

Promotions



As a reminder, your booking engine is equipped with a real time price comparator. It detects the prices applied by your distributors including the various promotions active on their platforms.

This tab allows you to give a competitive advantage to your website and increase your conversion rate.

The set promotions will be applied to the prices detected by the comparator.

To add a promotion click on **Add new promotion**.

The types of promotions that can be set up are :

- « Exclusive promotion » : This promotion is automatically added to all the other promotions that you set up on the system.
Ex: Exclusive promotion 10% + Last minute 15%.
- « Special offer » : Standard offer: Can be combined with "Exclusive promotion" but not with other types of promotion.
If you set up several types of promotion (Last Minute, Early Booking, 24 hours deal), the most interesting one will be taken into account.
- « Early booking » : The customer must book x hours, x days or x months in advance to benefit from this promotion.
Can be cumulated with "Exclusive promotion" but not with the other types of promotion.
If you set up several types of promotion (Last Minute, Special offer, 24 hours deal), the most interesting one will be taken into account.
- « Last minute » : The offer is only available x months, x days or x hours before the arrival date.
Can be cumulated with "Exclusive promotion" but not with any other type of promotion.
If you set up several types of promotion (Early booking, Special offer, 24 hours deal), the most interesting one will be taken into account.
- « 24 hours deal » : The offer is only available for sale for 24 hours.
Can be combined with "Exclusive promotion" but not with the other types of promotion.
If you set up several types of promotion (Early booking, Special offer, Last minute), the most interesting one will be taken into account.



The general settings are the same for all offers.

- Tick the type of promotion Exclusive promotion Special offer Early booking Last minute 24 Hours DEAL
- Select "Enable" to activate the promotion or "Disable" to deactivate it.
- Check "Yes" or "No" to display a pop-up when your site opens with the details of your promotion.
- Check on which product the promotion applies (it is possible to have several solutions activated on Hotel Intelligence).

The Promotion applies to : Direct Booking

- Tick the OTA to which the promotion is to be applied. booking.com expedia.co.uk agoda.com hotels.com
- Enter the % discount.
- Select the countries where the promotion should apply. Click on .

Then click on "Select all" to apply the promotion to all markets or select the country or countries concerned by the promotion.

- Select the support on which the promotion should be displayed: PC, Tablet, Mobile or all 3.

Support :

- PC
- Tablet
- Mobile



- Enter the minimum number of nights required to benefit from this offer.

The guests should stay at least :

- Enter the price per night below which the promotion can no longer be applied.

Ex : If the price entered is 50 €, the promotion will not apply if (the price detected by the comparator) - (the promotion is lower) than 50 €.

The rate / night must be higher after applying the promotion to :

- If the promotion should not be applied for certain periods click on **Add restrictions** . Then select the period. You can add multiple restriction periods.

- Select the period of validity of the promotion.

- Select the nights when the promotion is available (all days, only on weekdays, only on weekends)

<p>Select the days when the promotion will be applicable:</p> <p><input type="radio"/> All day of the week</p> <p><input type="radio"/> Only on weekdays</p> <p><input type="radio"/> Only on weekends</p>	<p>Or select days :</p> <p><input type="checkbox"/> Monday</p> <p><input type="checkbox"/> Tuesday</p> <p><input type="checkbox"/> Wednesday</p> <p><input type="checkbox"/> Thursday</p> <p><input type="checkbox"/> Friday</p> <p><input type="checkbox"/> Saturday</p> <p><input type="checkbox"/> Sunday</p>
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- Select the room (s) to which the promotion should apply.

- Select the Condition(s) to which the promotion should apply. Then, select the Tariff Line(s) to which the promotion should apply by clicking on .

- Click on **Save** .



Additional settings are required for :

Early Booking : Specify how far in advance the offer can be booked.

How long in advance the offer can be reserved?

1	▼
	Day(s)
	Week(s)
	month

Last minute : Specify when the offer can be booked.

As of when this offer can be booked ?

1	▼
	Hour(s)
	Day(s)

24 hours deal: Specify when the customer can benefit from the offer. The offer will only be visible from 00:01 to 23:59 on the chosen date.

When customers can reserve they?
Customers can book the offer on that date only, from 0:01 to 11:59 p.m.

Please select a date

2021/11/29

You can change the promotion at any time by clicking on [Edit](#) , or delete it by clicking on [Remove](#) .

Don't forget to validate your modifications by clicking on [Update website](#) .