

DRIVE REVENUE

POWER OF EFFECTIVE DISCOUNTING

Q & A

Q

What is the difference between this discount and the one I add from revenue planning?

The discount editor is mostly used for long term discount policies for example the ones set at the moment of the creation of the pricelist (eg. early booking, last minute discounts) or for special marketing operations (eg. Promo codes) or any discount that requires more rules or applies to a large part of the fleet, while Revenue Planning is a dynamic tool that allows the operator to keep the pricing monitor and intervene with punctual correction in the prices.

A

Q

What are the differences between the trigger types?

There are currently 6 trigger types:

No trigger: for all the discount that you wish to apply manually and not automatic.

Service duration: the discount will be triggered by the length of the charter (eg 2 weeks discount)

Reservation period: when the booking is confirmed.

Service period : when the charter will happen.

Last minute: this discount is triggered x days before the charter start.

Promo Code: both service period and reservation period conditions can be set but it will be added to the reservation only by entering the matching promo code

A

Q

When you do a discount, who will be notified about it?

There is no discount notification per se, as soon as the discount is added in the system it will be automatically visible on the Booking Manager Portal, through the API and on all the Search Engine Widgets.

A

Q

Is it possible to use the same method to add "free extras for bookings?" which is equivalent to a discount. Example: for bookings during a certain period, free SUP?

Yes, you can set up any extra to be included in the price and limit the availability with the same conditions of a discount (reservation period and sailing period).

A

Q

Are we tracking the impact or return of the discounts we've been offering? Do we have any data or metrics showing whether they are driving bookings or conversions?

You can use the report section of Booking Manager to do a Discount list for a certain period or a whole year, also in the Yacht Financial Performance and Agency Financial Performance you can see the discounts applied.

A

Q

Is it possible to set discounts using some csv file with revenue planner instead of using web interface? Is it possible to set location limitations to specific one? for example by same marina, city, region or country?

There is the possibility to import discounts through a predefined excel spreadsheet.

A

Q

We have several one way charters within the season, what is the best way to add those discounts, through revenue or types? It's dynamic and changes very often when a boat booked so please advise for the best way to add specific weeks to specific boats as one way special?

If there is the need for a very dynamic and easy change in prices for a specific week on a specific boat Revenue Planning is the best and most effective solution.

A

Q

One question, as this only for discounts, what about pricelist import with an excel or CSV file?

Pricelists can also be imported through an excel spreadsheet.

A

Q

Is the goal amount in revenue planning gross or nett ? What does it include?

You can set your own goal so it can be your net or gross and it can include anything you need. The revenue is calculated on the net charter price of the booking.

A

Q

What is the conversion rate report?

Both the Yacht and Agency Financial Report can include the conversion rate between options and bookings.

A

Q

Where do you find Yacht performance report?

All reports are available in the reports tab in your Booking Manager if you have the Advanced Version of the program.

A