

INTERNATIONAL PROMO SETUP + VISIBILITY

The hotel currently offers an International Promotion to its OTA partners, providing a 12% discount off the Best Available Rate (BAR) for stays of four nights or more. While this offer is also available through direct channels, its execution is hindered because it is restricted behind a promotional code.

Currently, the rate is only accessible if a guest uses a specific booking link or manually enters the code into the booking engine.

To improve conversion, the hotel should utilize Sabre's GEO-fencing functionality. By targeting top international feeder markets—including Asia, Europe, Canada, Mexico, and Australia—the hotel can allow the offer to display unrestricted in the booking engine for qualified searches.

When a user from a configured geographic region performs a search meeting the four-night requirement, the rate will automatically appear based on their browser location.

For more detailed information & setup instructions explore the [guide here](#).

Promotional Geo Source Setup

^ Country

Move the geo code to the "Selected" box to assign it to this promotion.

Un-Selected:

Filter

Afghanistan

Aland Islands

Albania

Algeria

American Samoa

Andorra

Angola

Anguilla

Antarctica

Antigua and Barbuda

249 Items Un-Selected

Selected:

Filter

→

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→

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