

# LEISURE CLUB MEMBERSHIP PROTOCOL

## TYPES OF MEMBERSHIP

**1. Nominated Status**

Receive a once off discounted rate valid for 3 months to encourage them to stay with us and become Full Members.

**2. Full Membership Status**

Receives access to all benefits.

**3. Regular Day Patron Membership**

Receive discounted rates on F&B and Spas only – No accommodation.

## HOW TO QUALIFY

- **Nominated Membership:**  
Only online hosts / Head of Departments can nominate a guest or supplier to become part of the Leisure Club
- **Full Membership:**  
Guest must have stayed at any VNL property once before to be eligible for the VNL Leisure Club Full Membership
- **Regular Day Patrons:**  
Clients will need to be verified by management and can be invited to apply for Regular Day Patron Membership. These clients will have an access card to use when they enter the facilities at the property.

## PROCEDURES TO ADD MEMBERS

### Nominated Membership:

- Online hosts / HOD's can nominate a guest to become part of the Leisure Club
- The respective person who has nominated will acquire the guests details and give it to their online host.
- The Online host will send a WELCOME Email - NOMINATED to the client confirming that they have been nominated to join VNL LC.



#### **Target Guests:**

The ideal Nominated members will be people attending an event or conference at the property or suppliers to the property who did not stay at the property before.

### Full Membership Status:

- Guests who have already stayed with us at least once before
- Front office staff / Online hosts whoever has identified the member completely updates the profile for the guest on Opera and then completes the LC registration form on their behalf.
- Front Office staff have to complete the form in a clear handwriting and add their name to the Registration Form.
- Once completed the guest has to sign the registration form.
- Completed forms have to be send to [members@vnlleisureclub.com](mailto:members@vnlleisureclub.com) for them to be added to the Database.
- Leisure Club will allocate the number **ONLY** and confirm that this has been actioned
- Online host will send the WELCOME emails - FULL MEMBERSHIP STATUS to the guest with the updated contact details and the Guest Membership number including the attachments of the VNL LC benefits and the VNL Terms and Conditions.



#### **Target Guests:**

The ideal guest who will be able to join the Full Membership is someone who booked directly, a return guest or a guest who booked via an OTA like Booking.com.

**DO NOT** approach Corporate Clients, Bookings from Travel Agents or Groups.

Ensure the guest Private email address is added to Opera. If the guest booked via an OTA and has an alias email address, please remove this for the guest to add their personal email address on check in. This needs to be updated on Opera before you request Full Membership.

Note: A current LC member cannot recommend friends and family and book on the LC rates. The recommended guest will have to stay with us at least once to qualify for future discounts and benefits.

## PROCEDURE TO UPDRAGE NOMINATED MEMBER TO FULL MEMBERSHIP

Once a nominated member made contact with the property to reserve a room, Their Opera profile should be send via email to [members@vnlleisureclub.com](mailto:members@vnlleisureclub.com) to be added to the full membership database. **Clearly state in the email that this is a Nominated Member Status Upgrade as there will be no previous bookings on Opera.**

The guest should then be send the Welcoming email to Full Membership with the Membership number and the booking on Opera should be refreshed to reflect the LC rates.

## DATABASE MANAGEMENT

### **Nominated Memberships:**

A database for all Nominated members should be managed by the property.

The Database should consist of the following Data:

- Date Guest Joined
- Name of Staff member who nominated the guest
- Guest Name
- Contact Number
- Private Email Address

### **Full Membership:**

A database for all Full members should be managed by VNL Sales office.

The Database should consist of the following Data:

- Date Guest Joined
- Guest Name
- Contact Number
- Private Email Address
- Region
- Domestic / International
- Interest and hobbies of the guests

### **Regular Day Patrons:**

A database for all Regular Day Patrons should be managed by the property.

The Database should consist of the following Data:

- Date Guest Joined
- Name of Staff member who nominated the guest
- Guest Name
- Contact Number
- Private Email Address

## BRAND QUALITY

- Email quality and contact details should be checked before send to a guest or member.
- Registration forms should at all times be completed by the front office staff
- The staff member **must** add their name to the registration form
- The registration should be printed in Black & White neatly.
- **Do not** photo copy the registration form as it loses quality and clarity.

## BOOKING CONDITIONS AND PRE-PAYMENT

All LC bookings are required to make a Pre-Payment in order to confirm their reservations if the travel dates are in PEAK season.

Full payment for accommodation must be received prior to rooming the LC Guest.

Standard VNL booking conditions should be applied at the discretion of the Online Host.