**GM Weekly Report to Owners Template:**

**Numbers:**

*You don't need to include all of these data points, but select one or two that are compelling/demonstrative.*

* **We picked up $\_\_\_\_\_\_ (pick one or both: for the month, for the year) in reservations since the last report.**
* **We will likely finish the month $\_\_\_\_\_ over/short of budget projections (add any needed context).**
* **We are  \_\_% above previous year (any of the following: for the month/quarter/year) as of this date (or with \_\_\_ days left to go to pick up more reservations).**

**Sales:**

**Note, you don't need to report on all of these bullets every week***... just meant to be a guide for the categories that you could include. This doesn't need to be a novel, just a couple of key points that you are proud of and demonstrate progress from the week.*

* **Any notable contracts signed**, e.g.: *we signed a contract with deaf/blind for $\_\_\_\_\_, and this will be repeating for the next four years.*
* **Any new/valuable partnerships**, e,g.: *I recently connected with Open Claim Vineyards, a high end winery and discussed specific opportunities for collaboration.*
* **Any notable packages/promos** **that we have had a good response to**, e.g.: *today we released a new weekday special, or we've had great response to our date night package, $\_\_\_\_ in bookings in the last \_\_weeks****.***
* **Any staff or service wins from time to time! Share a promotion from within, a guest comment about a staff member, or a great review that speaks well to The Independence's excellence occasionally - both ones that highlight customer service, and their impressions of the hotel/surroundings.**