2018 MARKETING PROGRAMS – RATE LOADING INSTRUCTIONS LAST MINUTE ESCAPES - IPREFER FLASH SALE

Please review the following program information and instructions.

Rate Category:	MKT – PH and R Marketing Programs
Rate Type:	Public
Package Rate Code / Rate Type Code:	MKTFLASH
Package Name / Rate Type Name:	Last Minute Escapes
Default Short Description:	Last Minute Escapes -
(Maximum of 94 characters allowed including spaces)	[Complete with unique offer description]
Default Long Description:	Last Minute Escapes Offer- [Complete with unique offer description]. Must be an iPrefer member to receive rewards. iPrefer number to be presented at check in.
Rate Type Class:	Package
Rate Attributes:	☐ Include Tax By Default ☐ Suppress Rate ☐ Commissionable ☐ Require Credentials at Check-In ☐ Breakfast included in rate
Channels:	⊠ Booking Engine □ GDS □ IDS ⊠ Voice ⊠ Mobile □ Confidential □ Confidential
Valid Booking Dates:	Must be available for a minumum of 30 days during the month of your sign-up.
Valid Arrival Dates:	Must be available for a minimum 90-day stay window with 75% availability.
Terms & Conditions:	Based on Hotel Availability. Rules, restrictions and black out dates may apply. May not be combined with any other offer or promotion.
Recommended Rate Strategy:	Minimum 35% off BAR-Best Available Rate (public rate) or discount plus add-on of at least 35% value. Hotel may propose alternate offer to be approved by Marketing team.

Loading Instructions

- 1. A "New Rate Shell" has been added for you under Rate Configuration in the SynXis CRS.
- 2. Assign to the MKT-PH and R Marketing Programs Rate Category.
- 3. Add descriptions per channel and by language if necessary.
- 4. Add travel agency commission percentage, 10% minimum recommended.
- 5. Add the room types for this rate.
- 6. Review the validity dates.
- 7. Add the derived or fixed rate.
- 8. Add offsets or rate attributes as necessary.
- 9. Ensure that the Rate Code is open to the appropriate channels as listed on page 1.
- 10. Double check the guarantee and cancellation policies.
- 11. Insert stay restrictions if applicable
- 12. Save the rate plan.
- 13. Go to Product Assignment to review and adjust your rate display order by channel. We recommend lowest to highest.
- 14. To set up the promotion/branch code, please see example below.
- 15. Go to **Set Up > Rates > Promotions**
 - a. Click on "Add New"
 - b. Level: Hotel
 - c. Code: MKTFLASH, Name: MKTFLASH Last Minute Escapes
 Description: Last Minute Escapes
 Do NOT select Slash Through Pricing, unless promotional pricing rules are used.
 - d. Select Last Minute Escapes in the list of Rates, then Save
 - e. Click Add New Branch, Code: MKTFLASH, Name: Last Minute Escapes
 - f. Password: MKTFLASH
- 16. Upon completion, you <u>MUST</u> notify Preferred Hotels & Resorts when you have completed the loading of this rate at <u>MktgProgramRates@PreferredHotels.com</u> (Upon receipt we will activate your hotel on program website, pending a quality assurance audit). PLEASE NOTE, rates have already been mapped to the appropriate channels so a General Viewership Rate Mapping Form is not required to be sent.
- 17. Please load rates within 5 business days of receipt of this document.