

Promo Codes - Packages

Use Promo Codes to offer discounts and specials on your website booking engine.

These Promo Codes can be used to deliver specific or discounted rate plans or packages by using a local Agent and then mapping that 'promo code' to the Agents Allocations.

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Follow these steps to set up a Promo Code and corresponding Rate Plan.

1. First you need to enable the use of Promo Codes. Go to **SETUP | SETTINGS | BOOKING ENGINE SETTINGS** and set 'Use Promo Code' to 'Yes'. This will enable the promo code box on the inquiry page of the Booking Engine. See [Booking Engine Settings](#)
2. Next, modify or setup the proper local agent. Go to **SETUP | RELATIONSHIPS | MY AGENTS**. Use an existing local agent or create a new one, however it is important to note that the *Agent ID becomes the Promo Code and will become the Agent Channel where you will allocate Room Types and Rate Plans*.
3. To create the Promo Code in the Agent. Go to the Agent details and set the Agent Class to Promo Code. See [Setup Promo Codes](#)
4. Once this is completed, then simply allocate the Rate Plans or Packages to the proper Room types and to the Agent/Promo Code in Agent Relationships. **SETUP | RELATIONSHIPS | AGENT RELATIONSHIPS**. See [Agent Allocations](#)

Here are two examples of how to use promo code agents to either provide a flat discount, or to sell as a Package. These are just two examples of how using Agent Allocation features in BookingCenter can help your online marketing.

Flat Discount: Our hypothetical property wishes to offer a 15% discount to all employees of a local company 'Ted's Widgets' when staying in our Queen or King rooms. We first create our local agent at **SETUP | RELATIONSHIPS | MY AGENTS** and name it TEDWIDG, we also set the agent class to 'promo code'. Next we go to **SETUP | RELATIONSHIPS | AGENT RELATIONSHIPS** and allocate our Rack Rate Plan(s) for the Queen and King types to the agent. Once that's done, while still on the Agent Relationships screen we once again find agent TEDWIDG and set Rate Load to -15. When employees of Ted's Widgets go to make a booking on the booking engine they would enter TEDWIDG in the promo code box and the Room Types and Rates displayed to them would be adjusted by the rate loading, in this case 15%.

Selling a Package: Our hypothetical property has a dynamic or fixed package in which we offer a two night stay in a queen room and one full day of guided fly fishing. We want people to be able to book this off our website with the code 'ESCAPE' so we create a local agent named ESCAPE and set the agent class to promo code. Then we allocate only the desired package to the queen type for agent ESCAPE. Because we're not trying to discount the package via the promo code there's no need to adjust rate loading.

Create a new Agent with the Agent Class set to Promo Code. See [My Agents](#)

Agent ID	ESCAPE	Live	Yes
Company		Email	
Contact A		Contact B	
Phone		Other Phone	
Fax		Cell/Mobile	
Street			
City		Postcode/ZIP	
State			
Country	United States		
Commission Rate		Commission Method	Deducted
Agent Class	Standard		
Average Value	Promo Code		
Turnover		Bookings	
Notes			

The new Agent will appear in your My Agents List.

Front Desk	Bookings	Rates	Relationships	Owners	Parameters	Settings	PMS	Features/Images
Guests	Companies	My Agents	Agent Relationships					

Find records where	Agent ID	has		Sort by	Agent ID	down	Display	200	Records	Fetch
Agent ID	Name	Contact	Phone	Country	City	Email				
ABCTRAVEL	ABC Travel Agency	ABC		US	Anywhere	abc@email.com				
ESCAPE	ESCAPE PROMO			US						
PROMO	Promotional Tours			US						
RETURN	Return Guest Discount			US						
GRAND TOTAL:										

The Agent (Promo Code) created becomes an Agent Channel and must have Room Types and Rates Allocated.

Find records where

Agent ID

has

Sort by

Agent Type

down

Display

200

Records

Fetch

Agent ID	Agent Type	Agent Name	Rooms Allocated	Commission	Rate Loading	Action
BC	Master Agent	BookingCenter	21 of 15	\$0.00 per-booking	10	Change
BCM	Master Agent	Members Area Booking	12 of 15	0.00%	10	Change
MYPMS	Master Agent	MyPMS Front Desk	46 of 15	\$0.00 per-booking	0	Change
WR	Master Agent	Global Booking Network GDS/IDS	0 of 15	8.00%	0	Change
ABCTRAVEL	PMS Agent	ABC Travel Agency	3 of 15	0.00%	0	Change
ESCAPE	PMS Agent	ESCAPE PROMO	0 of 15	0.00%	0	Change
PROMO	PMS Agent	Promotional Tours	0 of 15	0.00%	0	Change
RETURN	PMS Agent	Return Guest Discount	2 of 15	0.00%	0	Change

8 records found