

THE MARKETPLACE

PREFERRED HOTELS & RESORTS

PREFERRED BRANDED RATE PROGRAMS – LOADING INSTRUCTIONS

Branded Rate Program Name: Preferred Advance Purchase

Branded Rate Program Code: MKTADV

Valid Arrival Dates: January 1, 2025 – no end date

Rate Category: MKT – PHR Marketing Rates

Rate Type: Public

Rate Type Class: Promotional

Short Description (94 characters):

Receive 10PCT-30PCT off best available rate – *hotel to insert lead days* - prepaid - non-refundable

Long Description (2000 characters):

Receive 10PCT-30PCT off best available rate – *hotel to insert lead days* - prepaid - non-refundable

Rate Attributes:

- Include Tax By Default
- Suppress Rate
- Commissionable (10% minimum)
- Require Credentials at Check-In
- Breakfast included in rate

Channels:

- Booking Engine
- GDS
- IDS
- Mobile
- Voice
- Confidential
- Confidential
- Confidential
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- Confidential

10:1 ROI Guarantee will apply to The Essentials only. Terms & Conditions:

- Must participate in The I Prefer Member Rate and a minimum of (4) additional qualifying brand or bank programs.
- 10:1 ROI will apply to the total cost of the program for the year 2025
- Must have registered for The Marketplace program by October 18, 2024
- Rates must be loaded by December 15, 2024.
- Rates must be loaded on all channels including the GDS, all Preferred Hotels & Resorts' brand websites, and your own booking engine.
- Must have the Preferred Synxis booking engine
- All rates must be publicly available and should not be marked as confidential.
- Rates must be available 75% of the year.
- Hotel must maintain rate parity across all channels and offers should be non-competing.
- If hotel fails 3 rate audits throughout the campaign period, the hotel will be removed from the ROI guarantee.
- Hotels with CRS closures will be removed from the guarantee.
- Best Available Rate is not included in the guarantee.
- I Prefer Member rate and all production from Brand Merchandising rate plan production is included in the guarantee.
- Pro-rated program fees will not be eligible for an ROI under any circumstances.

Required Rate Strategy

Rate Strategy:

Best Available Rate minus discount. Minimum lead days restriction applied. Must be Prepaid and Nonrefundable

Loading Instructions:

1. The MKTADV Rate plan has been loaded under Rate Configuration in the SynXis CR.
2. Update the rate descriptions and rate attributes per the configuration on page 1 of this document.
3. Assign room types and channels per the configuration on page 1 of this document.
4. Extend rate seasons - **through no end date**
5. Insert **minimum lead days** within stay restrictions as noted within the descriptions.
6. **Double check the guarantee & cancellation policies:** apply a 100% full stay credit card deposit, prepayment policy and a non-refundable cancel policy (**Setup > Property > Policies > Policy Assignment**)
7. To set up the promotion/branch code please see below.
 - a. Click on "Add New"
 - b. Level: Hotel
 - c. Code: **MKTADV**, Name: **Preferred Advance Purchase**
Do NOT select Slash Through Pricing unless promotional pricing rules are used
 - d. Select **Preferred Advance Purchase** in the list of rates, then Save
 - e. Click on Add New Branch, Code: **MKTADV**, Name: **Preferred Advance Purchase**, Password: **MKTADV**
8. Upon completion, you MUST notify Preferred Hotels and Resorts when you have completed the loading of this rate at MktgProgramRates@PreferredHotels.com (Upon receipt we will activate your hotel on the offers page, pending a quality assurance audit). PLEASE NOTE, rates have already been mapped to the appropriate channels so a General Viewership Rate Mapping Form is not required to be sent.
9. Please load rates within 5 business days of receipt of this document.