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# HISTORIC HOTELS of AMERICA

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NATIONAL TRUST FOR HISTORIC PRESERVATION®

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## Mark Travel Companies Setup Procedures

### Offer Summary:

Distribution of Retail or Net Merchant Rates on the following distribution partner's websites: Continental Airlines Vacations (UK), Fabugo, Funjet Vacations, Funway Holidays (UK), Global Hotel Choices, Mark International, Midwest Airlines Vacations, Mountain Vacations, Southwest Airlines Vacations, Spirit Vacations, TransGlobal Vacations, United Airlines Vacations (USA), United Airlines Vacations (UK), Vacations by Adventure Tours, VAX/Vacation Access, Voyages..

- Hotel to offer Net Merchant rates.
- Mark Travel distributes hotel products worldwide for hotels located worldwide.

### Rate Setting Strategy:

Mark Travel rates are wholesale Net merchant rates, and should be at parity with Hotel's Best Available Rate after mark-up. Rate displayed is set by Hotel based on demand forecasted for dates.

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### Rate Type:

Net Rates.

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### How To Participate:

1. Hotel must use the Synxis CRS system to maintain inventory and rates.
2. Hotel or Hotel Company should contact Ali Kirchen, Sr. Destination Strategy & Buying Leader, at Mark Travel to sign a Mark Travel agreement at [akirchen@marktravel.com](mailto:akirchen@marktravel.com), phone 414.934.2816.
3. Account Manager gives the Hotel access to the Channel Connect → Mark Travel Direct Connect channel on Administration → Hotel Maintenance page.
4. Sabre Account Manager assigns the Mark Travel user "Mark Travel" to the Hotel or chain. Chain access should be granted if most of the hotels in the chain will be participating in the Mark Travel program.

- a. Go to Administration → User → User Maintenance.
  - b. Search for Login Name “Mark Travel”
  - c. Scroll to the bottom and Search for the Hotel’s chain by using the options in the drop-down.
  - d. Choose the option for either Chain Level or Hotel Level.
  - e. If Hotel Level, check the box next to the appropriate Hotel(s).
5. Once completed, the Account Manager will advise the Electronic Distribution Team at Mark Travel at [ElectronicD@marktravel.com](mailto:ElectronicD@marktravel.com), phone 414.934.1413 that Hotel or chain is ready to go live and to provide chain code, hotel ID, address and contact information, hotel’s local currency, as well as a 1-5 star quality rating for the Hotel or Hotel Company.
  6. Once the Hotel is live, Mark Travel will advise Account Manager, and the search page will return all available products and test bookings can be completed.
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**Channel:**

Channel Connect for rates, availability and reservation delivery. Room type and rate descriptive content is accessed via Channel Connect for Mark Travel.

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**Rate Access/Pseudo Information:**

N/A

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**Commission and/or Margin:**

Mark Travel negotiates a contracted margin directly with the Hotel or Hotel Company.

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**Cancellation Policy:**

Follow Hotel’s cancellation policy.

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**Guarantee Policy:**

Net Rate bookings require a credit card for guarantee. Mark Travel will charge the guest’s card and Hotel will charge Mark Travel’s single-use MasterCard for the full stay upon guest arrival.

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**Days of Week Available:**

Day of week restrictions are set at Hotel’s discretion, and are determined by forecasted demand for Hotel. Rates will display as managed by Hotel.

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**Promotional Support:**

Properties listed on Mark Travel affiliated sites.

Hotels work with Ali Kirchen at Mark Travel at [akirchen@marktravel.com](mailto:akirchen@marktravel.com) to participate in additional promotions.

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**Rate Loading Procedures:**

1. Select Add New Rate (on top tool bar)
2. Enter Rate Type Code and Name
3. Check “Active” and “Suppress Rate” (both boxes need to be checked)

4. Please ensure that “Confidential” and “Negotiated” remain unchecked.
5. Under Channel Assignment, select “Mark Travel Direct Connect\*” for each appropriate room (as the only channel).
6. Add applicable Rate Seasons and/or set formula if rate is set as derived.

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**Front Office Procedures:**

Mark the rate as confidential in your property PMS and charge the Mark Travel single-use MasterCard upon guest arrival. Use guest’s credit card for incidentals.

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**Accounting Procedures:**

Mark Travel provides the hotel with a one-time use MasterCard to be charged at check-in for the guest’s room and tax.

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**Source on Channel Production Report:**

Trackable via Channel Production Report on End-of-Month report under rate codes.

- Main Source is Channel Connect; Sub Source is Mark Travel.
- Channel ID is 332 and Channel Code is Mark TravelDC.

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**Restrictions:**

Subject to Hotel’s availability.

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**Mark Travel Contact:**

Marketing and Business Leader

Ali Kirchen, Sr. Destination Strategy & Buying Leader

414.934.2816 [akirchen@marktravel.com](mailto:akirchen@marktravel.com)

Implementation / Operations

Michelle Smith, Director of Operations

414.934.2484 [msmith@marktravel.com](mailto:msmith@marktravel.com)

Maintenance

Ann Maline, Remote Interface Associate

414.934.1413 [amaline@marktravel.com](mailto:amaline@marktravel.com)