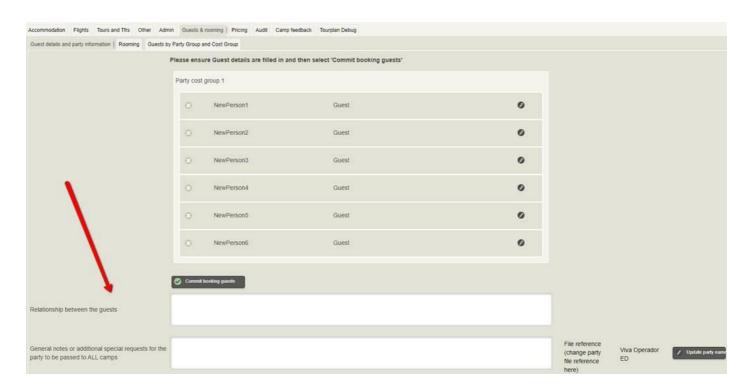
- Party name
- This booking (stay for x nights at x camp)
- Guests in camp (includes full passport name)
- Rooming
- Party general notes for all camps
- Sector notes
- Relationship between guests

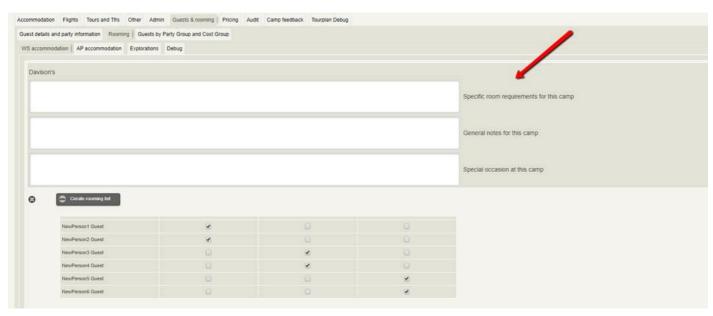
Booking information for Repeat Guests:

- Previous bookings Previous trip at x Camp including date of stay
- Guest records THIS IS A REPEAT GUEST FOR WILDERNESS
- VIP VIP GUEST: Repeat guest (or another VIP type)
- Dietary requirements historical
- Other preferences or requirements historical
- Special occasions historical
- Health issues historical
- Comments left by guest (on previous feedback form)
- Activities in camp
- Sightings
- General comments
- Special experiences given
- TAKE NOTE response to questionnaire (usually applies when previously scored 6 or lower)

General notes or additional requests:

- General notes or additional special requests for the party to be passed to ALL camps can be added when doing the rooming list and choosing "Guest details and party information" (as per example below).
- Camp-specific notes to be added under "Guest & Rooming" and then "Rooming".





Guest Specific Information:	Info added; however, guest has no preferences:	Info was requested, but not received or added:
Guest in camp	Full passport name	Guest summary cannot be created without names in the booking
Age		Default age (usually 99 yrs)
BIRTHDATE during trip	This will automatically pull through when guests' birthdays fall within travel dates	
Calling name		
Useful info		
Weight	Weight in kilos is:	Weight unknown / Weight in kilos is:
Nationality		Nationality unknown, please add
Residency		Residency unknown, please add
Identification	Passport number: x Country: x	No identification — please obtain
	ID Book number: x	
Dietary requirements	No special dietary requirements	Special dietary requirements unknown
Drinks preferences	None	Drinks preference unknown
Other preferences or requirements	None	Other preferences or requirements unknown
Health issues	No health issues	No health issues
Special occasions	None	
Rooming	This was the inventory chosen, and stipulates which guests will be sharing a room	Twin / Double / Family
Room requirements	This stipulates whether guests have requested a double or twin bed	Room requirements unknown