

Promo Codes

These Promo Codes can be used to deliver specific or discounted rate plans or packages by using a local Agent and then mapping that 'promo code' to the Agents Allocations.

Follow these steps to set up a Promo Code and corresponding Rate Plan.

1. First you need to enable the use of Promo Codes. Go to **SETUP | SETTINGS | BOOKING ENGINE SETTINGS** and set 'Use Promo Code' to 'Yes'. This will enable the promo code box on the inquiry page of the Booking Engine.
2. Next, modify or setup the proper local agent. Go to **SETUP | RELATIONSHIPS | MY AGENTS**. Use an existing local agent or create a new one, however it is important to notes that the *Agent ID becomes the Promo Code*. To enable the Promo Code in the Agent. Go to the Agent details and set the Agent Class to Promo Code. For step-by -step instructions on how to set up a Promo Code, go to [Setup Promo Codes](#)
3. Once this is completed, then simply allocate the Rate Plans or Packages to the proper Room types and to the Agent/Promo Code in Agent Relationships. **SETUP | RELATIONSHIPS | AGENT RELATIONSHIPS**. See [Agent Allocations](#)

In this Section

- [Understanding Agent Channels](#)
- [Agent Types](#)
- [Room Type and Rate Plan Allocations](#)
- [Add Room Type Allocation](#)
- [GDS and OTA Allocations](#)
- [Manage Availability and Rates](#)
- [Rate Loading](#)
- [Promo Codes](#)
- [Special Agents](#)

Front Desk

Bookings

Rates

Relationships

Owners

Parameters

Settings

PMS

Features/Images

Guests

Companies

My Agents

✓

Agent Relationships

Find records where

Agent ID

has

Sort by

Agent Type

down

Display

200

Records

Fetch

Agent ID	Agent Type	Agent Name	Rooms Allocated	Commission	Rate Loading	Action
BC	Master Agent	BookingCenter	21 of 15	\$0.00 per-booking	10	Change
BCM	Master Agent	Members Area Booking	12 of 15	0.00%	10	Change
MYPMS	Master Agent	MyPMS Front Desk	46 of 15	\$0.00 per-booking	0	Change
WR	Master Agent	Global Booking Network GDS/IDS	0 of 15	8.00%	0	Change
ABCTRAVEL	PMS Agent	ABC Travel Agency	3 of 15	0.00%	0	Change
PROMO	PMS Agent	Promotional Tours	0 of 15	0.00%	0	Change
RETURN	PMS Agent	Return Guest Discount	2 of 15	0.00%	0	Change

7 records found

Here are two examples of how to use promo code agents to either provide a flat discount, or to sell as a Package. These are just two examples of how using Agent Allocation features in BookingCenter can help your online marketing.

Flat Discount: Our hypothetical property wishes to offer a 15% discount to all employees of a local company 'Ted's Widgets' when staying in our Queen or King rooms. We first create our local agent at **SETUP | RELATIONSHIPS | MY AGENTS** and name it TEDWIDG, we also set the agent class to 'promo code'. Next we go to **SETUP | RELATIONSHIPS | AGENT RELATIONSHIPS** and allocate our Rack Rate Plan(s) for the Queen and King types to the agent. Once that's done, while still on the Agent Relationships screen we once again find agent TEDWIDG and set Rate Load to -15. When employees of Ted's Widgets go to make a booking on the booking engine they would enter TEDWIDG in the promo code box and the Room Types and Rates displayed to them would be adjusted by the rate loading, in this case 15%.

Selling a Package: Our hypothetical property has a dynamic or fixed package in which we offer a two night stay in a queen room and one full day of guided fly fishing. We want people to be able to book this off our website with the code 'FLYGUIDE' so we create a local agent named FLYGUIDE and set the agent class to promo code. Then we allocate only the desired package to the queen type for agent FLYGUIDE. Because we're not trying to discount the package via the promo code there's no need to adjust rate loading.