

How to Create an Online Booking Promotion with a Discounted Rate

The following article reviews how to create an Online Booking Promotion that offers a discount on Rates.

NOTE: Rate Plans to be used for Online Booking Promotions **MUST** be placed under the Rate Category **ONLINE PROMOTION** in the Rate Wizard.

Step 1: Create the Rate Plan in the Rate Wizard

The first step to creating an Online Booking Promotion for eRes is to create the Rate Plan for the Promotion. When creating the new Rate Plan, ensure that the Rate Category “**ONLINE PROMOTION**” is selected, and the **Hotel Website** Rate Type is checked.

For more information on creating a rate plan, please refer to the article [How to create a Rate Plan using the Rate Wizard](#) in the Rates manual.

Create New Rate

General Client Types Corporates Groups

Category: **ONLINE PROMOTION**

Rate Name: 10% Off Online Promo

☐ Direct Hotel ☒ Hotel Website ☐ CRS ☐ GDS More Details

☐ Lock off (using for online booking) ☐ Hide Rate

☐ Special Rate

☐ Non Commissionable Sortorder: 0 (Hotel Web Site)

Cutoff days: 0 Number to Sell: 0

Max Persons: 0 Maximum Length of Stay: 0

Min Persons: 1 Minimum Length of Stay: 1

Period: Daily

Market Segment: Leisure

Base Rates

Single	Double	Triple	Quad	Extra	Child
0	0	0	0	0	0

Description

Update Close

NOTE: The rate set on the new rate plan should reflect the desired Promotional Rate. For example, if the rate is to be 10% off Best Available Rate, then the Promotional Rate should be set to tier at 10% of the Best Available Rate.

R

Rate Wizard

General
Rate Tiering
Adjustment History

Rate Name: 10% Off Online Promo

Enable Rate Tiering
☒

Apply for
☒ Rate
☐ Closed/Closed to Arrival
☐ LOS Restrictions
☐ Number to Sell

Rate Tiered off
*Best Available Rate

Calculation Formula
10
%
☐ \$ (Amount)
☒ % (Percentage)
<
*Best Available Rate

10% Off Online Promo is 10% LESS than *Best Available Rate

Rounding Type
☒ 0.01
☐ 1.00
☐ 5.00

☒ Apply changes now

Main Page

Save

Step 2: Attach Rate to Client Type

Attach the Promotional Rate Plan to the **Online Booking (Web)** Client Type.

For more information on attaching rates to Client Types, please see the article [How to attach a Rate to a Client Type](#) in the Rates manual.

How to Create an Online Booking Promotion with a Discounted Rate

Page 2

The screenshot shows a 'Create New Rate' window with a tree view of client types. 'Hotel Website' is selected under the 'General' tab. Within 'Hotel Website', 'Online Booking' is checked. Other options like 'Corporate', 'Leisure', etc., are unchecked. An 'Update' button is at the bottom.

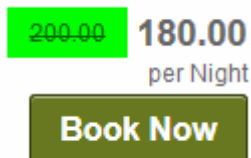
Step 3: Creating the Online Booking Promotion

Note: This module requires the following clerk permissions

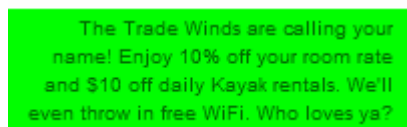
- Operation > 1544 Eres Configuration
- System Configuration > 1554 Eres Premium

Proceed to **System Configuration > Online Booking Promotions**. Click **Add New**, and fill in the following information:

- **Promo Name** – the name of the Promotion
- **Active** – check this box to make the Promotion active
- **Is Amount** – check this box if the Promotion being offered is a discount based on a dollar amount. If the Promotion is based on a percentage, leave this box unchecked
- **Discount** – enter the amount or percentage of the discount. **NOTE:** The discount entered here does not actually affect the Promotional Rate itself; the discount should have already been applied in the Rate Wizard when the Promotional Rate was created. The discount entered here simply allows eRes to display the discounted amount online. So if your Promotional Rate is set to \$180.00, the PMS will calculate $\$200 - 10\% = \180 , so it will show the original rate (the one below with the strikethrough) as \$200.00



- **Date From/Date To** – the date the promotion begins & ends
- **Start Time/End Time** – if the promotion is only meant to run during certain times of the day, then set a Start & End time. If the promotion is meant to run 24hrs a day during the selected date range, then leave this area blank
- **Cutoff Days** - By setting a Cutoff Day, you are telling eRes that this Rate is not available 'X' Days before booking and Is Valid:
 - **Inside the days prior to arrival date** – If Cutoff Days are set to 30, the Promotion will become available for booking 30 days prior to the arrival date
 - **Outside the days prior to the arrival date** – If Cutoff Days are set to 30, the Promotion will start immediately, and only be available until 30 days prior to arrival, at which point it will no longer be available
 - **NOTE:** If the Cutoff Days are set to 0, this means that the Promotion is only available TODAY. If the Cutoff Days are left blank, this means no Cutoff Day restrictions are in place
- **Description** – A short description of the Promotion. This will appear just below the Book Now button on eRes



- **Abandonment** – If this promotion is meant to only be viewable when someone tries to abandon a reservation and quit the page, check this box. *For more information on this feature, please see the article [How to Create an Abandonment Online Promotion](#) in the eRes Booking Engine manual*
- **Require Coupon/Coupon Code** – if this Promotion is only available to guests that enter a specific Coupon Code, check the **Require Coupon** box, and enter the Coupon Code to be used. If a Coupon Code is set up, guests *must* enter the Coupon Code into the **Do you have a coupon?** area of eRes, in order for the promotion to appear. If a Coupon Code is *not* set up, the Promotion will display and be bookable for everyone during the dates of the Promotion

+ Do you have a coupon?

STAY

+ Do you have a group code?

+ Do you have a promo code?

Search Availability

Click **OK** to save.

Online booking Promotions

Promo Name	Coupon Code	Date From	Date To	Active	Description
10pctOff	STAY	2014 Nov 19	2024 Nov 20	<input checked="" type="checkbox"/>	The Trade Winds are calling your name! En

General

Discounted Rates

Guest Services

Promo. Name

10pctOff

Active

☒

Is Amount

☐

Discount

10

Date From

2014-Nov-19

Date To

2024-Nov-20

Start Time

End Time

Abandonment

☐

Require coupon

☒

Coupon Code

STAY

Cutoff Days

7

Is Valid

☒ Inside the days prior to the arrival date

☐ Outside the days prior to the arrival date

Description

The Trade Winds are calling your name! Enjoy 10% off your room rate and \$10 off daily Kayak rentals. We'll even throw in free WiFi.

Add New

Edit

Delete

Cancel

Ok

Step 4: Attach the Rate Plan to the Promotion

The next step is to attach the associated Promotional Rate to the desired Room Types the promotion is being offered on. Check the box next to each Room Type being offered.

When done, click **Update** at the bottom.

Online booking Promotions

Promo Name	Coupon Code	Date From	Date To	Active	Description
10pctOff	STAY	2014 Nov 19	2024 Nov 20	<input checked="" type="checkbox"/>	The Trade Winds are calling your name! En

General Discounted Rates Guest Services

Online Promotion Rates

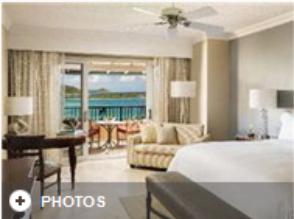
☒ 10% Off Online Promo / Hotel Website - CVK
☒ 10% Off Online Promo / Hotel Website - CVQQ
☒ 10% Off Online Promo / Hotel Website - OVK
☒ 10% Off Online Promo / Hotel Website - OVQQ
☒ 10% Off Online Promo / Hotel Website - OVSK
☒ 10% Off Online Promo / Hotel Website - PS2B

NOTE: When the Promotional Rate was built in the Rate Wizard, it should have been added to the Rate Category "ONLINE PROMOTION". By adding it to that Rate Category, it allows the rate to show here in the Discounted Rates tab, and makes it available to the Online Booking Promotions

Select All Deselect All

Update

The Online Promotion will now appear on the eRes Online Booking Engine.



PHOTOS

SPECIAL RATE

Courtyard View King

Relax in this well appointed, spacious room with serene views of our tropical garden courtyard. Enjoy in-room

[SHOW DETAILS](#)

~~200.00~~ **180.00** per Night

[Book Now](#)

The Trade Winds are calling your name! Enjoy 10% off your room rate and \$10 off daily Kayak rentals. We'll even throw in free WiFi.

Final Notes on Promotions

As a rule, when a Promotional rate is running on eRes, no other Rates will display except for the Online Promotion Rate. For other rates (ie: Best Available Rate, AAA, etc..) to continue to display at the same time as the Online Promotion Rate, the **Special Rate** feature must be enabled on each of the other individual Rates. When enabled on a rate plan, the **Special Rate** feature exempts the selected rate from the rule surrounding Promotional Rates. **Special Rate** should NOT be checked on the Promotional Rate itself.

Conversely, when a Promotional Rate is being run with a Coupon Code (set on the promotion in the Online Booking Promotions module), the Promotion will **only** show when the code is entered. Once the code is entered however, it will be the only rate the booker will see.

To enable **Special Rate**:

1. Go to **System Configuration > Rate Wizard** and select the desired Rate Plan (ie. Best Available Rate, AAA, AARP etc...)
2. Click the **Edit Rate** button
3. Check the box next to **Special Rate** to allow this rate to show on eRes in conjunction with the Promotional Rate
4. Click **Update** to save

Repeat these steps for all rates that are to be displayed in conjunction with the Online Booking Promotion.

The screenshot shows the 'Rate Wizard' interface. At the top, there's a table listing various rates. The first row, 'Best Available Rate', is highlighted with a red box and a circled '1'. Below the table, there's a 'Create New Rate' section with tabs for 'General', 'Client Types', 'Rate Categories', and 'Market Segments'. The 'General' tab is active. In this tab, the 'Category' is 'Best Available Rate'. Under 'Rate Name', there's a checkbox for 'Special Rate' which is checked and circled with a '2'. Below this, there are fields for 'Cutoff days', 'Max Persons', 'Min Persons', 'Period', 'Number to Sell', 'Maximum Length of Stay', and 'Minimum Length of Stay'. At the bottom of the form, there's an 'Update' button circled with a '4' and a 'Close' button.

Rate	Hotel Website	GDS	CRS	Lock-off	Direct	Tim Enabled	Period
Best Available Rate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
10% Off Online Promo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
3FOR2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
ABC Company	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
Apple	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
Booking.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
Breakfast Package Base Rate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
Comp Rate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
Conrad Yachts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
Discover Holidays	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
Expedia Hotel Collect	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
Expedia Net Rate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
Group Rate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
Hoteles.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
Jornview	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
JTB International	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily
Liongate Films	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Daily