**To:** Kevin Ward

**From:** Pat Fielding, General Manager

**Date:** April 20, 2012

**Subject:** The Colonnade Hotel and Resort: Apologies for Last Weekend’s Incident

Dear Mr. Ward,

I understand that you were turned away from The Colonnade Hotel and Resort last weekend. On behalf of the management and staff of the hotel, I apologize for this unfortunate circumstance. I am truly sorry you and your family were not able to enjoy your stay with us. The Colonnade emphasizes customer satisfaction, and we would like to ensure that you are fully satisfied with our hotel. As a result, we will make every effort to make this up to you. We would like to invite you and your family back to The Colonnade for two complimentary nights, with further details explained below.

**The Colonnade Hotel and Resort: Overbooking Policies**

Per your request, I would like to explain The Colonnade’s overbooking policies and procedures.

To protect against no-shows, The Colonnade occasionally overbooks its rooms. This policy has been especially necessary during the recession, as the travel industry has been in a slump. Although The Colonnade attempts to estimate the number of “no-show” customers with 100% accuracy, human error in our estimates sometimes prevails.

I understand that you elected to make a credit-card-guaranteed reservation. Although we schedule these reservations, some customers still neglect to show up. These guests’ credit cards are charged the cost of one night’s accommodation if this happens, which is a policy that is explained when a reservation is made, and highlighted again in the subsequent email confirmation.

**Customer Satisfaction: Our Top Priority**

We understand the inconvenience caused by overbooking. If an error does occur, we implement a number of procedures to ensure that our guests are fully satisfied. However, we understand the particularly harsh nature of this situation, and we would like to make up for this inconvenience by offering you and your family a chance to come visit us again.

My staff and I would like to invite you back to The Colonnade and we will ensure that your stay exceeds your expectations in every way. This offer includes:

* Two complimentary nights at The Colonnade Hotel and Resort, in our luxury ocean-view suite, valid for one year from the date of email
* Complimentary travel arrangements to and from the airport
* Complimentary champagne and chocolate-covered strawberries in your suite upon your arrival
* A $50 voucher to enjoy dinner in our flagship restaurant, Flemmings, during your return stay

We value your opinion as our customer, and would greatly appreciate a secondary TripAdvisor review after your next stay.

Please extend my congratulations to your parents for their fiftieth wedding anniversary. If you have any further questions, please do not hesitate to contact me personally at 555-876-1212 or Pat\_Fielding@thecolonnade.com.

We look forward to welcoming you to back to our resort soon.

Sincerely,

Pat Fielding

General Manager, The Colonnade Hotel and Resort