



The BookingCenter Online Checklist

Updated July 2004

For customers of the BookingCenter Network

We are pleased you have decided to take the next step in using the Internet as a sales and marketing channel. We have created the following checklist to walk you through the process of securely marketing, selling, and managing your inventory online through the BookingCenter Network. It is recommended that you also review the *Reference Manual* if you are new to BookingCenter, which was included in the BookingCenter directory when you installed BookingCenter.

Extra Help

- Many commonly asked questions can be answered online at our FAQ posted at <http://www.BookingCenter.com/faq.html>
- If you need help and have purchased a Support Plan, contact us at 1-707-874-3922 or at support@BookingCenter.com
- If you have not purchased a Support Plan from BookingCenter, please review your support options at <http://www.BookingCenter.com/support/>; call us at 1-707-874-3922 or email support@BookingCenter.com to purchase a Support Contract.
- BookingCenter also offers plans that include the full set up of your system to market and sell on the Internet. It's the simplest way to get started selling and takes only a few minutes of your time. If the "datafile setup" has not been included in your plan, you may purchase it from our online store at <http://www.bookingcenter.com/store/> or contact our Sales Department at sales@bookingcenter.com or 1-800-315-0042.

Item 1: How It Works

- Guests can make bookings, modifications, and cancellations through your Web site.
- Property managers can make bookings, modifications, and cancellations through a secure Member's Area of the BookingCenter.com web site, which can operate as your Central Reservation Service.
- Your inventory may be booked in real-time at thousands of travel-related web sites at the specific rates you set through BookingCenter's Network of Distribution Partners which includes WorldRes, Yellowpages.com, PlacestoStay.com, AOL, Excite, Lycos, Yahoo!, Travelocity, etc.
- Your inventory is also distributed through real-time connections to the SABRE, Galileo, Amadeus, and WorldSpan Global Distribution Systems (GDS) which reach over 800,000 travel agents.

Item 2: What You Need to Get Started

Marketing and selling over the Internet requires the following:

- A registered version of either *BookingCenter Pro*, *BookingCenter Lite with the Network Add-On*, or *MyPMS* running on a computer connected to the Internet.
- Formally 'Sign Up' and agree to the Terms of Service for BookingCenter's Network at <http://www.bookingcenter.com/signup.html> * You will need your BookingCenter ID and Password that you get at purchase time. Call us or email us at support@BookingCenter.com if you need assistance.
- Complete the *BookingCenter Property Account Setup Form* to set up your billing and commission plan. This form may be found at <http://www.bookingcenter.com/support/>
- Complete the *GDS Distribution Form* which is required by the Global Distribution Systems if you desire to have your property distributed on the four GDS to registered travel agents.

Item 3: Internet Configuration (Desktop customers only)

- ☛ Launch BookingCenter.
- ☛ Click on the 'BookingCenter' drop-down menu.
- ☛ Select 'Parameters.'
- ☛ Click on 'Internet Configuration.'
- ☛ Click 'Edit.'

You have the option of updating BookingCenter automatically or manually. An automatic update would update any changes to your rates and availability anywhere you sell online and any online bookings will be automatically downloaded into the Software. *Item: Internet Updating* covers updating in more detail.

For users who have multiple machines running BookingCenter (a Local Area Network - LAN), only one computer can 'manage' the updating. To choose that computer (usually the server computer with the fastest Internet connection on the LAN) click the "Set Manager" button.

Tip! The Network Manager checkbox will be checked when you are viewing the computer set as the Network Manager:



Automatic Update If you prefer automatic updates, select 'Use Automatic Update.'

Update Frequency Select how frequently you would like BookingCenter to update automatically.

Connection Method Select your connection method:

Dial Up – Manual Select this option if you must manually establish an Internet connection.

Dial Up – On Demand Many computers will prompt you to connect to the Internet whenever you perform an action that requires an Internet connection. Select this option if your computer has this feature.

Permanent Select this option if your computer is connected to the Internet through a Local Area Network, ISDN, Cable Modem, or DSL.

Note: If you do not choose automatic updating, you must update manually.

Wait X Seconds Enter the number of seconds you would like BookingCenter to wait before performing an update. This allows your computer time to establish a dial up connection before the update is performed. 30-45 seconds is usually adequate for a dial-up connection.

Display X Rooms on Web You may limit the number of available rooms that are displayed to an online user once they do an enquiry instead of having every available room displayed. This feature makes the enquiry by a prospective guest more manageable for those properties that have many rooms of a particular room type. Enter a value for 'X' to define how many rooms to display at one time. If no value is entered, every room will be displayed of a particular room type.

Display Room Types Only on Web Check this box to only display the room types online, as opposed to every room. The room types with their appropriate description and image will be displayed online until there are no rooms of a particular room type left. This option allows a guest to book multiple rooms with one transaction and gives you more flexibility to assign the guest a room of your choosing.

Display Room Capacity on Web Check this box if you would like the user making a possible online booking to view how many of a given room type is available.

Display Guest Types on Web Check this box if you would like prospective guests to designate their guest type when making an online booking. For example, if you offer AAA and AARP discounts, you would create them as guest types with the associated discount, allowing a guest of those types to select the applicable discounted rate.

Show Tax Exempt Rates on Web Check this box if you have entered tax rates in the Software but do not want to display your room rates online with the tax included. This option makes your rates appear less expensive.

Upload Booking Details to Web	Check this box if you desire <i>all</i> your bookings from your Software to be uploaded to the Members Area and be viewable from anywhere on the Internet. This is perfect for remote owners and property managers to see what is going on at the front desk.
Site Colour	Select the color that you would like the background of your Enquiry screen to be when a prospective guests checks availability and books online.
Default Booking Status	We recommend that you use a default setting of 'Confirmed.' This will set all bookings that occur through the BookingCenter Network to 'Confirmed' status.
Don't Auto Email Guest	Click this if you would like BookingCenter to NOT email the guest a summary of the booking. NOTE: For those who publish through the BookingCenter Network, this is usually NOT an option. For bookings made at partner sites (PlacesToStay.com, AOL, etc), an email will be sent confirming the booking.
Admin Server	Enter <i>admin.bookingcenter.com</i> as the admin server address.
SMTP Server	This address can be provided by your Internet service provider and should be entered here. It is the email server that sends your emails, usually something like mail.earthlink.net. NOTE: This is not a BookingCenter server!
SMTP User Name	This is the user name required by your mail server to SEND mail. This is required to 'log in' to your SMTP server and send mail from within BookingCenter. It is usually something like hotel@earthlink.net.
Billing Email	This is the email address you would like your BookingCenter commission statement and bills to be sent to.

Item 4: Online Booking Confirmation Message (for MyPMS customers, this area is accessed through your | Setup Area | or directly at the BookingCenter Members Area)

Bookings made online generate a Booking Confirmation Email Message which is mostly written by you and is automatically delivered to your guest by email. To set up this email message:

- ☛ Click Parameters | Messages.
- ☛ Click 'Edit.'
- ☛ Enter your 'Booking Message.'

Note: While this is the only required Message on this screen you create, it is highly recommended that you completely fill in the Driving instructions as well.

- ☛ Click 'Save.'

A sample booking message would then appear as:

Your credit card will be used to guarantee your reservation. All cancellations must be received 72 hours prior to the arrival date, otherwise your credit card will be charged for one night's room and tax.

☛ Click 'OK.'

Item 6: Marketing




This item is important for effectively marketing your property online. This area allows you to elaborate on the amenities, activities, and attributes of your property. Travelers researching a trip over the Internet expect detailed information when searching for a place to stay.


☛ Click 'Marketing' from the 'Parameters' window.

Top of Window



Enter as much information on the top of this window as you prefer. Be sure to select your 'Establishment Type' from the drop-down menu. This information will appear wherever your property is electronically distributed. This is especially important if you want to appear on special channels such as the Ski Channel or Bed & Breakfast Channel.

Amenities Button

Click this button to enter Amenities your establishment provides. This will bring up the list allowing you to add:  edit:  or delete:  any amenities your property provides.

☛ Click the Add button 

☛ Hit <tab>

It is VERY important that you choose as many amenities as possible, as people shop for amenities. And write a good description of these amenities! At any time, you can come back and edit your choices by highlighting the amenity and clicking edit:  or delete: .

Activities Button

Click this button to enter Activities your establishment provides. Add, edit, and delete Activities exactly as you do Amenities (above). However, Activities are sometimes offered *near* your property, so the window is a bit different:



Once you ADD an activity, please note whether that Activity is "On Site" or not. If the Activity is **not** offered "On Site", tell the system how many minutes/miles/kilometers away it is. It is VERY important that you choose as many activities as possible, as people shop for these on many

booking sites. Also write a good description of these activities! At any time, you can come back and add/edit/delete your choices.

Full Description

Enter an effective description of your property. This description message will appear wherever your property is electronically distributed. A good sample description makes brief mention of your property's type, your property's location, what of major interest is near, what makes your property unique, and key amenities and services available. A sample description is:

The Victorian House is a beautifully remodeled petite bed and breakfast located in San Francisco's famous Haight Ashbury district. Golden Gate Park and Buena Vista Park are just one block away. The building is an 1892 Victorian painted with seven colors and gold leaf. The interior is filled with many beautiful and intricate Victorian details. Our location is perfect for exploring the city and all its sights. We treat you to a full breakfast and glorious views of the skyline and bridges. We invite you to stay at The Victorian House and experience a bit of San Francisco's history and hospitality.

Location Description

This short sentence is often the most important description you prepare. This is the first statement a prospective guest usually sees about your property when reviewing the list of competing properties that are generated by a search on a Network Partner (i.e. Travelocity, PlacesToStay.com, etc.). This sentence follows your property's name on the search results screen and is not given much space, so it needs to be concise while giving the guest a quick understanding of where the property is located and what is nearby. Often, a prospective guest will choose or reject your property based on this description alone. A tip – do not reiterate the name of your property in this statement. A good example is:

Unique 1880s Victorian in the heart of historic Union Square, just steps from the Cable Cars.

Marketing Message

This is your chance to provide more detail to your prospective guests and build on the information you provided in your Full Description Message. Enter additional details – both practical and alluring - which will assist prospective guests in their decision. A sample message is:

Our historic 9 room/3 story Victorian inn was fully renovated in 1998. We are within easy walking distance of excellent museums, fine dining, and entertainment while downtown is a just a cable car away. Your stay includes a fresh breakfast each morning as well as evening wine service with a variety of wonderful Northern California wines. Let us assist you with any detail of your trip such as airport transfers, dining reservations, and theatre/attraction tickets. If you have any special needs, please let us know in advance so that we can try to
a c c o m m o d a t e t h e m .

Review and Comments

Enter any reviews of which you are proud such as a Zagat's rating, local newspaper story, and guest comments.

➡ Click 'Save.'

Item 7: Set Up Rates, Seasons, Room Types, and Rooms

Your Rates, Seasons, Room Types, and Rooms must be set up to offer your rooms online. This data should have already been set up if you are using BookingCenter as a property management system. If you have not set up BookingCenter to correctly use Rates, Seasons, and Rooms, refer to the *Reference Manual* for detailed instructions on setting this up, or contact BookingCenter at support@BookingCenter.com to have us set up your property for online sales!

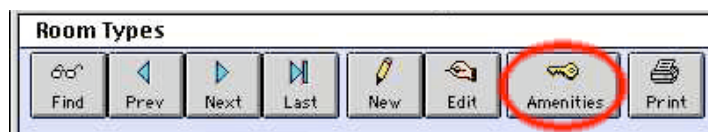
- ☛ Be sure your **Rates** and **Seasons**, if applicable, have been set up correctly.


Room Types



- ☛ Select 'Types' from the Parameters | Booking System window.
- ☛ Click 'New' to add a new room type or click 'Edit' to add/change information to an existing type.
- ☛ Enter all the necessary information as the Reference Manual instructs.

Amenities

Travelers make online bookings at properties that offer great information. Click the Amenities button to enter any and all amenities applicable to **EACH ROOM TYPE**. Do this by clicking the Amenities button as shown below:



- ☛ Click the Add button 
- ☛ Hit <tab>

It is VERY important that you choose as many amenities as possible for **EACH ROOM TYPE** you publish online, as people shop for amenities. At any time, you can come back and edit your choices, by choosing the amenity and clicking add:  or delete: .

Description

Enter an appealing description of this room type. This room type description will be made available for online viewing by your prospective guests.

View

Enter a description of the view from this room type, if applicable. This description will also be made available for online viewing.

Picture

Click 'Picture' to attach an image of each room type for online viewing. You will need to have images saved on your computer to use. See the Images item on this checklist for complete instructions on attaching images.

- ☛ Click 'OK.'
- ☛ Repeat for each Room Type offered at your property.

Rooms

Tip! Set up your 'Rooms' only after you have set up all the other applicable items in the 'Booking

System' section of the 'Parameters' window.

☛ Select Parameters | Rooms.

Note: Again, most of this window for each room should already be setup.

☛ Click 'New' to add a new room or click 'Edit' to add/change information to an existing room.

☛ Enter the following for Online Booking:

Publish on Internet Check this box if you plan to allow this room to be booked online. If this is not checked, then this room will not be distributed online to any Network locations, including your Web site.

☛ Click 'OK.'

☛ Repeat for each room that you desire to allow to be booked online.

Item 8: Images

In order to have your inventory electronically distributed through the BookingCenter Network, you must make images of your property available. A prospective guest is much more likely to book a room at your property if your property and rooms can be viewed. In addition, all hotel images must be in color. We also recommend that you use images of high quality since "a picture is worth a thousand words."

Room Types

Images of each Room Type are available for viewing to prospective guests before they make a booking. You may attach these images in each 'Types' screen by clicking the 'Picture' button and selecting the appropriate image file. See the image guidelines below.

System Graphics

Add and change the rest of the images associated with your property by clicking the 'System Graphics' button from the 'Parameters' window. Then click the button corresponding to the appropriate image.

Logo This image represents your property on very few of the Network sites. This image is *optional* and should be pasted into the Logo field and attached with the Logo button in .bmp format. We recommend a resolution of 300 dpi and a size of 65 pixels x 90 pixels.

Banner This image appears on the top of each Enquiry screen that customers use to book from your web site. This image represents your property and should be a 460 pixels wide x 60 pixels high .jpg image. The resolution must be 72 dpi. *Required for booking from your Web site.

Picture This image displays the EXTERIOR and FRONT of your property. *Required for all online bookings through the Network Partner sites. See the image guidelines below.

Map This map shows people where you are located. This image can't be larger than 430 pixels wide by 430 pixels high at 72 dpi. Also, map images can not have any borders around them nor copyright notices from any other company than your own. So, if you have

'borrowed' a map from MapQuest or another map-making company, please be sure there are no restrictions and clear the border. *Not required for booking from your web site.

Thumbnail This image displays a thumbnail to represent your property on some BookingCenter Partner sites. Usually the image should be of the EXTERIOR and FRONT of your property. *NOT required for all online bookings through the Network Partner sites. This image should be 110 x 110 pixels large.

Currently, only two image formats apply to images on the Internet: jpeg (.jpg) or GIF (.gif). The jpeg format is required for distribution on the BookingCenterNetwork. You may save photos to your computer's hard drive by scanning in the photos or by using photos taken by a digital camera. But make sure you save them as .JPG files (in the .JPEG file format) and name them with no spaces.

Image Quality Issues

To participate in the BookingCenter Network, your images must be of sufficient quality and meet the following guidelines:

- With the exception of maps, all images must be **in color**.
- Images may not have borders, fuzzy edges, or drop shadows.
- Images may not have type or logos on top of the images.
- Images may not be blurry or out of focus.
- Images must be in JPEG format at medium compression. (They may not be in GIF format.)
- Images must be in RGB (not CYMK) format.
- All photos must be saved with a 72dpi (dots per inch) resolution.

Target Image Sizes

Use any image editing program to make images for your Property Exterior and Room Types conform to the following guidelines:

- Horizontal Image 285 x 210 (pixels) at 72dpi
 - Vertical Image 210 x 285 (pixels) at 72dpi
 - Square Image 230 x 230 (pixels) at 72dpi
 - Thumbnail Images 110 x 110 (pixels) at 72dpi
- *All photos must be saved with a 72dpi resolution.

Tip! Using PhotoShop, you can manipulate the dimensions and size by going to Image>Image size

If you are unsure about how to assess these sizes, simply right-click (Windows) or click-and-hold (Macintosh) on an image on the web and choose "view image." This loads the image alone. You should see in your browser's title bar the dimensions in pixels.

Tip! When naming images for the Internet, you can NOT use spaces. For example, front_of_house.jpg is fine, but front of house.jpg is NOT. Just replace any spaces with "_" and your images will display fine. If you are having trouble with the images that will represent you on the Network, just email them to support@BookingCenter.com and we'll get them named and

sized so they look great!

Item 9: Adding 'Book Now' Buttons for your Web site

Note: The 'Book Now' buttons can be used if you desire bookings to be made from your web site.

BookingCenter provides "Make a Booking Now" buttons you may use for FREE, or you can create your own "Book Now" buttons to match the "style" of your web site.

We recommend that you place a 'Book Now' button on all the web pages where you want a visitor to be able to make an online booking. Once these buttons are set up on your web site, you will be able to respond to an online inquiry and accept online bookings.

Adding "Book Now!" buttons to Your Web site

- Place the image you want to use as the "Book Now!" image on your web page.
- On all the pages you want a visitor to be able to click "Book Now," place this code to bring up the correct enquiry into the booking system for your specific property. The code is always : <http://requests.bookingcenter.com/enquiry.phtml?site=Site/D> with the last digits your Site ID. So, if your BookingCenter Site ID is MADRID, your booking URL that links your "Book Now" button to your BookingCenter reservation service is:
<http://requests.bookingcenter.com/enquiry.phtml?site=MADRID>
- Go to http://www.BookingCenter.com/help/web_buttons.html to view FREE 'Book Now' buttons as well as to read more detailed instructions for using web buttons on your web site. The BookingCenter.com Support Department is happy to help you get your web booking links working. Call us or email us at support@BookingCenter.com.

Item 10: Credit Cards

Credit cards that you accept for confirmation of online bookings must be set up properly in your Software. While the codes used by the BookingCenter Network are not as 'user-friendly' as we wish they were, they are the standard for thousands of payment and booking networks, enabling people from around the world to book rooms. While you may use whatever codes you desire for local point-of-sale operations, the cards that you accept for online confirmations must be set up as "credit cards" and "Internet-enabled" in your Parameters | Booking System | Receipt Types. They must also conform to the following codes:

Code	Credit Card Type Code	Issuing Authority
A3	Air Plus	ATPCO
AX	American Express	ARC
CB	Carte Blanche	ARC
DC	Diners Club	ARC
DS	Discover	ARC
EC	Eurocard	ARC

ER	En Route	ARC	
JC	Japan Credit Bureau	ARC	
CA	Mastercard	ARC	
O1	Optima		ATPCO
VI	Visa	ARC	

- Select Parameters | Receipt Types.
- Click the 'New' button.
- Enter the appropriate information for each card you accept.

Note: Be sure to check the checkboxes for 'credit card' and 'internet enabled'.
 ➤ Click 'OK.'

Item 11: Company Information

There are specific contact data about your property that need to be entered for the Network in the Company Information screen. Please check that you have entered it all correctly.

- Click 'Company Information' from the Parameters screen.
- Enter all the contact information.
- Be sure to enter the **full** spelling of your country. Do not abbreviate.
Example: United States, United Kingdom
- Do not include the international long distance code required to dial internationally by your telephone system for your telephone and fax numbers. Enter a + in place of the international long distance code. Do include your country code for those properties outside of North America.
Example: Venezuela + 52 315-355-1000

Item 12: Currency

- Select Parameters | Accounting & Tax
- Enter the proper three-character code for the currency you accept and the symbol. Find your currency code below:

Code	Code	Code
AUD - Dollar - Australia	JPY - Yen - Japan	SEK - Krona - Sweden
BRL - Real - Brazil	MYR - Ringgit - Malaysia	CHF - Franc - Switzerland
CAD - Dollar - Canada	MXN - Peso - Mexico	TWD - N.T. Dollar - Taiwan
CNY - Yuan - China, P.R.	NZD - Dollar - New Zealand	THB - Baht - Thailand
DKK - Krone - Denmark	NOK - Krone - Norway	GPB - Pound - United Kingdom
EUR - Euro - European Monetary Union	PHP - Peso - Philippines	USD - Dollar - United States
HKD - Dollar - Hong Kong	SGD - Dollar - Singapore	VEB - Bolivar - Venezuela
INR - Rupee - India	ZAR - Rand - South Africa	
ILS - Shekel - Israel	KPW - Won - South Korea	
	LKR - Rupee - Sri Lanka	

Item 13: Allocation

Agent Allocation is a feature for allocating a percentage of your rooms at selected rates to your Agents. At a minimum, ALL ROOM TYPES need to be allocated for three Agents - BC, BCM, and WR. You may or may not assign allocations to your other Agents. To learn more about using Agent Allocations, please visit <http://www.BookingCenter.com/demo/html/agents.html> or refer to the *BookingCenter Reference Manual*.

- Be sure you have "published" your rooms to the Internet (See Rooms in a previous item)
- Each time you publish or unpublish rooms to the Internet, you must "Update Room Counts." Do this by going to Parameters | Booking System | Types and clicking on the 'Types' drop-down menu in the upper left hand corner. Select "Update Room Counts."
- Click the Agents button on the BookingCenter HOME menu.
- Find the Agents BC, BCM, and WR. Click the "Allocate" button and then the "Check" button for EACH of the three agents. The default rate for each Room Type will be used and 100% of the published rooms of each room type will be available for Online bookings.
- If you would like to assign a different rate or allocation percentage to the Agents, then do so by clicking Edit.

Tip! You may also apply a unique rate adjustment without changing the default rate through our Rate Loading feature explained below.

Item 14: Internet Updating

Now it is time to upload all the information that we have entered to this point so that it may be distributed to all the sites where your inventory will be electronically distributed.

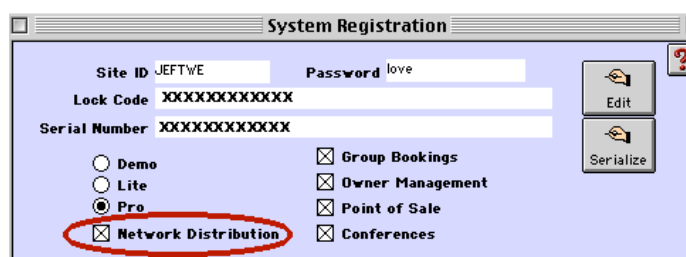
Tip! See *Item: Internet Configuration* to learn how to set the Network Manager computer to handle the updating automatically.

Full Update

The first time you update all your information, you should perform a Full Update. A Full Update sends any changes to your images, Marketing messages, Company Information as well as rates and availability to the BookingCenter Network. This ensures that your most current policies, rates, images, etc. are used all over the BookingCenter Network. Any image or message that has been modified since your last update will overwrite the previous ones. Expect the Full Upload to take between 1 and 2 minutes.

In order to accomplish a Full Update, you must have registered for the BookingCenter Network and entered the correct Lock Code into your BookingCenter software. Your Parameters | Company Information | Register section should have the 'Network Distribution' checked ON to enable the Full Update, as shown here:

If your Network Distribution option is NOT clicked and you have signed up for the network, please email support@BookingCenter.com and we will help you get the proper code.



Once you are ready to perform a Full Update, go to the Parameters | Internet Configuration and choose the button labeled Upload All Info as shown here:



- Only Upload Images when you have changed your images. If you have NOT changed your images, DO NOT upload Images.

Partial Update

Only rate and inventory information is updated during a Partial Update. The Partial Update allows you to instantly adjust your rates and availability anywhere your inventory is electronically distributed whenever you desire. The Partial Update also allows you to synchronize your online bookings with the Software on your computer, bringing into your Software any booking (or booking modifications or cancellations) that had been received by the Network. You can do a Partial Update by choosing 'Update Internet' from the BookingCenter menu or by pressing the button on the Parameters | Internet Configurations screen called "Update Availability".

By performing Internet updates regularly, you will avoid receiving double-bookings since your available inventory will be synchronized everywhere. When a booking is made anywhere on the BookingCenter Network, it is taken off availability EVERYWHERE your inventory is electronically distributed. That means the BookingCenter Distribution Partners and visitors to your own web site will not be able to double-book any rooms. So update as frequently as possible!

Manual Updating

- Select Parameters | Internet Configurations

- Select 'Update Availability' for a Partial Update or 'Upload All Info' for a Full Update. (You may have to connect to the internet at this point if you use dial-up service.)

OR

- Select 'Update Internet' from the 'BookingCenter' drop-down menu to perform a *Partial Update*. Some users may have an *Update Internet* button on the HOME window that can be clicked.
- If asked if your internet connection is open, click 'Yes.'

BookingCenter will now check your connection and synchronize with the Network. After finishing, you will see a Summary Report window of all new bookings and cancelled bookings. You will also receive a summary email from BookingCenter reporting the update.

Automatic Updating

BookingCenter will automatically update the Network at the desired time and present a Summary Window explaining any new bookings received from the Network after each session (or booking modifications or cancellations). Automatic Updating is most effective if you have an internet connection that is always on (i.e. cable or DSL). If you desire automatic updating, refer to checklist *Item: Internet Configuration*.

Item 15: Member's Area

The BookingCenter Member's Area may be entered with your unique ID and Password from the BookingCenter Home Page to:

- Check your bookings made online during any date range.
- Check your Commissions (due to BookingCenter or a Distribution Partner).
- Check the details that are distributed of your property.
- Check the images that represent your property to the Network.
- Login to Online Support.
- Make a Booking for your property. These bookings incur a lesser commission charge, as you are using it as an "insider" managing from the Internet.
- Send BookingCenter an email.

Item 16: Commissions for Online Bookings

Commission Plans

When BookingCenter accepts an online booking, a commission is applied to the total booking. The commission charged depends from where the booking originated and is paid to BookingCenter AFTER the guest has paid the property (i.e. after check-out).

- Bookings made from the Member's Area of the BookingCenter Web site incur a small commission **or** are free as part of the subscription service you agreed to on the 'Account Form' signed with BookingCenter (Agent: BCM).
- Bookings made from BookingCenter Central Reservation System site incur a commission **or** are free as part of the subscription service you agreed to on the 'Account Form' signed with BookingCenter (Agent: BC).
- Bookings made from a GDS or BookingCenter Network Partner Web site incur a 15% commission (Agent: WR).

Payment Plans

You will be notified of each booking made online with an email. In addition, for our PMS users, these bookings will appear on the Daily Management window and the Room Management windows (ie, downloaded directly into the system). A commission based on the total booking amount (or as part of your subscription plan), will be due to BookingCenter when the guest checks out and settles their account. BookingCenter remits monthly bills and asks that you to pay in one of the following ways:

- Payment automatically debiting credit or debit card- You will save 5% of your bill by auto-paying all bookings NOT cancelled.
- Payment via credit card - 100% of total owed paid after a 15 day reconciliation period.
- Payment via check in US dollars - 100% of total owed plus \$5.00 fee per invoice of total owed paid after a 15 day reconciliation period.

Item 17: Network Pricing and Commission Strategies

BookingCenter empowers you with easy-to-use flexible pricing and yield management tools.

Rate Loading

You may "rate load" to specific Agents. This means that you may price your rooms booked online at higher or lower rates than your default rate for that day. Rate Loading enables properties to maintain consistent Rates and Seasons (easy "rack rates") and to be able to Load these rates at either + or - percentages, easily accommodating commission plans into your pricing strategy. Combined with Agent Allocation (described earlier), you have tremendous yield management abilities.

Again, the three online Agents (BCM, BCM, WR) are automatically included with your Software. Each of these Agents and the Agents you create have the following commission entries in the **Agents** screen:

Network Commission and Network Loading

You may run an Internet Agent program that suits your business needs with BookingCenter. You can establish the payment plan you want with Agents who book online and reward them for booking with you directly. Edit the Rate Loading per Network Agent by clicking "Edit" and placing a + or - number value in the field. Now all rates published for this Agent -- at the day/Season requested -- must be multiplied by the valued entered here.

The "Network Commission" is the commission you will offer to Agents who book online through their Agent URL (a special URL you provide to each Agent you initiate described below). The Percentage Rate/Fee Per Booking options allow you to pay the Agent a flat fee per booking or pay a commission.

Flat Fee Per Booking vs. Percentage rate

- ☛ Select the 'Flat Fee Per Booking' box. This will allow you to charge/bill your Agents a flat fee for every booking made online. For example, you will pay an Agent \$3.00 for every booking they make through their booking URL.
- ☛ Select the 'Percentage Rate' box. This will allow you to charge/bill your Agents a percentage of the booking total for every booking made online through their URL.

You can establish your own Agent Network by creating your Agents, assigning them a Rate Loading schedule (or not and they will receive your default rate for that booking without any loading), and then providing a unique URL to allow booking directly to your property. Each Online Agent is given a specific code that attributes the booking to them. Just provide the Agent with a URL conforming to the following scheme (substitute the your Site ID and Agent ID):

<http://requests.bookingcenter.com/enquiry.phtml?site=SiteID&agent=AgentID>. Refer to *Item - Adding 'Book Now Buttons'* - to add the Agent URL to your Web site or theirs.

Note: You CAN NOT edit the fields titled "Network Commission" or the Network Percentage Rate/Fee Per Booking for the Agents BCM, BC, and WR. BookingCenter establishes these values after negotiation with individual properties/groups of properties. They are automatically added to your Software.

Item 18: Agent Analysis

You may run reports to analyze and review Agent commissions with the BookingCenter Software.

- Select 'Agents' from the Home window
- Select the 'Commissions' button
- Select 'All' or 'Confirmed' and click 'OK'

A commission report is displayed for each Agent in your system, including the BookingCenter Member's Area, BookingCenter, and BookingCenter Network. You may also run an Agent Analysis.

- Select 'Reports' from the Home window
- Select 'Agents'
- Choose the 'Analysis' option under 'Reports' and click 'OK'

Notes:

From time-to-time, we will update this document. Go to:

- <http://www.BookingCenter.com/support/> for the latest version
- <http://www.BookingCenter.com/faq.html> for the frequently updated FAQs (Frequently Asked Questions).

In the meantime, if you have questions, contact us at support@BookingCenter.com or 1-707-874-3922. Enjoy managing your business with BookingCenter!



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