

CentralREZ

CENTRAL RESERVATION SYSTEM

How to Set Up a Promotion in CentralREZ

Set Up > Rates > Promotions

This article provides instructions on how to set up a promotion in CentralREZ.

Promotions can be set up to:

- Generate a URL – for any public rate(s) – that will automatically show the availability calendar and check the availability for a specific rate on the Booking Engine;
- Adjust the pricing on an existing rate plan based on booking windows, arrival dates, and length of stay criteria – also known as Promotional Pricing; and
- Display specifically to consumers based on their geographic location – known as Geo Promotions (for example, where the promotion displays only to consumers in a specified country or countries).

Before Getting Started

- *Recommended:* Create a promotion-specific rate plan derived from your Best Available Rate with a zero formula. This allows for better reporting and control of the display in the availability results of all Channels.
- When creating promotions that display to consumers based on geographic location, the Geo Promotions functionality must be activated. Contact your Account Manager to request activation of the "Activate Geo-Promotions" attribute if you do not have this enabled
- Activate the "Enable Location Capture" attribute from the Booking Engine Template Setup page.
 - Go to Setup > Channels > Booking Engine > Template Setup.
 - Select your booking engine template from the drop down
 - Click Select next to the appropriate Template Code.
 - Scroll down to the Template Attributes > Merchandising and select the Enable Location Capture checkbox.
 - Click Save.

How to Set Up a Promotion:

Step	Process
1	Go to Setup > Rates > Promotions.
2	Click Add New
3	Complete the following information: <ul style="list-style-type: none"> • Active - Leave this checkbox selected. • Level - Select "Hotel" level from the dropdown list. • Code - Enter a promotion code (you can use the same code used for the rate plan).

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	<ul style="list-style-type: none"> • Name - Enter a promotion name (you can use the same name used for the rate name). • Name Display - Select a display option (this controls which name displays in the Booking Engine availability results). • The rate plan name displays on all other channels. • Long Description - Enter a description for the promotion (this only displays in the Booking Engine). • Display When No Pricing Rules Apply - Select this checkbox if you want to display the promotion icon, long description, and image on Booking Engine even if there are no pricing rules set up. • Slash Through Pricing - Select this checkbox if you want to display a slash through the rate amount in Booking Engine.
4	<p>Assign a rate plan to the promotion.</p> <ul style="list-style-type: none"> • Click on the desired rate plan in the Un-Selected field. • Click the right arrow to move this rate plan to the Selected field. • Repeat these steps to assign multiple rate plans to a promotion, if needed.
5	<p>Click Save.</p>
6	<p>Do you have Geo Promotions activated for this property?</p> <ul style="list-style-type: none"> • If No then proceed to next step • If Yes <ul style="list-style-type: none"> ○ Go to the Promotional Geo Source Setup section in the Detail tab. ○ Click on the desired country in the Un-Selected field. ○ Click the right arrow to move this country to the Selected field. ○ Repeat these steps to assign multiple countries, if needed. ○ Once complete, click Save
7	<p>Do you want to add an image for this promotion?</p> <ul style="list-style-type: none"> • If No then proceed to next step • If Yes <ul style="list-style-type: none"> ○ Upload an image from the Image Library section of the Detail tab. <p>The image will display only on Booking Engine.</p>
8	<p>Do you want to include translated descriptions for alternate languages for the Booking Engine?</p> <ul style="list-style-type: none"> • If No then proceed to next step • If Yes <ul style="list-style-type: none"> ○ Click on the Descriptions tab. ○ Locate the desired language. ○ Click on the Plus Icon next to the language name to expand it and complete the following fields: <ul style="list-style-type: none"> ▪ Name - Enter the translated name. ▪ Long Description - Enter the translated description. ▪ Repeat these steps for all languages. ▪ Click Save.