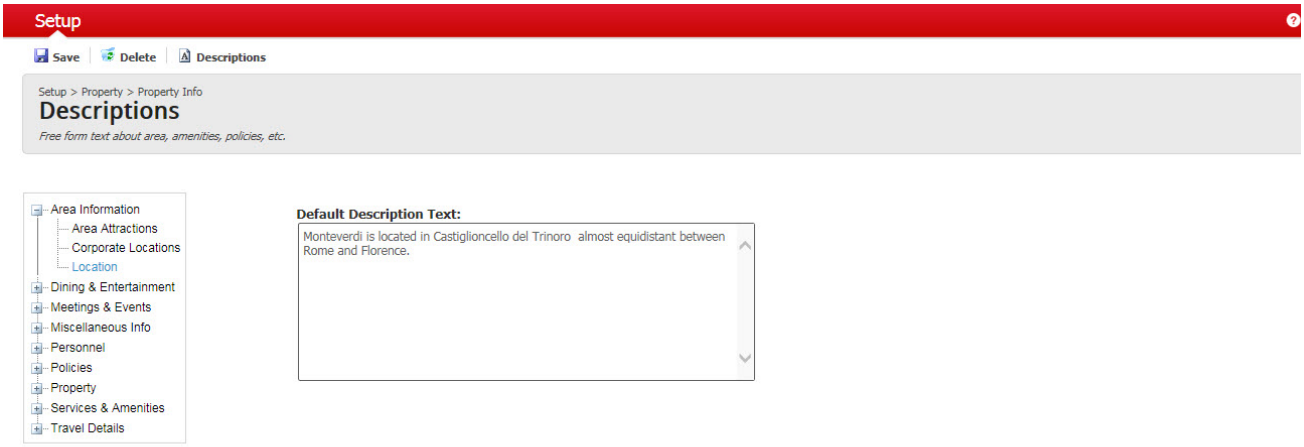
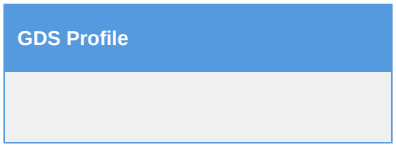
GDS Profile - Property Description

The Property Description section enables you to provide general information about your property, including services and amenities, details about on-site facilities, hotel policies, and dining and entertainment information.





GDS Descriptions
a. Located at: Setup > Property > Property Info
b. This section allows for the free form text about area, amenities, policies, etc.
c. Key sections include:

Steps to update each section requires:

1. Select the description name.
2. Type information in the Default Description Text section that call center agent will use to describe your hotel details.
    - Enter descriptions using phrases that the agents can read directly to the customers.
    - You can use the following punctuation/symbols: spaces, dashes (-), periods (.) and forward slashes (/) and enter clickable URL links.

• Area Information

Use this section to describe the hotel's general vicinity and any areas of interest neat the hotel. Area Information contains three sections:

- Area Attractions - Use for areas of interest to tourists.
- Corporate Locations - Use for businesses located in the area.
- Location

• Dining & Entertainment

- Dining
    - Enter a description of your on property restaurants, cafes, lounges
    - We recommend that you list the attributes of your restaurant headers: Type, Name, Cuisine, Hours of Operation, Serving, and Dress Code.
        - Example:
            - Type: Café
            - Name: Café Rouge
            - Cuisine: European
            - Hours of operation: 0700-2300
            - Serving: Breakfast, Lunch and Dinner
            - Dress Code: Casual

- Meal Plan
    - Enter a brief description of the meals included in your rates.
        - Example:
            - Meal Plans: Room Only, Breakfast
        - Please check individual rates for specific meal plan information.

- Off Site Entertainment
  - List and describe any nearby theaters, venues, or facilities offering entertainment not on hotel property.
- On Site Entertainment
  - Enter a brief description of any entertainment offered by the hotel on property. Examples: casino, nightclub, children's clubs.

- Off Site Restaurants and Lounges
  - List and describe options that are not on hotel property but that are in close proximity and worth of mention. Include the type of cuisine and acceptable dress code.

- Special Events
  - List and describe occasions that your guests might find interesting including festivals, conventions, and seasonal activities.
    - Examples:
      - Festival of the Arts - City Center - Apr 17-18 2017
      - Wedding Fairs - held in the Ballroom Suite - 1st Sunday of every month

• Meetings & Events

- The only field is the Weddings field.
- Enter details about weddings or wedding events at your property.

• Miscellaneous Info

- Alternate Hotels
- AWARDS - List any star, diamond or other award level ratings given to your hotel.
- Frequent Guest Information - List and describe loyalty programs or awards.
- GDS Data - Add information regarding property IDS, GDS Chain Codes, and other GDS related information.
- Handicapped Facilities - Enter accessible facilities and services.
- Key Selling Points - Describe the unique features of your property.
- Miscellaneous - Add information that does not fit the descriptions of the other fields.
- Safety - List FEMA or US Govt safety certification and other safety related information.
- Tour Operators/Wholesalers - List and describe special information regarding tour operator and wholesaler arrangements and contacts.
- Travel Agent Commission - List and describe information regarding the amount of commission, automated payment systems, or payment guarantee options.

• Personnel

- Enter names and contact information for the following positions:
  - Chef
  - Director of Sales and Marketing
  - F&B Director
  - General Manager
  - Managing Director
  - Reservations Manager
  - Rooms Division

• Policies

- List and describe hotel's policies
  - Cancellation/No Show
  - Extended Stay - List and describe Extended Stay policies.
    - Example:
    - For bookings of 21 days or longer please contact the hotel directly on sales@lovelyhotel.com.
  - Extra Charges - List and describe any additional charges that the hotel can assess for additional or extended services.
  - Example:

  - Extra Child Charge: None

  - Extra Adult Charge: Yes - USD 35.00 per night

  - Rollaway Charge: USD 35.00 per night subject to availability.

  - Crib Charge: Available free of charge, subject to availability.

  - Valet Parking Fee: USD 19.00 (no self-parking on site)
  - Family Plan - List and describe family friendly offerings such as family rooms, discounted children's menus, Kids Kamp, etc.
    - Example

  - Children age 12 and under stay free in the same room as a paying adult using existing bedding.
  - Children over age 12 are considered an adult.

  - General Policies - Describe policies that do not fit into any of the other policy descriptions.
  - Group Policy –Describe information for groups, such as the number of rooms needed to designate a group, group contact information, special group arrangements, and offerings.
  - Guarantee/Deposit Policy - List and describe your Guarantee and/or Deposit policies.
    - Example
      - Default Guarantee/Deposit Policy: All reservations must be guaranteed by credit card.
      - Non-guaranteed reservations are not accepted.
      - Guarantee/Deposit policies may vary by rate, please check individual rates for specific guarantee/deposit policy.

- Pet Policy - Describe hotel pet policies such as size and type of pet restrictions, additional charges (if any) and information on special pet services.
- Taxes - List and describe total taxes and fees required at your hotel.
  - Example
    - Hotel Tax: 13% Room Tax per room per night not included in rates.
    - Rates may include tax, please check individual rates for further information

• Property

- Summarize essential selling points of the hotel, including the qualities and ambience that make the hotel unique. You can use the following punctuation/symbols in all channels: spaces, dashes (-), periods (.) and forward slashes (/).
  - Check-in/Check-out - Indicate the check in and checkout times and policies for the hotel.
  - Property Description Long
  - Property Description Typical
  - Property Detail - List and describe any additional property level information for Voice Agent users.
  - Seasonal Closure - Add a descriptions of seasonal closures for property. For instance, note if the property is closed during a holiday season or during winter months due to road closures.
  - Selling Features - Include things that set the hotel apart - the sort of things that you want the guest to know and appreciate about the hotel.
    - There are three separate Selling Feature descriptions.
    - Enter your selling features in order of importance as not all channels accept all three fields.

• Services & Amenities

- Configure the following descriptions:
  - Arrivals/Room Service Amenities
  - Business Services - Describe your hotel's offerings for the business traveler. Example - "*The Business Center is open daily from 6am-10pm - though if you should require assistance outside these hours, the Manager on Duty is always available. The Business Center provides free copying, printing, faxing, and high-speed Internet access. It has five private offices with two line phones and Toshiba 1.7 Giga-Hertz/512 MB Ram computers with 17" flat panel displays. Other facilities include: Secretarial services available; High speed Internet access; Cellular phones available; Business card printing; Printing - Photocopying*."
  - Facilities - Describe hotel level facilities and include a designation of "charge" or "no charge" as is applicable. Example - "**NO CHARGE* Elevators are wheelchair accessible; Handicap facilities public spaces; Indoor/Garage parking on site; Outdoor parking on site; Ballroom on site; Banquet facilities on site; Bar/Poolside; *CHARGE* 24 hour Laundry/Dry Cleaning*
  - Health Club / Fitness Facilities - Describe in detail the space and equipment available at the hotel's health club. Example - "*The fitness center offers state-of-the-art cardio- and weight-training equipment - plus lounge facilities with steam room, sauna, beverages, and towels. The Concierge can also provide a jogging map, or help arrange tennis or golf. Post-workout, book a relaxing massage or order light spa cuisine at the juice and smoothie bar.*"
  - Local Information - Describe other local information you want the Voice Agents to impart to your guests. Example - "*Time zone: GMT -5 hours, Eastern Standard Time. Languages spoken: English, French, and Spanish. Electrical system: Local voltage is 110 to 120 volts AC. Adapters available; please request through the Concierge.*"
  - Meeting Facilities - List and describe the meeting and convention spaces available to your guests, as well as the meeting services your hotel provides or has access to. For example, a customer might want to know the number and size of rooms available and the catering and audiovisual equipment that the hotel can provide.
  - Recreation - List and describe any recreational services or activities located on the hotel property, as well as leisure activities available in the surrounding area. Example - "*The hotel offers a full service health club and fitness center from 0600 to 2130 seven days a week. Includes at no extra charge - Sauna and Whirlpool, Cardiovascular Equip, Tanning beds, Free Weights. Spa Services are available at an extra charge. Pool use is complimentary to all guests. Pool hours - 0600-2130 daily.*"
  - Room Amenities
  - Services - List and describe services available at the hotel, as well as any applicable services provided in the general area surrounding the hotel. Example - "*The hotel offers a full range of services including but not limited to three restaurants, two lounges, a nightclub with live dance music and an open air courtyard with in-pool bar.*"
  - Shopping - Local Attractions - Describe malls and specialized shopping in the area. Example - "*Enjoy the convenience of one of Denver's top shopping attractions, the Cherry Creek Shopping District. Our hotel's complimentary shuttle service will whisk you to Cherry Creek's 400 boutiques and shops, over 50 restaurants, over 40 art galleries and a selection of spas and salons.*"
  - Spa - Describe the hotel's spa facilities, or a facility that the hotel recommends. Example - "*The on-site Day Retreat is one of America's preeminent luxury Spas. The 41,000 square foot spa features an environment of unparalleled beauty. There are innovative programs and treatments that can be individually tailored to meet your personal requirements including an extensive variety of facial, skin, and body treatments designed for both men and women. Experience an enhanced sense of well-being and balance through cardiovascular fitness, T'ai Chi, meditation and Yoga.*"

• Travel Details