



Request for proposal

ATTENTION: For a multiple hotel management proposal, please provide the following information for each hotel.

Please forward to Controller or MIS manager via email or fax.

Hospitality Marketing Associates

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HMA headquarters are located in Monterey, California. Facilities include a consulting and database maintenance division and an on-site mail house and production division, with full lettershop capability.

Your privacy is very important to us. Any information that you provide will not be shared or sold to any third party.

Completed by: _____ Date: _____

Title: _____ Telephone: _____ Ext. _____

Hotel Name: _____ Number of Rooms: _____

Current reservation system: _____

Download capability to DOS text format? **Y N**

If **NO**, into what format: _____

Do all fields download? **Y N**

If **NO**, please indicate on record layout form requested below, which fields do download

How many raw records do you currently hold in history? _____ **RECORDS**

How many years of reservations are represented? _____ **YEARS**

Date Range: _____

Are dates of stay available for downloading? **Y N**

Date Reservation is made? **Y N** E-Mail Field? **Y N** E-Mail Quantity? _____

Can you download Package information? **Y N** Are group records included? **Y N**

Do you have a field for email entry? **Y N** Is it being used? **Y N**

How many email addresses do you have? _____ Are they source coded? **Y N**

What is your Group vs. Transient Average Ratio? _____ **GROUP /** _____ **TRANSIENT**

Will we be incorporating data from a previous reservation system? **Y N**

If yes, what format will we be receiving it in? **DISK TAPE MANUAL ENTRY**

If possible, please forward:

1. Record layout sample from reservations system
2. Package/Source Code descriptions used over past 2 years

Thank you!