

## Sales Tips for Hotels

1. **Pay travel agents regularly** - at least every month, or every 2 weeks.
  - Sign up to the Travel Agent Commission Settlement scheme (TACS) to make this process easier
2. Use the **Travel Agent Production Report** - this can show you how much business each travel agent has given you over a selected period of time.
  - You can also use this as a marketing tool, as the report contains each agent's mailing address, telephone, fax and sometimes Email address so that you can send any promotions you have to them directly.
3. Use a **basic rate structure** - including Rack, Corporate and Promotional rates, so that your hotel will appear under Travel agents searching specifically for business or leisure clients.
4. Ensure that you have **rate parity** - if you are selling rate cheaper on other websites, you will not receive any reservations through the Navarino GDS/IDS booking system, as clients will go elsewhere for the cheapest rate. Travel Agents have recently begun to search for rate parity, and if your hotel is selling rates cheaper on websites than on the GDS, your hotel can be grey-listed.
5. **Negotiated Rates** - are there any companies near your hotel whose clients or employees often need to stay at your hotel? If so it may be worth contacting them directly to set up a rate with them to guarantee monthly business.
6. Look at your **Consortia Report** - if consortia have booked your hotel it may be worth signing up to our Lanyon/consortia program, or contacting them directly to arrange a contract with them.
7. Always load your best prices, and use: **Manage > Availability > Rate Override** to edit your rates on an ad hoc basis so that agents can see that your prices are flexible. When using this page, tick the "Display Base Rate" box, and this will also show you the normal prices for your rooms and rates as loaded in the rate season.
8. Use: **Setup > Channels > Product Assignment** to amend the sell order, so that your most current or cheapest rooms and rates are at the top, so that clients and agents see these first. Rooms and rates do not have to be sold on every channel and you can set sell orders to be channel-specific.
9. **Property Information Report** - Ensure descriptions, policies and services etc. are up-to-date. Use detailed room & rate descriptions - these should tell agents & clients why your prices are different.
10. You can **customise cancel and guarantee policies** for each rate. E.g. For setting up advanced booking rates where no cancellations are allowed, and full deposit is taken.
11. Compare your "**Competitive Set**". Look at other hotels in your area. What offers do they have? Try to match or be competitive. You can do this by looking for competitors on [www.expedia.com](http://www.expedia.com) or [www.amadeus.net](http://www.amadeus.net) for example
12. Lots of **stay restrictions** available for use on rate level as well as room level.
  - E.g. Your promotional rate could be set up with a minimum stay of 3 nights during August for example, to increase revenue during busy months. Or you can close your cheapest rates during trade fairs so that only your highest rates are available.

13. **Photographs** - hotels with photographs on the GDS appear above those without, so make sure that we have up-to-date images of your property.
14. **Pre-authorise credit cards** at the time of booking to avoid being charged for a reservation for which you have not received payment e.g. if guests do not turn up, or leave without paying. Please pay particular attention to reservations for long stays and made with foreign credit cards, as these can be visa applications. In the event of an invalid card, please ask the travel agent to either cancel the reservation, or provide you with a new card. If you have no response, please contact [support@navarinoservices.com](mailto:support@navarinoservices.com).
15. Use **"No Arrival"** instead of closing-out. This will prevent guests from arriving on that day, but will allow longer stays that may stay through the day in question. Then the hotel can choose to out-book a client who will not be staying as long / creating as much revenue.
16. Check the **Failed Availability Report** for reasons why people who have looked at your hotel have not made reservations. (This can be according to availability, minimum stay restrictions or room inventory for example.)
17. If you receive many bookings from overseas, it may be advantageous to **load rates in alternative currencies**. This can result in higher revenue streams for hotels serving the international community because it provides the ability to better tailor rate offerings to local and global markets.

### Hotels using the Navarino Booking Engine

1. **Dynamic Packaging** is a feature which allows you to increase your revenue at point-of-sale. For example: selling Breakfast; dinner; chocolates; wine; and flowers on top of your room rate.
  - If you have any questions or would like to have some telephone training on how to add these packages, please feel free to call or Email us.
2. It is also possible to load **"confidential" promotional or corporate rates** onto your booking engine, allowing only guests with a password to access special prices. These are good if your hotel partakes in newspaper promotions for example, or has a special rate for local companies.
  - If you would like instructions on how to load these rates, please feel free to contact us, and we can show you how to set these up.
3. If you would like to change the **text on the booking engine**, it is possible to amend most of the wording for your specific requirements. Please let us know if you are interested in doing this.
4. The booking engine is available in over **20 different languages**. If you wish to add a "Book now" button in French or Greek for example, we can provide you with links for these.