

## 2009 GDS INSTRUCTIONS

Please notify your GDS Department and/or GDS Representative of your acceptance into the CCRA Hotel Program. Rates must be loaded into the GDS per the instructions below. Please follow all steps carefully:

### 1) Rate Load

| GDS                   | Rate Load Instructions   | Access Code | Pseudo City Code               |
|-----------------------|--|-------------|--------------------------------|
| <b>Amadeus</b>        | Must load by BOTH of these IDs: LAX1S2120 <b>and</b> LAX1S21H2 | CCR         | LAX1S2120 <b>and</b> LAX1S21H2 |
| <b>Apollo/Galileo</b> | Load Group POS-CCRA  | CCRA        | IN8                            |
| <b>Sabre</b>          | Rate Type X only   | CCR         | N4G0                           |
| <b>Worldspan</b>      | Call 404-305-1746 or grdbm@worldspan.com                       | CCR         | I5D                            |

#### **When Changing Rates in the GDS:**

CCRA supports your yield management efforts, and rates may be lowered throughout the year. Simply notify CCRA and your GDS Department to make the changes. Please be aware that, from this point forward, any rate increase or denial of amenities may result in the removal of your property from our 2009 CCRA Hotel Program.

### 2) Rate Description (varies by rate or amenity offering)

- If hotel offers BAR, hotels must load the rate description as: **CCRA Best Available Rate**
- If hotel offers a Negotiated rate, hotels must load the description as: **CCRA Negotiated Rate**
- If hotel offers an Exclusive rate or Exclusive amenity with the CCRA rate, hotels must load the description as: **CCRA Club**

### 3) Amenity Description

For all hotels offering amenities as part of the CCRA rate, the amenities must be loaded in the second rate description line so they are clearly visible to the agent. For all **Club Level participants**, please ensure the rate description is **CCRA Club** and the exclusive discount or amenities are clearly listed in the second line of the rate description for easy visibility.

### 4) Promotional Rates

Promotions advertised via any CCRA marketing vehicle must be accessible in the GDS and linked to the CCRA rate code. Promotional rates that are unrestricted must be equal to the CCRA rate. Use the "Special Information" (SI) field or a promotion code when advertising a special for CCRA agents. And please review the CCRA rate codes with your sales and reservation teams. Proper handling of your GDS rate codes will yield greater revenue and more successful results from your CCRA marketing.

### **5) Voice Bookings**

Travel agents may occasionally phone your 800# or hotel directly to make a CCRA booking. It is important to ensure that all Sales, Reservation and Front Desk personnel are familiar with the CCRA rate codes, the amenities provided under our rate codes and how to access them for direct bookings via phone.

### **6) Block Space**

Block Space refers to a specified number of rooms you contracted to provide through your RFP submission to make available for sale even after the hotel is sold out in the GDS. These rooms are set aside to sell exclusively to CCRA agents. If your hotel has committed to providing Block Space, please notify those responsible for reservations upon closing the GDS (sold out status) that “CCRA Block Space is in effect.” For your reference, this is the Block Space definition as indicated in the Client Specific module on the CCRA RFP:

Block rooms are defined as a number of rooms available exclusively to CCRA after rooms are sold out in the GDS. Agents will call the hotel directly to access CCRA blocked rooms. We ask for 3 rooms per night from hotels with 200 rooms or less; and 5 rooms per night for hotels with 201 rooms or more. Block rooms can be released for sale to the public 48 hours prior to arrival but not sooner. The rate on Block rooms should be equal to the CCRA rate.

### **7) Blackout Dates**

The maximum number of blackout dates should range from 10 and not more than 25 individual nights. These dates must be provided in advance in the RFP submission.

### **8) Confirm your rates are loaded**

Upon completion of the rate loads, please send an email to **rateload@ccrainternational.com**. Include in your confirmation email: Hotel Name, location, key contact, and telephone number. CCRA personnel will audit rates and amenities throughout the year to ensure proper loading and call handling of the CCRA rate and amenities; and to ensure that you are receiving the maximum benefit from the program. Our staff will contact your hotel directly to advise of any discrepancies found.

**Load your rates early and correctly  
to secure every possible booking!**