

Packages

Many lodging providers realize selling packages is smart, as they provide your guest with a better overall experience and add to the profitability of your business. There are two general places to sell your Packages:

1. **Packages on your web site or a Portal** Build your own custom package with complete control over the rooms, items, pricing, dates, and minimum stay requirements. Example: 'Romance Package' combine a room, flowers, and a bottle of wine, etc... and sell it from your website with a two night minimum, available any day of the week. **Example:** Midweek Package. Bundle a room, a meal + a spa treatment, etc... and sell as a package to increase midweek bookings. Available Sunday – Thursday only.
2. **Packages on the GDS systems** Choose your rooms, rates, dates, and minimum stay requirements, and allow travel agents and large travel portals to add it to their systems to sell as a 'Package'. **Example:** Business Packages Provide the GDS systems (travel agents and corporate planners) with a special rate and stay restrictions from Sunday – Thursday for business travelers requiring early breakfast, business office services provided by your staff, and 'turn down' service. A great way to entice mid-week business travel to your inn. **Example:** Orbitz Package : Provide a Bed, Breakfast, and Spa Package that Orbitz will sell as a composite package to its millions of shoppers.