



BEST PRACTICES

HOW TO MAXIMIZE YOUR REVENUE AND VISIBILITY WITH THE MARKETPLACE

- ✓ Early sign-up for The Marketplace 2023 before October 31, 2022
- ✓ Elect PH&R complimentary rate loading services
- ✓ Remain within rate parity for the entirety of 2023
- ✓ Keep the Marketing Rates open and bookable at least 75% of the year
- ✓ Chose 5+ ROI-Eligible Branded Rate Programs as well as Bank Rate Programs
 - Best performing programs are:
 - Say More Save More
 - Preferred Advance Purchase
 - Preferred Bed & Breakfast
 - Preferred Suites
 - American Express Extra Night Offer
 - Mastercard Standard AND Premium Offers
- ✓ Participate in Spotlight Campaigns to elevate your visibility
- ✓ Participate in Last Minute Escapes to boost demand when you need it most
- ✓ Participate in the *I Prefer* Member rate