Marketing And Policies

Go to **SETTINGS |MARKETING AND POLICIES** to set your 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.

The 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 optonal 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 Detailed Instructions on how to set up Marketing And Policies