

MARKETING PROGRAMS RATE LOADING SERVICE

How Rates Will Be Loaded:

The Preferred Hotels & Resorts Rate Loading Team will load the rates only for the programs for which you enrolled. This is the general process we will follow:

- **If your hotel participated in a program in 2017:**
 - Room Type(s) and rate configuration will remain the same.
 - Rate descriptions will be audited for accuracy, hotel and/or RAM will be notified to action discrepancies in Synxis if needed.
 - Rate Season will be extended through March 2019.
 - Promotional pricing rules for 2017 will be extended/copied into 2018-19 season .
 - Rate Codes will be changed if there is a new Rate Code. (see below)
 - Rates will be assigned to all applicable Channels. Confidential channel settings may be removed if not applicable to the program(s).

- **If your hotel is NEW to a program:**
 - Rates will be loaded for all Room Types (this does not include named suite types, villas, etc.); unless stated otherwise.
 - Rate Codes listed below will be used.
 - Rate Season will be through March 31, 2019.
 - Rates will be loaded in all Channels including GDS, IDS, Booking Engine, Voice, and Mobile.

Preferred Bed and Breakfast – MKTGBB Rate Configuration: Best Available Rate + US\$20 for City Hotels and \$35 for Resorts. \$20 = £ 15 = € 18 \$35 = £ 27 = € 30 (If you load rates in other currencies, we will use the most recent conversion rate and advise you.)

Preferred Advanced Purchase – MKTADV Rate Configuration: Two rate plans will be created. A non-cancellable/non-refundable cancel policy and a full credit card deposit required guarantee policy will be assigned until March 31, 2019.

- MKT14ADV: Best Available Rate minus 15% for a 14-day advance purchase stay .
 - 14 day minimum lead day and 20 day maximum lead day restrictions will be applied to rate plan.
- MKT21ADV: Best Available Rate minus 30% for a 21-day advance purchase stay.
 - 21 day minimum lead day restriction will be applied to rate plan.

Stay More, Save More – MKTSSA Rate Configuration: Three length of stay offsets will be loaded:

- 3-4 day minimum length of stay - Rate will be derived from the Best Available Rate plan minus 15%

- 5-6 day minimum length of stay - Rate will be derived from the Best Available Rate plan minus 20%
- 7-30 day minimum length of stay - Rate will be derived from the Best Available Rate plan minus 25%

A 3-night minimum length of stay restriction will be applied to the rate plan in general.

Explore Africa – MKTSSA Rate Configuration: Three length of stay offsets will be loaded:

- 3-4 day minimum length of stay - Rate will be derived from the Best Available Rate plan minus 15%
- 5-6 day minimum length of stay - Rate will be derived from the Best Available Rate plan minus 20%
- 7-30 day minimum length of stay - Rate will be derived from the Best Available Rate plan minus 25%

A 3-night minimum length of stay restriction will be applied to the rate plan in general.

Stay More, Save More in Spain – MKTSSA Rate Configuration: Three length of stay offsets will be loaded:

- 3-4 day minimum length of stay - Rate will be derived from the Best Available Rate plan minus 15%
- 5-6 day minimum length of stay - Rate will be derived from the Best Available Rate plan minus 20%
- 7-30 day minimum length of stay - Rate will be derived from the Best Available Rate plan minus 25%

A 3-night minimum length of stay restriction will be applied to the rate plan in general.

Preferred Suites – MKTSD Rate Configuration: Rate will be derived from the Best Available Rate plan minus 30%; a 2-night minimum length of stay restriction will be applied. Rates will be loaded for suite types identified with "suite" in the name of room.

Preferred Plus – MKTVIP Rate Configuration: Best Available Rate plus US\$30/night. A 2-night minimum length of stay restriction will be applied. Amenity will be listed as an "experiential activity". The hotel will have to change to a specific activity or hotel credit after initial loading. \$30 = £25 = €25 (If you load rates in other currencies, we will use the most recent conversion rate and advise you.)

AMEX Extra Night Offer – MKTAMX Rate Configuration: Rate will be derived from the Best Available Rate plan. The complimentary night will be chosen by the hotel during the marketing sign up. Complimentary night will be calculated via pricing rules on promo code MKTAMX.

Visa Worlds Offer – MKTVWO Rate Configuration: Best Available Rate minus 10%, plus US\$20 for City Hotels and US\$35 for Resorts calculated via pricing rules on the promo code MKTVWO. \$20 = £ 15 = € 18 \$35 = £ 27 = € 30 (If you load rates in other currencies, we will use the most recent conversion rate and advise you.)

Double Miles – MKTDBL Rate Configuration: Rate will be derived from the Best Available Rate plan. A 2-night minimum length of stay restriction will be applied.

Preferred Pride – MKTPRD Rate Configuration: Rate will be derived from the Best Available Rate. Amenity will be listed as a "celebratory welcome amenity". The hotel will have to change to a specific amenity after initial loading.

What Happens Next?

Our Rate Loading Team will be loading your rates as described above and they will be immediately active and bookable. If we have any questions, we will reach out the Revenue Manager contact provided to us during sign up. Should you have any questions regarding this rate loading process, please contact your PH&R Director of Revenue Account Management. As rates are loaded for your hotel, a confirmation message will be sent to the designated property contact. You will be asked to verify all the information loaded and to make any adjustments to Rate Configuration or update descriptions as needed.