

## HEXTON HOLIDAY PARK (HHP)

<b>COMPANY PROFILE Name:</b>	Hexton Holiday Park
<b>Location:</b>	Hexton, Borsetshire
<b>Facilities:</b>	The holiday park has 100 static caravans placed on permanent sites and a further 150 pitches for touring caravans.
<b>Activities:</b>	Static caravans are available for rent by the week, Saturday to Saturday, and pitches for touring caravans are available for rent by the night. The holiday park is open during the summer tourist season, for 28 weeks from April to October each year.
<b>Organisation:</b>	Owner/manager – Francis Teesmayde Reception Manager – Shaheera Duval Booking/ Accounts Clerk – Tolly Figgs Maintenance Engineer – Ivor Hamer

## BUSINESS FUNCTIONS

### Reservations and Bookings

The park is advertised in the press and magazines with a telephone number only in order to discourage casual callers at the park. Clients can reserve a static caravan or touring pitch in advance by making a telephone call. If the facility is available the client is asked to confirm in writing with a deposit.

Three ring binders are maintained for use during the current season, one for bookings, one for statics and the other for pitches. There is a separate record for each static caravan and touring pitch. At the start of the season blank occupancy records covering the 28 weeks of the season are created in the statics and pitches ring binders. There are 28 weekly occupancy records with each static caravan record and 196 nightly occupancy records with each touring pitch record.

At the time of the initial telephone reservation a booking form is completed and filed in the bookings ring binder and the appropriate static caravan occupancy records or touring pitch occupancy records are updated.

A booking of a static can be for one or more consecutive weeks and for a pitch for one or more consecutive days. If a client wishes to book non contiguous periods or more than one static and/or pitch, each period and facility booked is treated as a separate booking and a booking form is raised for each one.

On receipt of the confirmation the status of the booking is set to confirmed, arrival details are dispatched to the client and an arrival notification is raised and passed to reception.

## **Reception of Clients at the Holiday Park**

On arrival at the park the client gives details of the car and pays in full at reception. In the case of a static caravan a surety against damage is also paid by the visitor. The visitor is given an id-code to gain access to the park through the security gate. All this information is recorded on the arrival notification which is held in the arrivals file.

A client may, subject to availability, extend the use of the particular static caravan or touring pitch. Each extension is paid for in advance and the appropriate static caravan occupancy records or touring pitch occupancy records are updated.

## **Departure from the Park**

When checking out, the client is asked to give the allocated id-code at reception and, if appropriate, the surety is refunded. The date of departure is recorded on the arrival notification and a maintenance request form is raised and sent to maintenance so that the caravan or pitch can be prepared for the next visitor.

## **Local Marketing**

On a regular basis the occupancy of the static caravans and touring pitches is checked and the local Tourist Information Office is informed of availability. At this time any reservations which have not been confirmed after 10 days or any bookings that have not been taken up are marked as lapsed and the appropriate occupancy records are marked as unallocated and the booking reference is removed.

## **RECORDED INFORMATION**

### **Booking**

Booking reference

Client name, address, telephone number

Reservation date

Confirmation date

Status reserved/confirmed/lapsed

### **Static Caravan**

Site location

Caravan type

Number of berths

Surety amount

Service flags WC, shower, mains power, TV, awning

Week number )

Saturday date ) — occurs 28

Booking reference )

Status unallocated/reserved/confirmed )

### **Touring Pitch**

Pitch location

Overall length

Service flags hard standing, mains hook up, water tap

Day number

Date ) — occurs 196

Booking reference )

Status unallocated! reserved/confirmed )

### **Arrival Notification**

Site location

Arrival date

Departure date

Booking reference

Client name

Surety amount

Period booked

Id-code

Car registration