

Changing Rates in Chorum

- Log into Chorum; Select Site; Click “Revenue Management” (red circle on screenshot)
- Will default to Daily Rate Manager
- Each day will show:
 - “Base Rate” before tiers (Blue Circle)
 - Booking Rules based on selected Rate Code (Black Circle)
 - Availability (Green Circle)
 - Left Number is “Total Rooms” available
 - Right Number is # Rooms for selected “Room Type” (Green Arrow)

Day	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
07	\$109.00 23 13	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$129.00	MLOS2 \$129.00
08	\$109.00 33 15	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$149.00	MLOS2 \$149.00
09	\$109.00 35 18	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$149.00	MLOS2 \$149.00
10	\$109.00 33 15	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$149.00	MLOS2 \$149.00
11	\$109.00 33 15	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$149.00	MLOS2 \$149.00
12	\$109.00 35 18	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$149.00	MLOS2 \$149.00
13	\$109.00 33 15	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$109.00	MLOS2 \$149.00	MLOS2 \$149.00

- To see rate being charged with current tiers go to reservations home, select date and current rates will be shown
- Current Rate Tiers are:
 - Base Rate – 0-59%
 - Tier 1 Increase \$5 from Base – 60-70%
 - Tier 2 Increase \$10 from Base – 70-80%
 - Tier 3 Increase \$20 from Base – 80-90%
 - Tier 4 Increase \$40 from Base – 90-100%

- To change rates, click on specific date on Daily Rate Manager to get pop up box

Daily Rate Manager

Current Rates & Booking Rules

Room Type	1 Adult	2 Adults	3 Adults	4 Adults	Extra Per	Booking Rule
KING	\$114.00	\$114.00	\$124.00	\$134.00	\$0.00	MLDS2
DBLQN	\$104.00	\$104.00	\$114.00	\$124.00	\$0.00	MLDS2
ADAK	\$114.00	\$114.00	\$124.00	\$134.00	\$0.00	MLDS2
ADAGO	\$104.00	\$104.00	\$114.00	\$124.00	\$0.00	MLDS2

Update Rates

Start Date: 5/7/2023 | End Date: 5/7/2023 | Rate Code(s): Nightly | Room Type(s): DBLQN | Day of Week: All selected (9)

Increase Rates
 Decrease Rates
 By: Amount \$0.00
 Percentage 0%

Set Rate Amount

1 Adult	2 Adults	3 Adults	4 Adults	Exact Rate Amount for Room Type(s)
\$0.00	\$0.00	\$0.00	\$0.00	

- Rate Changes can be done for:
 - One day or range of dates
 - Dates can be straight through or broken down by weekend vs weekday
 - An increase/decrease of a specific dollar amount for example \$10 or a percentage
 - A specific new rate for example \$119
 - For all room types for only specific room types for example Increase Kings only \$10
- When making changes defaults will be as follows:
 - Hotel’s Default Room type, in screenshot above that is DBLQN, it will vary by hotel
 - Days of Week is defaulted to “All Selected” meaning your changes will affect Sun-Sat
 - Default Change is set at “Increase” and Dollar Amount
 - Default start date will be day you originally clicked on
- Variations by Hotel – Each will be different
 - Some hotels have premiums for certain room types
 - Some hotels have different rate increases for 3rd and 4th person
 - Typical increases will be \$10 3rd person and \$10 4th Person this would matter when entering specific rates vs just increasing or decreasing
 - Room Types Default will vary by hotel
- When Changing Rates Verify all Highlighted are correct for your change
 - Dates; Rate Code (Nightly will change all OTAs); Room Type; Days of Week

Update Rates

Start Date: 5/7/2023 | End Date: 5/7/2023 | Rate Code(s): Nightly | Room Type(s): DBLQN | Day of Week: All selected (9)

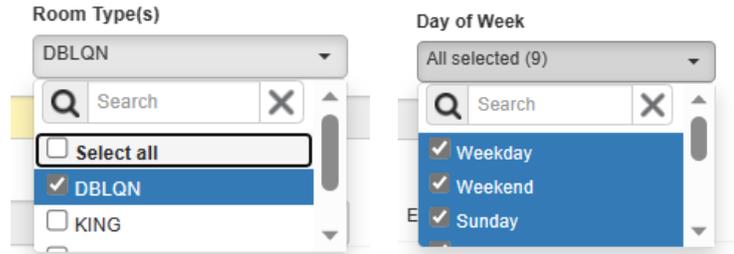
Increase Rates
 Decrease Rates
 By: Amount \$0.00
 Percentage 0%

Set Rate Amount

1 Adult	2 Adults	3 Adults	4 Adults	Exact Rate Amount for Room Type(s)
\$0.00	\$0.00	\$0.00	\$0.00	

- Changing Room Types

- Use Drop Down to select room types; when changing a specific type also change the ADA, for example if changing King if hotel has ADA King also change. We do not want to accidentally charge more for an ADA
- Changing Day of Week
 - Use Drop down to select specific dates or you can select/unselect Weekday (Sun-Thus) or Weekend (Fri-Sat)



- Changing Rate
 - Choose Increase/Decrease then \$ amount or percentage

Increase Rates
 Decrease Rates
 By
 Amount
 \$10.00

- Or Choose “Set Rate Amount” and enter rates for

<input checked="" type="radio"/> Set Rate Amount	1 Adult	2 Adults	3 Adults	4 Adults
	\$119.00	\$119.00	\$129.00	\$139.00

- Making Multiple Changes
 - For example, you want to change for the same set of dates
 - Different increases per room type or different rates for weekend vs weekday
 - Click “Save” it will leave window open to make next change
 - If only making one change click “Save and Close”



- Updating revenue Management Spreadsheet
 - Open [Revenue Management Workbook 2023.xlsx](#) on SharePoint
 - On Current Week’s tab document changes
 - Smaller changes should be written in “Changes from last week” section
 - Larger impact changes to Daily/Weekly/Monthly
 - Change in Grid and Highlight that box in Yellow to show a change from previous week

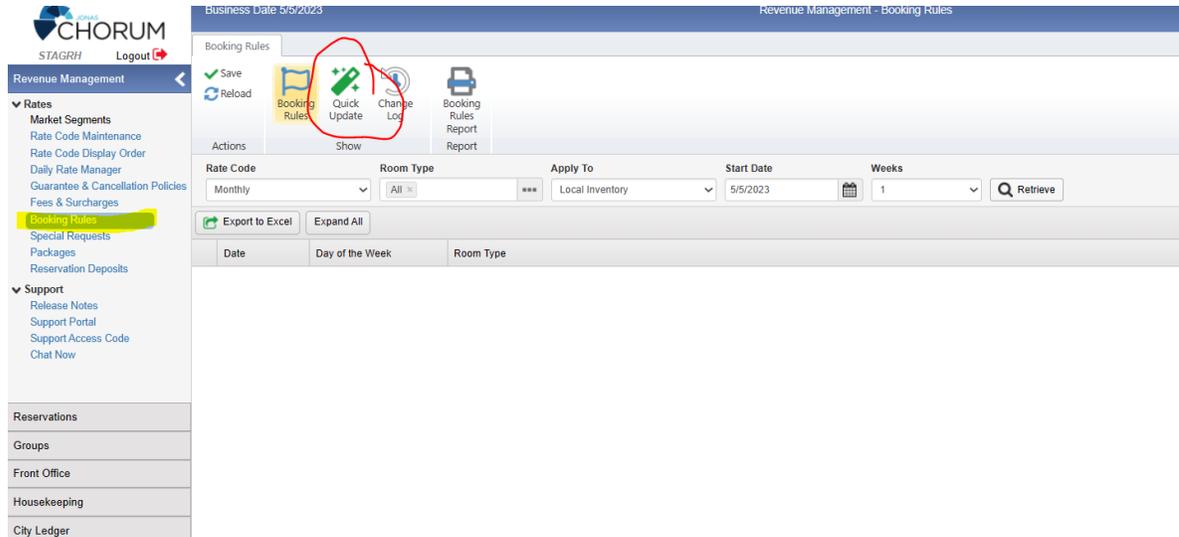
2023 Rack Rates														
5/4/2023														
	Total	K	QQ	STU	Daily				Weekly		Monthly		Lowest	MLOS7
					Weekday-K	Weekday-QQ	Weekend-K	Weekend-QQ	7+ K	7+ QQ	30+ K	30+ QQ		
Goldsboro	49	27	21	1	\$119	\$124	\$129	\$134	\$99	\$99	\$89	\$89	\$84	6/1/2023
Chattanooga	58	35	23	0	\$109	\$109	\$129	\$129	\$94	\$94	\$84	\$84	\$79	6/1/2023
Greer	49	27	21	1	\$129	\$129	\$139	\$139	\$99	\$99	\$89	\$89	\$79	6/1/2023
RTP	49	27	21	1	\$109	\$114	\$129	\$134	\$94	\$94	\$84	\$84	\$79	6/1/2023
Greenville	68	21	47	0	\$114	\$104	\$139	\$129	\$99	\$99	\$89	\$89	\$84	6/1/2023
Webster	75	22	53	0	\$109	\$109	\$119	\$119	\$89	\$89	\$79	\$79	\$74	6/1/2023
Columbia	74	24	50	0	\$109	\$109	\$129	\$129	\$94	\$94	\$84	\$84	\$79	6/1/2023
Rock Hill	58	17	41	0	\$109	\$109	\$129	\$129	\$89	\$89	\$79	\$79	\$74	6/1/2023
Dothan	58	16	41	1	\$114	\$104	\$129	\$119	\$89	\$89	\$79	\$79	\$79	6/1/2023
Randolph	75	22	53	0	\$109	\$109	\$129	\$129	\$89	\$89	\$79	\$79	\$74	6/1/2023
Montgomery	75	24	51	0	\$109	\$109	\$129	\$129	\$94	\$94	\$84	\$84	\$79	6/1/2023
Lackland	87	22	65	0	\$119	\$109	\$149	\$139	\$94	\$94	\$84	\$84	\$79	6/1/2023
Huntsville	75	22	53	0	\$139	\$129	\$169	\$159	\$99	\$99	\$89	\$89	\$84	6/1/2023

Changes from Last week:	
CHA - Raised Rates \$30 weekends of 5/19 - 5/26	
Dothan - NEed to address weekend of 5/11-13	
Randolph - Raised Rates Memorial Day Weekend	
RTP Reduced rates through this weekend	
Moving MLOS to 7/1 this week	

- **ALWAYS CHECK YOUR WORK**

Changing Booking Rules in Chorum

- Log into Chorum; Select Site; Click “Revenue Management”
- Will default to Daily Rate Manager, click “Booking Rules” on Left Menu



- Click “Quick Update” (red circle above screenshot) to get pop up box

Update Booking Rules

Rate Code

Room Type

Apply To

Start Date

End Date

Day of Week Select All Monday Tuesday Wednesday Thursday
 Friday Saturday Sunday

Booking Rules

Allocation Allocate All Rooms

CTA

Close

Open

Min LOS Remove Min LOS

Max LOS Remove Max LOS

- Box defaults to no Rate Codes and no Days of Week to protect from mistakes
- Defaults to all room types, you can make changes to specific room types if necessary
- **DO NOT** change “Apply To” section always leave “All Selected”
- When making changes be very careful as multiple areas to make errors
- First Select Rate Codes to be affected using dropdown box

- Select All to apply changes to all rates for example to open or close or add CTA to all rate codes
- Select Specific Rate Codes to be affected
 - For Daily rates select all daily codes, changing “Nightly” will not change others like government, OTAs etc
 - **NEVER select EXPEDIAP – This must remain closed at all times**

- Select Dates for change, pop up will always default to “today’s date” so be careful to always check date range
 - If making a change for just 1 night, start date and end date need to be same
 - End date will affect that day, for example if want to change 5/5-5/7 use those dates, it treats each date in range as a night
- Select which dates to apply change to “Select All” or choose specific days of week
- **DO NOT PUT ANYTHING IN ALLOCATION BOX**
- Select **CTA** if want to close date to arrival. Bookings can still be made through that date but no new reservations can start on a CTA day
- Select **CLOSE** to close out any availability of a specific date by rate category
- Select **OPEN** if reopening a day or rate type that had previously been closed
- If just changing the MLOS, you **do not** need to select CTA/OPEN/CLOSE

- Changing **MLOS** – Minimum Length of Stay
 - To Remove a MLOS and make it “1 night” click box “Remove Min LOS”
 - To Change the number of nights for a MLOS enter a new amount in the box next to Min LOS
 - MLOS only affects the “Start” date of the reservation
 - For example, if you only want 3 night stays on a Friday you put MLOS3
 - But if someone books Thursday and they include Friday that MLOS for Thursday will be used meaning they could just book 2 nights Thursday/Friday even though Friday has MLOS3
- Changing Maximum Length of Stay
 - We rarely use this
 - This would be to allow bookings prior to a date, and not let them continue through a particular date
 - For example, we only want 7+ night stays through this weekend
 - We do not want an arrival on Monday to check out on Friday or Saturday
 - We would put a Max LOS for Monday of 3 nights so they could book any dates up until check out Thursday
- Error Messages
 - If you forget to fill out a required field and you click “save” you will get a message at bottom of screen in red
 - Required fields are Rate Code and Days of Week

Day of Week Select All Monday Tuesday Wednesday Thursday
 Friday Saturday Sunday

Booking Rules

Allocation Allocate All Rooms

CTA

Close

Open

Min LOS Remove Min LOS

Max LOS Remove Max LOS

Please select at least day of the week

- **ALWAYS CHECK YOUR WORK**
 - Specifically, that you didn’t accidentally change Weekly and Monthly Rate Codes