Marketing And Policies

Go to **SETUP | SETTINGS | MARKETING AND POLICIES** to set your 'default' Guarantee, Deposit, Cancellation and Lead Time settings and to enter Policy and Marketing messages.

The Guarantee/Deposit term settings determine the deposit or guarantee required from guests when booking online, and the cancellation period and terms. To setup the Deposit amount required for your bookings, go to the **Guarantee Section** below.

The 'default' Deposit and Cancellation Policies listed at top of the Marketing Messages display automatically to customers on your website as the Deposit and Cancellation Policies which the guests must accept to complete the booking. They also display on the "BookingCenter Default Confirmation Letter" (if selected) which is automatically sent when guest makes a booking on your website. See detail below, the fields used on Booking Engine and Default Confirmation Letter are marked in red with **(Booking Engine)** . To see where these policies display on your Booking Engine, see Booking Engine | Policies

Other Marketing Messages are are optional fields that can inserted into your Letters using merge fields which means the information will automatically appear.

NOTE: If you are using an OTA Direct Connection (Booking.com, Expedia, etc.) and/or a XML or partner Booking Engine (such as Odysys, BookingSuite, Easy InnKeeping, etc) as your interface, then marketing and policies are controlled in the extranet or interface of the connection.

To edit Marketing and Policies, click Edit at the lower right of the screen, make changes and then click save. See instructions below.

Settings Tab

Guarantee/Deposit and Cancellation Terms/Marketing Messages. (Click on the Title of each section to expand and show details)

Bookings at my property require may require a

Booking Deposit

(Booking Engine and Front Desk Bookings) - This setting determines the guarantee or deposit required for bookings made at the Front Desk (manually entered) and for online bookings taken on your website or via OTA/GDS channels. For example, if you only require a valid credi card at time of booking, then choose "Credit Card Guarantee". If you require a 1 night deposit, then choose "1 Night Deposit".

- **No deposit:** Does not require any deposit or Credit Card Guarantee.
- **Credit card guarantee:** Checking this box will require the guest to enter valid credit card information when booking. If you require a deposit, then use this information to make deposit in the Guest Folio.
- **1-night deposit:** this setting will automatically calculate a deposit of 1 Night (Rate of first nighto f stay)
- **Percentage deposit of %:** Enter a percentage amount of deposit. For example, if you require 50% deposit, then enter 50.
- **Flat Deposit Amount:** such as a $100 deposit to guarantee the booking.

- **Guests must confirm at least (days in advance)**
- **Minimum Booking Lead Time (hours in advance) (Booking Engine)** Enter your minimum booking lead time in HOURS (24 hr increments). For example, 24 hours = 1 day, 48 hours = 2 days , etc.
  Note, for any OTA that you have a direct relationship with - Booking.com, Expedia, Priceline, etc - this value will NOT 'flow over' to the OTA. The only systems that this "Minimum Booking Lead Time" can seamlessly is the BookingCenter Booking Engine/GDS /Pegasus systems. All OTAs and other travel systems you have a direct contract with MUST be setup to enforce your Minimum Booking Lead Time policy in the system itself. For example, if you have a contract with Booking.com, you must set your Minimum Booking Lead Time in Booking.com, as BookingCenter will not send these values. We always recommend to TEST the OTAs setting for after requesting it from your market manager, as that will prove it was set properly.

The cancellation policy of your property will take as a 'default' the one set in the Marketing and Policy area. This can be used for all channels of distribution and apply to all rates and rooms, to maintain simplicity. But some properties wish for specific deposit and cancellation policies that become allocated to specific Agent channels (such as a 'special' on your website; or your GDS bookings to a local company; or the 'non-cancellable' rates assigned to Expedia and/or Expedia, and these unique policies are supported via .

- **Cancellation Policy (**Booking Engine and in Merge Fields)– First choose the time period of the cancellation policy in either hours or days prior to or after arrival. You can also choose no cancellation policy or always a cancellation policy.
  - For example, "if not cancelled X hours prior to arrival" is chosen, then the number entered would be calculated in hours.
- **Cancellation Type:** Choose "Number of Nights", "Flat Rate" or "Percentage
- **Allow cancellations within the penalty period –** Do you want to allow cancellations within the cancellation period you have set. Typcially this is set to No.
- **where X is (hours / days / time):** Choose the penalty period in hours or days for your cancellation policy.
- **Cancellation Amount:** Enter the amount of your cancellation fee based on the "Cancellation Type" you have chosen. For example, if you chose "Number of Nights", and need a 1 Night Deposit as a cancellation fee, then enter 1. If your cancellation is $50, then choose "Flat Rate" in Cancellation Type and enter 50.

An example of a Cancellation policy might be:

If your booking is not canceled at least 24 hours prior to your scheduled arrival, you will be charged a $100 cancellation fee. This fee will be billed to the credit card you used to guarantee your booking.

The Guest agrees to this when booking, and the property is therefore protected against a 'chargeback' when/if the cancellation occurs within the period - in the case of the example above, within 24 hours of arrival.

If using Self Cancellation, then one can ***either*** use the 'default' policy set in the Marketing and Policy area **or** create specific deposit and cancellation policies in the 'Cancellation Policies' area that become allocated to Rates, then to specific Agent channels. Read about the Self Cancellation process here.

Channel	Booking Engines
Description	Booking Engine Cancellation Policy
Cancellation Policy	if not cancelled X hours prior to arrival
where X is (hours / days / time)	24
Cancellation Type	Flat Rate
Amount	100
Policy Text:	If your booking is not canceled at least 24 hours prior to the arrival time (3 pm, unless specified otherwise) then there is a $100 non-refundable cancellation penalty you will pay.
Sort:	1

- **Smoking Policy:** Choose the type of Smoking Policy you have.

- **Pet Policy:** Choose the type of Pet Policy you have.

Messaging

These fields are used to display your Policies and Marketing messages. Some of the fields are required and will display automatically on the Bookng Engine

Other Marketing Messages are are optonal fields that can inserted into your Letters using merge fields which means the information will automatically appear. The fields used on Booking Engine and Default Confirmation Letter are marked in red with (Booking Engine) .

The **Deposit and Confirmation Policy Message, Cancellation and Privacy Policies** listed display automatically to customers on your website as the Deposit and Cancellation Policies which the guests must accept to complete the booking. They also display on the "BookingCenter Default Confirmation Letter" (if selected) which is automatically sent when guest makes a booking on your website. if you have chosen the setting **"Guest Must Agree to Terms" in Booking Engine Settings.** If you want the policies displayed and require the guest to accepat, then you must make sure this setting is checked.

- **Deposit and Confirmation Policy Message (Booking Engine)** – Explain in 'your own words' the policies for advance deposits, or guarantee requirements and any other special conditions specific to your property.
- **Cancellation Policy Message(Booking Engine)** - Explain in 'your own words' the cancellation policy, terms and penatlies.
- **Restrictions: (shows page 1 on Booking Engine) Restrictions (Booking Engine) –** Displays a small message on the first enquiry screen to warn guests of special conditions.
- **Site Description (Booking Engine) -** Displays on the first page of Booking Engine Template 01 and 02 "Hotel Description" option.
- **Marketing Message (Booking Engine) -** Displays on the first page of Booking Engine Template 01 and 02 "Hotel Description" option.
- **Privacy Policy (Booking Engine)** - Displays on the first page of Booking Engine Template 01 and 02 "Hotel Description" option.
- **Location Description -** Optional field that can be inserted in as a merge field in Letters.
- **Customer Reviews -** Optional field that can be inserted in as a merge field in Letters.
- **Driving Directions -** Optional field that can be inserted in as a merge field in Letters.
- **Registration Message –** Optional field that can be inserted in as a merge field in Letters.
- **"Thank you for Booking" Message –** this message appears at the top of the automated guest booking confirmation e-mail on the Legacy Booking Engine This is a good place to include a contact phone number along with a personalized message.

Messaging	
Deposit and Confirmation Policy Message	We require a one-night deposit to guarantee your reservation. A deposit amount equal to the first night of your stay.will be charged to the credit card entered when this booking is submitted. All rooms are non-smoking and pets are only allowed in rooms designated as Pet-Friendly. A Pet Fee of $50 per stay will be added to bookings in Pet-Friendly Rooms. If you are arriving late, after 10pm, please let us know.
Cancellation Policy Message	Cancellations made less than 48 hours prior to arrival date will incur a cancellation fee in the amount of the first night stay plus tax.
Restrictions: (shows page 1 on Booking Engine)	Please let us know if you are arriving late. All rooms are non-smoking and pets are only allowed in rooms designated as Pet Friendly.
Site Description	Our luxurious eco-friendly resort is located on 10 acres surrounded by National Forest and bathed in Colorado sunshine. The beauty of this area is not only in the breathtaking views, but the abundant plant and wildlife in the surrounding National Forests. Nestled on 10 acres, we offer walking trails, picnic spots and a full spa - Plenty of privacy or socializing depending on your needs. We are in walking Nederland, a small mountain town with all of your basic amenities including a grocery store, yoga, gas stations and great restaurants. Choose your accommodation from hotel style rooms in our main lodge or private cottages with full kitchens and a large deck. Enjoy a free continental breakfast in our full-service restaurant and nightly cocktails in front of the fireplace with live music.
Marketing Message	Adventure Awaits! Take advantage of the Colorado sunshine Fall, Winter, Spring or Summer. With a myriad of activities available, you are only minutes away from downhill skiing at Eldora, miles of cross country skiing, hiking and biking trails. Enjoy the beauty at Rocky Mountain National Park, with hiking and horseback riding, and an array of wildlife.
Privacy Policy	We are committed to privacy for everyone who accesses our website. Our site only collects personal data about you as needed to provide you with outstanding service, and to help process your request or provide you with information.
Location Description	We are located in Nederland, CO, 38 miles West of Denver and 15 miles West of Boulder in the front range foothills.
Customer Reviews	This place is awesome! Johnny Guest, March 2017 This place is really cool! Jimmy Guest, Jan 2017
Registration Message	If you are arriving late, after 10pm, please let us know.
"Thank you for Booking" Message:	Thank you booking with us!
Driving Directions	We are located 38 miles West of Denver, Colorado.

Edit

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