Vaalbridge

Reservations and guest calls for hotel groups, management companies and independent hotels

Understand the guest. Grow the booking.

Reservations handled as hospitality and run as sales. Our people listen for what each guest needs, anticipate it and turn it into revenue.



WHAT WE BELIEVE

Reservations is part of hospitality, and it drives revenue.

Reservations is often run as administration: answer the phone, key in the booking, move on. We see the first conversation of the stay.

A good reservations agent finds out why the guest is coming, anticipates what they will need and offers it. The guest arrives better looked after, and the hotel earns more from the booking.

WHERE THIS COMES FROM

We have done this before.

At Pont de Val, where Colin Turner was general manager and Jeramy Alabanzas head of sales, the reservations and events desks were rebuilt as a sales team that kept its care for the guest.

Revenue
From years under budget to ahead of it, with meetings and events far ahead.

Guest satisfaction
A record, measured across ten years of Google reviews.

WHAT WE DO

From extra cover to a full reservations partnership.

PART OF YOUR TEAM

Cover the hours and the peaks

Night cover
Late callers looked after and booked, whenever your desk is closed.

Peak and overflow cover
Calls your team cannot reach in time come to us.

Switchboard and guest calls
Everyday enquiries taken off the front desk.

YOUR RESERVATIONS SALES TEAM

Grow what the phone brings in

Complete reservations service
Run with your commercial team, on KPIs you agree with us.

Pre-arrival and outbound calls
A personal call before check-in, plus follow-up on enquiries.

Groups, meetings and events
Enquiries answered the same day and followed up to a decision.

WORKING WITH US

How an engagement works.

01
Talk it through
Thirty minutes on where your reservations are today and where you want them.

02
Set up
We learn your hotels, connect to your systems and train your agents.

03
Pilot
One service or one property, with measures agreed up front and reviewed every week.

04
Decide
After the pilot you continue, widen to more hours, services or hotels, or stop.

1 to 2 months
Length of the pilot

About 1 month
From signed agreement to first live call

Fixed monthly fee
Quoted after the first call, so there are no surprises

3 months
Minimum term, once the pilot is complete

WHY VAALBRIDGE

Hospitality people, sales discipline.

Trained to sell the stay
Agents match the guest to the right room and rate, and offer the extras that suit them. We report on bookings and revenue as well as calls answered.

In your systems, to your standards
Agents answer in your hotel's name and follow your scripts, rate rules and brand standards. They function as part of your team.

Named agents you will meet
Hired mostly from within hospitality, assigned to your hotels and coached every day by team leaders who answer to you for the results.

Hours that flex to your needs
From peak hours to evenings, nights and weekends. Cover is arranged when an agent is away.

SECURITY AND DATA

Your guests' data stays with you.

Your systems, your logins
Agents work through named accounts you issue and can switch off. Guest records stay in your systems.

No card numbers
Payments go through your secure payment link or keypad entry. Agents never hear or type card details.

Under your agreement
We act as your data processor, under your data processing agreement and security policies.

Your reservations, as you'd like them to be.

Tell us what you have in mind. We'll tell you how we'd approach it.

vaalbridge.com/contact

info@vaalbridge.com

Vaalbridge is a trading name of K2025297759 (South Africa) (Pty) Ltd, registration number 2025/297759/07.
Registered office: 172 Annesu de Vos Street, Farm Zuurfontein, Vanderbijlpark, Gauteng, 1911, South Africa.