



# Partner Implementation Kit



**Table of Contents**  
(click on the link to jump to that section)

**A. Introduction**

<a href="#">Glossary of Terminology</a> .....	3
<a href="#">Overview of WCT-OPN</a> .....	4
<a href="#">Products, Added Value Tools and Marketing Support</a> .....	5

**B. Getting Started**

<a href="#">Partner Support Center Orientation</a> .....	6
--	---



**C. Building Your Travel Website**

<a href="#">Uploading Headers and Footers</a> .....	7-9
<a href="#">Hotel Booking Engine Configuration</a> .....	10
<a href="#">Booking Engine Options</a> .....	10-13
<a href="#">Hotel Booking Engine Implementation</a> .....	13
<a href="#">HTML Links, Sub-Affiliate Setup</a> .....	13-15
<a href="#">CNAME Domains</a> .....	16
<a href="#">Hotel Style Sheets</a> .....	17
<a href="#">Language Options</a> .....	18
<a href="#">Customer Service Contact Information</a> .....	19
<a href="#">Website Information</a> .....	19
<a href="#">WCT Hotel Data Files</a> .....	20-21
<a href="#">Testing Hotel Reservations</a> .....	22
<a href="#">WCT-OPN Merchandising Pages</a> .....	22
<a href="#">CustomTrip Booking Engine Implementation</a> .....	23-25
<a href="#">Air Reservations Booking Engine Implementation</a> .....	26-28
<a href="#">Rental Car Product Overview</a> .....	29

**D. Getting Help**

<a href="#">Support Procedures</a> .....	30
<a href="#">Advanced URL Search Parameters</a> .....	31

## Glossary of Terminology

<b>Booking Engine</b>	A Web-based reservation tool for one of several travel products -- hotel, car rentals, dynamic packaging, cruises, airline tickets, et cetera.
<b>CNAME Record</b>	A CNAME, or alias record, displays your own domain name instead of ours in web browser address bars. Creating a CNAME record enhances your brand and encourages search engines to crawl your website. For more details, please see "Define CNAME Domain" section.
<b>Commission</b>	The amount received by OPN from its hotel reservation suppliers as a result of bookings by a partner's end users, less refunds, cancellations, and costs and expenses of collection.
<b>Footer</b>	Information at the bottom of a web page consisting of image(s) and/or text. The footer's appearance is controlled by HTML code and also identifies your private-branded site.
<b>Gross Sales</b>	The aggregate of all online and phone Published Rate and online and phone <i>Save Rate</i> sales booked by a partner's end users during a given month, less taxes, online OPTI-FEES and cancellation fees.
<b>Header</b>	Information at the top of a web page consisting of image(s) and/or text. The header's appearance is controlled by HTML code and identifies your private-branded site. Header design is entirely at your discretion; you can design all major elements such as logos, graphics, banners, links, colors, and fonts to get the look and feel you want.
<b>Save Rate and Preferred Rate Hotels</b> 	Our Save Rate and Preferred Rate hotel inventory features specially discounted rates, also known as merchant rates. These reservations are prepaid by your customers at the time of booking, so you get paid sooner and more often for these bookings.
<b>Look-to-book Ratio</b>	A ratio of bookings to page views. For example, if you receive 1,000 page views and 20 bookings in one day, the look-to-book ratio is 0.02 or 2%.
<b>OPTI-FEE(s)</b>	An optional service/booking fee that can be added to online hotel, car and air bookings as a way to significantly increase your cash flow including, bookings that are cancelled. For details on this revenue-generating feature, see the sections on setting up OPTI-FEES.
<b>Partner Support Center / Back Office</b>	Our Partner Support Center, sometimes referred to as the "Back Office," is a secure account administration area. Obtain statistics on reservations and commissions, configure your website(s), upload your own HTML code and graphics, and access marketing resources.
<b>"Powered by" Logo</b> 	A logo that tells visitors to your private-label site that it is "powered by" OPN. <b>This logo should only be included in the footer.</b> To display this logo you will need to reference %POWEREDBY in your footer code.
<b>Private Label/ Private Branding</b>	The particular brand or identity of a partner's site that incorporates our booking engine.
<b>Published Rate Hotels</b>	Hotel properties distributed through the travel industry's Global Distribution System (GDS). Our two Published Rate providers are Sabre and Pegasus. A credit card is required to book a Published Rate hotel; however, in most case the customer pays the hotel at the time of checkout.
<b>SRC</b>	An ID number (i.e. 10001234) assigned to each partner site for tracking commissions. Links on your website to our booking engines and other OPN services contain references to your SRC number(s).

## Welcome!

### Overview of WCT-OPN

World Choice Travel, a division of the *Orbitz Partner Network*, is the industry leader in offering scalable, private-label travel solutions that allow you to build your own comprehensive online travel portal. Our powerful technology platform allows you to customize our entire suite of products to best serve your needs. We offer a customizable HTML solution or a flexible XML programming interface for advanced programmers.

You will earn a competitive revenue share on a myriad of products, including Hotel, Air, Car and Vacation Packages. As a WCT-OPN partner, you will enjoy the same competitive rates and inventory that are offered on Orbitz.com, but have your branding carried throughout the customer shopping and booking experience. From language options to currency conversion and much more, WCT-OPN allows you to establish your brand as a trusted travel provider.

Our partners include airlines, hoteliers, convention and visitor's bureaus, online publishers and other highly successful online travel marketers.

Due to the success of our global program, WCT was acquired by Orbitz.com on March 1, 2014. In addition to WCT-OPN's powerful suite of travel products, our partners are able to harness the resources and product lines of Orbitz.com to market their own brands to the world.

### About Orbitz Partner Network

Orbitz is a leader in the delivery of private label solutions to a broad range of affiliates that includes some of the world's best known brands of airlines, travel agencies, financial institutions and other organizations. We provide a suite of customized products that includes world-class supply of air, hotel, car rental and dynamic packaging, as well as loyalty program fulfillment and mobile solutions. Orbitz Partner Network has been a very fast growing division within Orbitz for the past several years, having achieved many competitive new partnership wins and very strong growth among its existing partnerships. Furthermore, Orbitz has added hundreds of dedicated resources across the business, technical, and customer service organizations to help support this growth.

## Products, Added Value Tools and Marketing Support

You now have complete access to our entire suite of products. With your own private-branded version of OPN booking engines and valuable destination content, you may offer travel services to your visitors and start generating revenue today!

### **OPN's private-branded suite of products includes:**

- HTML and XML Hotel booking engine – features *Save Rate* and *Published Rate* hotels
- Our revenue-enhancing OPTI-FEE Program
- CustomTrip vacation packages
- Car rental booking engine
- Airline ticket booking engine
- Reservation Rewards (post-booking opportunity)
- Ready-to-Use Travel Portal Page – an optional, pre-built travel channel

### **Added-value tools for your site(s):**

- Hotel + Activity Promotions
- Destination guides
- Interactive maps
- Dynamic Currency Conversion (DCC)

### **Marketing Support (click the links to go to the appropriate Partner Support Center section):**

- Dynamic [Hotel Merchandising Pages](#)
- Customizable [Save Rate Promotional Pages](#)
- Destination, Sale and Thematic [Promotional Pages](#)
- [Promotional materials](#) (including interactive ad banners, newsletter subscription boxes)
- [Discount Offer Codes](#) for Merchant Rate Hotels
- FREE SEO/SEM teleconferences
- [SEO Basics Manual](#) (online)

To learn how to leverage all the OPN Marketing tools available, please refer to the [Partner Marketing and Merchandising Kit](#).

For a list of available branded services, please visit our [Products](#) page.

## Getting Started

## Partner Support Center Orientation

Before you begin, we encourage you to view our prerecorded training videos at <http://www.tpnmarketing.com/video/> which will familiarize you with the tools available as you begin building out your travel website.

[BETA]  
Learning Center

## TOP 5 MOST POPULAR VIDEOS

- #1) [Headers and Footers](#)
- #2) [Hotel Engine Settings](#)
- #3) [Quick Reports](#)
- #4) [Hotel Links & Search Forms](#)
- #5) [Pay Statements & Commissions Due Report](#)

## PROFIT AND REPORT CENTER

### Visitor Booking Statistics

Learn how to use one of the most valuable (and popular!) reports on WCTRAVEL.COM. The Visitor and Booking Statistics report breaks-out by line-of-business (Air, Car, Hotel, Packaging and Activities) your Visitor counts, Bookings, Cancellations, and Book % / Conversion Rates. This training tutorial shows you not only the basic features, but, also shows you how to look at recent trends by month. [ [watch now](#) ]

### MOST POPULAR Monthly Payment Statements & Commissions Due Report

Learn about the report that contains a detailed summary of reservations that have been paid, and, where to find out what commissions will be due in your next commission check. [ [watch now](#) ]

### Commissions Comparison Report

The Commissions Comparison Report makes it easy for you to compare period vs period commissions thus making it easier to analyze business performance. [ [watch now](#) ]

### Opti Fee Report

This report contains a summary of the OPTI-FEES collected since your last check was issued or for any date range you select. [ [watch now](#) ]

### Weekly Trends Report

The performance of your business displayed in a weekly-basis format that details % increase & decrease. [ [watch now](#) ]

### Top Cities Hotels Report

Shows which City markets and individual Hotels are your top producers for a given time period. [ [watch now](#) ]

These videos can also be accessed in the Partner Support Center at the top of each page.

## Step 1: Uploading Headers and Footers

The header and footer comprise the space surrounding the booking engine. At its simplest, the header is located above the booking engine and the footer is below it. More advanced page layouts can consist of columns to the left and right of the booking engine.



[Hotels](#) | [Vacation Packages](#) | [Flights](#) | [Last Minute Packages](#) | [Car](#) | [Cruise](#) | [Activities](#)  
[View Reservations](#) | [Add to My Favorites](#) | [Help](#)

Search for Hotels

1 Where would you like to go?

Location Type:  
City:  State:  Country:  ☒ Include nearby areas

2 What are your travel dates?

Check-in:  Check-out:

3 How many are traveling?

Rooms:  [Need 5+ rooms?](#) Adults Per Room: (18+)  Children Per Room: (0-17)

4 More Search Options

Enter Hotel Name:  Select Hotel Chain:  Select Hotel Rating:

Select Features and Amenities:

☐ Airport Shuttle  
☐ All-inclusive Property  
☐ Business Center  
☐ Data Port  
☐ Dry Cleaning/Laundry  
☐ Free High-Speed Internet  
☐ Free Parking  
☐ Free Breakfast  
☐ Fitness Center  
☐ Golf  
☐ Interior Corridor  
☐ Luxury  
☐ Meeting Rooms  
☐ Near Beach  
☐ On Beach  
☐ Pets Accepted  
☐ Restaurant  
☐ Room Service  
☐ Smoke Free  
☐ Spa  
☐ Swimming Pool  
☐ Tennis  
☐ Wheelchair Accessible

Show rates in:

[Clear Fields](#)

WCT allows you to upload HTML, JavaScript, and Cascading Style Sheets (CSS) to our servers to help in branding your private label website. WCT does not allow server-side scripts to be uploaded to the booking engine.

**Please note:** WCT does not support iFrames as the sites using them are not compatible with the different product booking engines and the various ways in which the code is passed along through customer shopping paths. WCT uses third-party vendors for selected products, and it is difficult to pass along the unique SRC number on the proper path when using frames. Using a framed site may result in your SRC being dropped as the customer proceeds through the shopping path.

### 1.1 Defining Images in a Header and/or Footer

Images defined in a header and/or footer should be uploaded to WCT's image servers using the Upload Image tool provided in the Partner Support Center under [Manage Your Website: Update Images](#). \* Hosting the images on the WCT image servers will prevent a *Non-Secure Item Error* from occurring in the browser when the protocol changes from HTTP to HTTPS at the time a reservation is made.

***\*Please note that it can take up to 15 minutes for images loaded to replicate across our servers and become viewable.***

## 1.2 Creating a Header and/or Footer

Once your image is loaded, you will need to create the HTML for your default header and/or footer or a custom header and/or footer. To create your default header and/or footer, navigate to [Manage Your Website: Update Headers/Footers](#) in the Partner Support Center.

The following variables must be included in your HTML:

Variable	Description
%JAVA	This variable must be included within your header after the <HEAD> tag. This is the placeholder for where the booking engine will insert JavaScript.
%HOST	This must be inserted into the <IMG> tag in the SRC attribute before the image URL. Please note, that all <a href="#">images</a> must be hosted by WCT.

The SRC attribute value of any <img> tag which references an image uploaded to the WCT image server should follow this structure:

<IMG SRC="%HOST/images-bin/XXXXXXXXX/imagename.gif">

%HOST is a WCT-defined variable, which calls the domain to the image server. XXXXXXXXX is the 8-digit website ID (SRC) of your website.

Once you have defined your header and/or footer, you may propagate it across all product lines you are subscribed to:

The screenshot shows a web form for managing website headers and footers. At the top, it says 'Last update on 06/24/2007 02:30:53'. Below that, 'Website: demosite1.com (10011820)' is displayed. The 'Name' field contains 'hotel'. The 'Type' dropdown is set to 'Header'. The 'Propagate to' section contains a grid of checkboxes for various product lines: mybrand, lastminideals, showtickets, air, carengine, customtrip, hotrate, cruise, optipage, and hoteldeals. The 'Default' dropdown is set to 'No'.

WCT will store the default header and/or footer you have associated with your account and replicate this across all product lines. This allows for more efficient calls into our database while ensuring your branding is properly carried throughout each booking path.

Moving forward, you have the ability to clone any header and/or footer in your WCT account to new products you wish to promote on your website, making your future implementation efforts easy to complete! (Cloning a site will not automatically carry over HTML or CSS from existing sites)



### 1.3 Creating Special Headers and Footers

A header and/or footer other than the default can be used for the branding of a specific product. This is done by creating additional headers with special names. For example, a special header can be created for the CustomTrip dynamic packaging booking engine by naming the header "customtrip" and setting the default value to *No*. When linking to the CustomTrip engine, this header is used instead of the default header. Below is a list of all product headers that can be created:

Product	Header Name	Special Notes
Save Rate Hotels	hotrate	Custom header and footer for the customizable Save Rates Page.
Air Tickets	air	Custom header and footer for the air engine.
Car Rentals	carengine	Custom header and footer for the car booking engine.
Hotel Email Confirmation	emailconf	Use this to customize your header/Footer for the Hotel Confirmation email. Please keep in mind; this should be a simple image/logo with a hyperlink back to your site. Most email editors do not support CSS and can cause your headers to look incorrect.
CustomTrip	customtrip	Custom header and footer for the CustomTrip product. If you are currently using frames in your site, we strongly recommend that you create a custom header and footer for CustomTrip.
Hotel	hotel	Custom header and footer for the Hotel product.
Hotel Merchandising Page	hoteldeals	Custom header and footer for the Hotel Merchandising Page.
Trip Lookup Page	common	Custom header and footer for the Trip Lookup Page.

**We recommend:** Please do not use any embedded style sheet elements within your headers or footers when adding CSS related to the products we offer. Examples include the <STYLE> tag and <LINK> tag. These elements will be added to the designated Style Sheets sections. Example Hotel CSS area is located at [Manage Your Website: Manage & Market Your Products: Hotel: Hotel Style Sheets](#) (refer to section: [Hotel Style Sheets](#) for detailed information) You can add CSS for your Header/Footer within your Header.

## Hotel Booking Engine Configuration

With WCT's state-of-the-art hotel booking engine, you are able to offer the most comprehensive selection of hotels in the world to your visitors. You can select specific hotels or destinations to feature on your website. Customers make real-time reservations on properties drawn from three massive hotel databases, which include over 90,000 merchant rate hotels and resorts worldwide. Our hotel engine is available in an HTML or XML interface. Transactions may be viewed in over 160 currencies, and may be paid for in several other currencies with our Dynamic Currency Conversion (DCC) feature.

The central location for obtaining the hotel booking engine links, widgets, data files and configuration options is located in the Partner Support Center under [Manage Your Website: Manage and Market Your Products: Hotel](#) :



### Step 2: Establish Hotel Booking Engine Options

You may control several aspects of the hotel booking engine in this section. The Hotel Booking Engine Options allow you to customize elements contained within the hotel booking path, as well as additional marketing opportunities.

#### 2.1 Hotel OPTI-Fee Setup

An easy way to increase your revenue and cash flow is with our exclusive and flexible OPTI-Fee program. OPTI-Fees help WCT-OPN partners increase profitability by adding nightly (or per booking) transaction fees to all online hotel and car bookings. After adding OPTI-Fees, WCT partners have reported revenue increases of 33% per month or more.

You can select the option that works best for your own business:

- NO OPTI-Fees
- Charge OPTI-Fees on ALL Hotel Reservations
- Charge OPTI-Fees on SAVE RATE and PREFERRED RATE RESERVATIONS only

- Charge OPTI-Fees on PUBLISHED RATE RESERVATIONS only

You may charge OPTI-Fees using WCT's standard default schedule or create a customized fee schedule. Customized fees allow a minimum OPTI-Fee of \$1.50 per night and a maximum of \$15.00 per transaction.

The default WCT OPTI-Fee schedule for online hotel bookings is:

- \$1.75 per night on bookings less than \$79.99 per night
- \$2.75 per night on bookings between \$80.00 and \$119.99 per night
- \$3.75 per night on bookings higher than \$120.00 per night

*Default schedule example:* If a customer books 2 nights @ \$110.00 per night, a fee of \$2.75 per night will be charged, amounting to a \$5.50 total service fee. OPTI-Fees are charged to the customer's credit card and appear on the card statement with your website name listed for merchant hotel transactions. For published hotel transactions, the OPTI-Fee will appear as a second line item.

**We recommend:** Enable and charge OPTI-Fees on all hotel reservations using our default OPTI-Fee schedule. We have tested the amounts contained in the default fee structure against the competition and have tweaked the amounts to be an effective revenue generator, while still meeting the demands and expectations of the consumer marketplace.

## 2.2 Opt-in Newsletter/Newsletter Description

WCT's hotel booking path allows you to capture customer e-mail addresses when completing a hotel transaction. These e-mail addresses are an ideal source for creating a customer-based e-mail list. By turning the Opt-in Newsletter field to *Prompt Customer When Reserving*, WCT will store your specific opt-ins in the [Profit and Report Center: Download Data](#): Client Records.

You may use the Newsletter Description field to display a compelling message to your customer encouraging them to sign up (i.e. Join now to receive special hotel deals from *YourSiteName.com*).

**4 Sign up for Deals and Promotions (optional)**

☐ Yes, I would like to receive hotel and travel deals by e-mail.

**We recommend:** Enable this feature and begin collecting valuable customer information that you may use for future marketing campaigns. E-mails collected are your property; WCT will not market to your customer.

## 2.3 Default Country/Language and Currency

You may customize the default country associated with your WCT account using the Default Country drop-down list. Once selected, the country of choice will appear as a pre-populated field within your Hotel Advanced Search form.

The WCT hotel booking engine supports a number of languages (currently English and Spanish). You may select the default language you would like your hotel content to appear in. Once selected, all static content contained within the hotel booking path will be translated. Please note that hotel descriptions are pulled directly from the GDS system and are not typically translated.

You may also establish the default currency you would like to appear in the hotel results path. For merchant inventory, we display USD and also the converted rate for the Currency option established within this section.

## 2.4 Non-Commissionable Hotel Rates

You may filter non-commissionable rates, such as government rates, AAA rates, senior rates, etc. from appearing within the hotel result set. We encourage you to block these rates from within your booking path, as they typically yield no commission to WCT and we are thus unable to share a revenue split with you. In the event you charge OPTI-Fees on hotel, we will split that OPTI-Fee 50/50 when booked online.

**We recommend:** Filter non-commissionable rates from appearing within the hotel results set. Partners are encouraged to promote merchant inventory (i.e. Save Rates), which yields higher revenue and more competitive pricing.

## 2.5 Show Traveler Reviews

This section allows you to enable or disable Traveler Reviews from appearing within the hotel booking path.

**We recommend:** Display and utilize traveler review content to encourage hotel bookings from new visitors. Traveler Reviews within the hotel booking path are provided by Orbitz.

## 2.6 Welcome Back Email

A Welcome Back Email is automatically sent to the customer 3 days after their hotel stay. The email is sent from WCT servers and white-labeled with your website name. We will encourage the customer to click back to your website and leave a Traveler Review, which is stored and available for you to use on your website in the [Profit and Report Center: Download Data](#) section.

**We recommend:** Utilize the Welcome Back email to encourage repeat bookings. We will store traveler reviews that are generated from your website in the Partner Support Center for your use. Traveler reviews collected for your specific website are a great source of unique content!

## 2.7 Show Similar Hotels

Provide your customer with more choice by enabling the *Show Similar Hotels* option. This feature will place a hotel cross-sell at the bottom of the results page that will display additional hotels by distance, based on the initial search request.

## 2.8 User Agreement and Privacy Policy

**Effective February 1, 2010**, the WCT User Agreement and Privacy Policy was removed from the hotel booking path, so you are now required to create an individual agreement and policy for your website(s). A new section has been added to the Partner Support Center that will allow you to upload a URL to your versions of these documents.

The User Agreement indicates terms and conditions that govern users access and utilization of the specific website the agreement pertains to. As such, it is imperative to disclose to your customer any and all licensing rights, warranties, copyrights, etc. as they pertain to your website(s) prior to entering the WCT booking path.

Your Privacy Policy should detail how your website uses and/or stores users personal information. The policy should contain what you collect on your website, how you use/share that information, how inquiries to the policy are handled and how the users information is protected.

To configure these settings, navigate to [Manage Your Website: Booking Engine Options](#). There will be an entry displayed for User Agreement URL and Privacy Policy URL, respectively.

If you have additional questions on these changes, please contact [partners@wctravel.com](mailto:partners@wctravel.com).

User Agreement URL

REQUIRED: Please, enter your website's User Agreement URL for display on the Hotel Booking path here. Please, use www.abc.com/directory format as the system will append http:// in front of it

Privacy Policy URL

REQUIRED: Please, enter your website's Privacy Policy URL for display on the Hotel Booking path here. Please, use www.abc.com/directory format as the system will append http:// in front of it

### Step 3: Hotel Booking Engine Implementation

HTML links for the hotel engine may be located by going to [Manage Your Website: Manage and Market Your Products: Hotel: Hotel Links](#). The option you select will depend on your website design; however, we do recommend at a minimum placing a search widget directly on your landing page(s) *above the fold* for an immediate call-to-action!

#### 3.1 Integrated Search Form (Hotel Search Widget)

This integrated search form is a search widget that allows the user to input check-in/out dates and city parameters in order to retrieve hotel results. Below is a sample search form:

Check-in date:

Check-out date:

Hotel City Search:

To add a hotel search box to your site, simply copy and paste the HTML code provided into your page and upload it to your hosting provider.

**We recommend:** Place a hotel search box on your home page and subsequent product landing pages for a strong call-to-action.

#### 3.2 Integrated City Search Form (Hotel Search Widget)

This is similar in concept to the Integrated Search Form; however, you may alter the code to pre-populate the city field with a specific destination. Below is a sample search form:

Hotel City Search:

To begin using the Integrated City Search Form, simply copy and paste the HTML code provided into your page. You will need to change the following input field to pre-populate the Hotel City Search field with your destination:

**For Miami:**

```
<INPUT TYPE="TEXT" NAME="Miami" SIZE="10" VALUE="">
```

Once you have completed your change to the input type, simply copy and paste the code into your page and upload it to your host provider.

### **3.3 Search Results for a particular city**

If your website is destination-specific instead of a general travel page, you can build text links that will show results from a particular city. Simply copy the HTML code, insert your site's SRC number in place of "1000XXXX" and place it on your site. You'll then need to change the city, state and country parameters for the destination you wish to retrieve results for.

Example (Atlanta, Ga.):

```
http://www.res99.com/nexres/search/search_results.cgi?src=1000XXXX&lang=ENG&city=Atlanta&state=GA&country=US&tab=tab0
```

Example of changing the results to Las Vegas:

```
http://www.res99.com/nexres/search/search_results.cgi?src=1000XXXX&lang=ENG&city=Las Vegas&state=NV&country=US&tab=tab0
```

### **3.4 Check Availability for a particular hotel**

You can build out text links that will direct to an availability result set for a particular property. You will need to obtain the WCT Hotel ID from our datafiles and insert it into the HTML to pull the correct property.

### **3.5 Overview for a particular property**

You can build out text links that will direct to a hotel overview page for a particular property. You will need to obtain the WCT Hotel ID from the data files and insert into the HTML to pull the correct property.

### **3.6 Map for a particular property**

You can build out text links that will direct to a map of the particular property location (latitude/longitude). You will need to obtain the WCT Hotel ID from the datafiles and insert into the HTML to pull the correct property.

### **3.7 Retrieve Reservations**

This page will allow your customers to retrieve their existing hotel reservation(s) on your site and allow them to cancel if needed. This page also will link to our Help pages, which provide detailed information for customers needing to contact WCT Customer Service. We strongly encourage you to place this link within your website – either as a text link or with use of our navigation links that may be turned on in the Booking Engine Options.

**We recommend:** Create a link to allow customers to retrieve details of their existing hotel reservation or cancel online if needed.

### 3.8 Sub-Affiliate Setup

The src\_aid parameter may be used to track sub-affiliates or any value you choose to assign it. Be sure to use your correct SRC (website ID) in the URL string. Append **&src\_aid=** to the URL for the links you'd like to track.

- The sub-affiliate “**src\_aid**” code can be up to 25 alpha-numeric characters, created by you.
- WCT does not support special characters, spaces, or international keys in this field.
- The parameter **src\_aid** is case sensitive and must **always** be **lower** case.
- The 25 alpha-numeric characters can be any case.
- \*\*\* src\_aid does not pass through on the Multi-Product Search Widget or the Ready-to-Use Travel Portal

Detailed reservations reports can be run from your Partner Support Center in the Custom Reservations Report. The monthly payment statement will also display the sub-affiliate information next to each paid commission for hotel and car. If you have reporting questions, please contact [partners@wctravel.com](mailto:partners@wctravel.com).

For example if you had a sub-affiliate called subtest, Advanced Hotel Search link would be:

[http://res99.com/nexres/search/power\\_search.cgi?&src=1000XXXX&src\\_aid=subtest](http://res99.com/nexres/search/power_search.cgi?&src=1000XXXX&src_aid=subtest)

An example of the link for the car engine would be the following (with the src\_aid value 'subtestcar') [http://res99.com/cars/search.cgi?src=10004311&src\\_aid=subtestcar](http://res99.com/cars/search.cgi?src=10004311&src_aid=subtestcar)

You can also add it to a search widget in this format as a hidden field.

`<INPUT TYPE=HIDDEN NAME="src_aid" VALUE="subtestcar">`

#### **\*\*\* PLEASE NOTE \*\*\***

The src\_aid value does not work for the Multi-Product Search Widget or the Ready-to-Use Travel Portal.

You will have to remove these items as they do not pass the src\_aid value. We are working to make these elements compatible with src\_aid values.

**Additional Advanced Search Parameters are available in Appendix B at the end of this document.**



## Step 4: Define a CNAME Domain (Optional)

WCT-OPN provides you an opportunity for deeper private branding with the CNAME feature, which is available by going to: [Manage Your Website: Booking Engine Options](#).

### What is a CNAME?

A CNAME is a DNS record type which is used to alias domain names. By creating a CNAME domain, the domain will resolve to the domain name used as the record value. For example, if the domain *reservations.mydomain.com* was created with the DNS record type CNAME, and the record value is *res99.com*, *reservations.mydomain.com* will resolve to *res99.com*.

### Using a CNAME

The primary domain used by WCT is *res99.com*. When integrating the WCT booking engines into a website, hyperlinks are created from your website to the booking engines. A way to integrate more seamlessly is to create a CNAME domain and use the CNAME record name in your URLs pointing to the booking engines.

For example, [res99.com/nexres/search/power\\_search.cgi](#) is the path to the hotel booking engine. If the domain *reservations.mydomain.com* was created as an alias of *res99.com*, *reservations.mydomain.com* can be used to link to WCT as shown here: [reservations.mydomain.com/nexres/search/power\\_search.cgi](#)

Some WCT products – *Car Rental*, *Flights*, *CustomTrip* and *Cruise* - are hosted on domains other than *res99.com* and as such CNAMEs do not work with them after a search is initiated. The CNAME alias will not work once the protocol changes to HTTPS for any product.

### Creating a CNAME Domain

To create the new domain, log in to the control panel provided by your hosting company and access the DNS administration. The DNS record type must be CNAME and the record value must be *res99.com*. If the website doesn't have a control panel or the control panel cannot make this type of DNS change, contact your hosting company to create the DNS record. The hosting provider will need the name of the domain to create, the DNS record type, CNAME, and record value, *res99.com*. **Once the DNS record has been created, it can take 24 hours to propagate the Internet.** After the record has propagated, the next step is to update the CNAME field under "Booking Engine Options" in the Partner Support Center. Updating this field will change the booking engine links to use the domain alias instead of *res99.com*.

**We recommend:** Creating a CNAME field to help establish your brand and build customer confidence.



## Step 5: Define Hotel Style Sheets

Cascading Style Sheets (CSS) can be used to change the look and feel of your hotel booking engine. By defining a Custom Hotel Style Sheet, you can control fonts and colors of many items in the booking path. To learn more about how to use Style Sheets, please see: [Cascading Style Sheets](#) on W3C.org or [RichInStyle.com](#). We strongly encourage you to use these elements in your Custom Hotel Style Sheet in order to match the existing look and feel of your website.

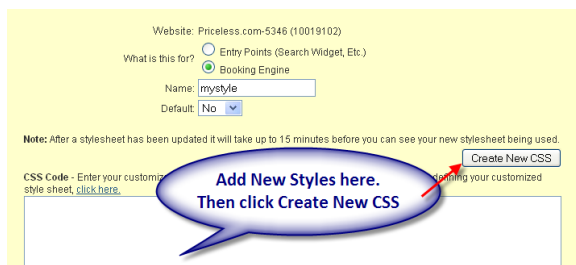
In the Hotel Style Sheets section located at [Manage Your Website: Manage and Market Your Products: Hotel: Hotel Links](#) you will see default options for your website – *bookingengine* and *frontdoor*. Please do not use these for your custom CSS; you'll need to use the name “mystyle”.

**To create your new style sheets, please follow these instructions:**

1. Go to [Manage Your Website: Manage & Market Your Products: Hotel: Hotel Style Sheets](#)
2. Select the link for the [Hotel Design Guide](#) located underneath the Hotel Style Sheet headline:



3. Click on ‘Add New CSS’ (shown above).
4. Select the ‘Booking Engine’ radial button next to ‘What is this for?’



5. Type in ‘mystyle’ in the ‘Name’ field. This will control the new CSS elements on the booking path that you upload. Once your website is activated, this will be the only style sheet the system will recognize. (The style sheets “Frontdoor” and “bookingengine” are no longer used and can be deleted)
6. Set the ‘Default’ to ‘No.’
7. Upload any new or changed styles you have created from the [Hotel Design Guide](#) into the CSS Code box.
8. **Checkpoint:** You may now preview your website with the new ‘mystyle’ CSS by replacing the ‘100XXXXX’ in the following URL with your website identifier:  
[http://www.res99.com/nexres/search/power\\_search.cgi?&src=1000XXXX&unps=y](http://www.res99.com/nexres/search/power_search.cgi?&src=1000XXXX&unps=y)
9. The new style sheets may take up to 30 minutes to update across our servers. If you do not see the changes immediately, check back after 30 minutes.
10. We recommend that you take a moment to preview your website in Microsoft Internet Explorer (all versions) as well as Mozilla Firefox (all versions).



## Step 6: Define Language Options (Hotel Product Only/Optional)

You may define the default language that you wish to display in the hotel booking path by changing the language parameter contained in our default URLs. Only static information in the hotel engine is translated. Dynamic information received from the central reservation systems, such as Sabre and Pegasus, cannot be translated because it is directly pulled from the central hotel system. The following is a list of most of the items that are not translated:

- Room Descriptions
- Rate Descriptions
- Reservation Policies
- Hotel Overviews
- Hotel Chain List

To add a link to a language, just insert the additional '**&lang=**' parameter in your URL query string. Set the *lang* parameter to equal the 3-character code the language in which you want the site displayed. Currently, only English and Spanish are available; other languages are currently in development.

**IMPORTANT:** Once you have clicked on a particular language link, a variable is set in the user's session that determines in which language the hotel engine displays. If the user desires to stop viewing the site in that language, they will need to click on a link that defines the language to which they want to revert (ex: **&lang=ENG**, for reverting back to English). Below are the language parameters currently available:

Flag	Code	Language
	ENG	English
	SPN	Spanish

Any page within the hotel booking engine can be linked to using the '**&lang=**' parameter option. Just follow the examples below:

Hotel Search Form in English

[http://www.res99.com/nexres/search/power\\_search.cgi?src=1000XXXX&lang=ENG](http://www.res99.com/nexres/search/power_search.cgi?src=1000XXXX&lang=ENG)

Hotel Search Form in Spanish

[http://www.res99.com/nexres/search/power\\_search.cgi?src=1000XXXX&lang=SPN](http://www.res99.com/nexres/search/power_search.cgi?src=1000XXXX&lang=SPN)

## Step 7: Customer Service Contact Information

By default, the WCT-OPN sales and customer service numbers below will appear within either the respective booking paths and on our Help pages. Your customers should be directed to the following phone numbers/emails for assistance:

Product	Phone Sales (New Reservations)	Customer Service
Hotel	888-254-0637	866-270-2849
	210-507-5997	210-507-5997
	<a href="mailto:reservations@wctravel.com">reservations@wctravel.com</a>	<a href="mailto:customerservice@wctravel.com">customerservice@wctravel.com</a>
Air	Online sales only	877-657-4874
		210-507-6512
CustomTrip	888-254-0637	888-291-1613
	210-507-5997	210-582-2718
	<a href="mailto:reservations@wctravel.com">reservations@wctravel.com</a>	<a href="mailto:customtrip@res99.travelpn.com">customtrip@res99.travelpn.com</a>
Car	Online Sales only	866-270-2849

The above contacts require your customer to reference your SRC number (sometimes referred to as the Promo Code). The Promo Code will need to be provided for new hotel sales in order for you to receive proper commission for phone bookings.

We have created the following Help link which may be placed on your website for customers:  
[http://www.res99.com/nexres/help/help\\_pages.cgi?pageid=302&src=100xxxxx](http://www.res99.com/nexres/help/help_pages.cgi?pageid=302&src=100xxxxx)

\*Be sure to change the above URL ending to reflect your website SRC number.

**Please note that the WCT Partner Support Team can not assist with reservation issues – the proper product customer service teams above must be contacted for resolution.**

You may also elect to handle your own customer service, which will require that you complete and upload your phone number, email and hours of support in this section.

## Step 8: Define Website Information

WCT gives you the ability to have your brand appear on your customer's credit card statement. To enter a Credit Card Payment Descriptor, navigate to [Manage Your Profile: Website Information](#). Here you will be able to enter the name of your company or website as you would like it to appear on your customers' credit card billing statement. You may enter up to 18 characters with no spaces between words (use an underscore '\_' for spaces). If you choose not to enter your own title, the default payment descriptor will be used, which consists of the first 18 characters of your website's URL.

**We recommend:** Adding a Payment Descriptor to ensure that your brand is carried throughout the customer transaction.

## Step 9: Utilize WCT Hotel Data Files

A common success factor shared by our top-producing partners is that each of them continually accesses and updates their hotel data files. Information contained in the data files allows them to build more hotel pages into their website, giving them more relevant content for search engines. This allows them to enhance their market position and differentiate themselves from the competition by identifying which hotels are booking based on location and price points.

The WCT hotel database is refreshed nightly and contains timely updates and changes that are frequently made to hotels featured in the booking engine. By monitoring the hotel data files, you can keep your content fresh and up-to-date and significantly decrease customer service issues, since you will be able to display the most current information.

To access the data files from the Partner Support Center, go to [Manage Your Website: Manage and Market Your Products: Hotel: Hotel Database and Related Data Files](#) .or <http://partners.wctravel.com/datafiles> (you will be prompted to log in again). In this section you will find downloadable .csv (comma-separated values) files with these fields: Airports, Amenity List, Chain List, Country List (country code + country name), Hotels\_Delta (week over week changes), Hotels List\* (the complete list of hotels found in our hotel booking engine including Save Rate hotels, Preferred Rates and Published Rates), Landmark List, State List (state code + state name) and Destination Content.

Below is an overview of each field represented in the Hotel and Save Rate Hotels lists:

**ID** - A unique 8-digit code that is assigned by WCT to hotels featured in our booking engine.

**Brand** - A two-letter abbreviation for hotels with Brand/Chain names (HI= Holiday Inn, etc.)

**Name** - The name of the hotel in the database.

**Address fields (including Street Address, City, State, Country, Zip/Postal Code)**

**Latitude/Longitude** - When available, these two fields provide the map coordinates in degrees and minutes for those partners who provide this type of search capability.

**Phone** - This field contains the telephone number of the hotel. However, to encourage visitors to book online via your website or by calling the toll-free reservation phone number, we do not feature the hotel telephone number anywhere on the WCT hotel booking engine and we encourage you to do the same.

**Online bookings** (Y or N) - This field indicates whether or not the hotel accepts online bookings via the WCT booking engine. This field is always defaulted to "Y" as WCT supports only those hotels that are bookable online.

**Save Rates** (Y or N) - Indicates whether the hotel is participating in our merchant rate hotel program. This category includes Preferred Rate Hotels.

**Video** (Y or N) - Indicates if there is an online video available for the specific hotel property.

**Overview** (Y or N) - Indicates if there is an overview of the hotel provided. This information is supplied by the hotel to their GDS (Global Distribution System) provider and usually contains the following: name, street address, pictures (interior and exterior), number of rooms, room rate ranges, a list of services/facilities/amenities, driving directions, location and reservation policies.

**Map** (Y or N) - Indicates if there is an online map available for the specific hotel, which illustrates the street address and physical location of the hotel.

**Reviews** (Y or N) - Indicates whether a Traveler Review is available for a specific property.

**Price band** (Values = E, M, U, L) - The values in this field are used when a customer performs a hotel search by price range. The values are "E" for economy, "M" for midrange, "U" for upscale and "L" for luxury hotel properties.

**Star rating** (scale of 1 - 5) - When they are available, star ratings (i.e. hotel ratings) reflect the opinions from a variety of sources including the hotel itself, customer feedback, industry standards and reference materials provided by the travel industry.

**Star source** (Values = T, A) – Uses star ratings provided by our parent company Orbitz.

**Amenities** - Three-digit codes that identify which amenities are available at each hotel. View corresponding list of codes and identifiers by downloading the [Amenity\\_List.csv](#) file.

## IMPORTANT FIELDS:

**Popularity grade** (Y or N and X): A hotel's popularity is based on reservations made within the last year. A value of "Y" indicates higher general popularity. A value of "N" indicates that the hotel is generally less popular and a value of "X" indicates that the hotel has not yet been rated. An "X" hotel could be new to our system within the past year or we do not have enough information on the property to make an accurate calculation.

**Collections grade** (A, B, C, D or X) - Each hotel is rated according to how well or how fast they pay commissions. A collections grade is based on a yearly figure. A grade of "A" is considered the highest grade and an "F" is the lowest grade. A grade of "X" indicates that the hotel has not yet been rated. An "X" hotel could have been incorporated into our system within the past year or we do not have enough information on it to give it an accurate grade. The collections grade does not take into account whether a hotel is new or not; it rates a hotel based on how well that it pays commissions due, provided that reservations have been made and fulfilled.

**Change date** - This variable indicates the date the hotel changed its affiliation with a particular chain and is set for any new hotel additions to the WCT database. The [HOTELS DELTA.csv](#) file, updated on Sundays, records changes made to the hotel database field-by-field.

**We recommend:** Update your data files **once a week** or at a minimum once a month to ensure you have the most up-to-date hotel information on your website.

## Step 10: Testing Hotel Reservations

We encourage you to test the hotel reservation process through the WCT booking engine prior to launching your website. To avoid unnecessary charges or fees, please follow the instructions below:

- Make the arrival at least one month from the date you are making the test reservation to **ensure that it is within the terms of the hotel's cancellation policy**
- **You must cancel the reservation immediately after testing.** To cancel a reservation, go to <http://www.res99.com/nexres/reservations/retrieval.cgi>.
- Use the following customer profile for reservation:
  - o First Name – Last Name: TESTY TESTER (name is case sensitive)
  - o Credit Card #: 4242 4242 4242 4242 exp. ANY Security Code: 123

**\*\*\*Test bookings should only be made using the dummy credit card number above and the customer name TESTY TESTER. If a real credit card is used, this is considered a live booking and you will be charged a \$25 cancellation fee on Save Rate hotel bookings, in addition to hotel cancellation penalties. WCT is not responsible for charges incurred on test bookings. \*\*\***

**Please note:** Hotel reservations with the Testy Tester name are suppressed from the product reports in the Profit and Report Center.

**We recommend:** Complete a test hotel booking prior to launching your website to ensure you have successfully implemented the booking engine.

## Step 11: Implement Merchandising Pages

WCT-OPN offers three variants of Hotel (and Flight+Hotel) merchandising pages. These include:

- [Hotel Merchandising Pages](#) - Over 240 pre-populated destination pages available
- [Save Rate Promotional Pages](#) - Create your own single and multiple-destination Save Rate Pages and select the properties that appear on them with our easy-to-use wizard
- [Promotional Pages](#) - WCT-OPN offers several different Destination, Sale and Theme-oriented pages that are ready to implement. Check the appropriate section in the Partner Support Center to obtain the links to these pages

## Packaging Implementation

### CustomTrip (Air + Hotel, optional add-on for Car)

Our CustomTrip vacation package product gives your customers the convenience of shopping for their whole trip at once. With our convenient CustomTrip search boxes, you can make your customers' searches for great vacation packages easier. CustomTrip can be tailored to fit your brand and if desired, specific destinations. WCT handles all customer fulfillment for CustomTrip packages, i.e. confirmation, vouchers, credit card statements, etc.

The central location for obtaining the CustomTrip booking engine links, widgets and configuration options is located in the Partner Support Center under [Manage Your Website: Manage and Market Your Products: CustomTrip](#):

<a href="#">Manage Your Website</a> : <a href="#">Manage and Market Your Products</a> : CustomTrip	
<a href="#">CustomTrip Links</a> Links for CustomTrip	<a href="#">Download Custom Trip Reservations</a> Download Custom Trip Reservations in an easy-to-export format
<a href="#">Custom Trip Booking Engine Options</a> Configure your Custom Trip Booking Engine Options	<a href="#">CustomTrip Stylesheets</a> Administer your CSS for CustomTrip
<a href="#">Search Customtrip Reservations</a> Find a customtrip by trip id, guest name, etc	

### Step 1: CustomTrip Booking Engine Implementation

To integrate the CustomTrip booking engine into your travel website, navigate to the CustomTrip Links section under [Manage Your Website: Manage and Market Your Products: CustomTrip: CustomTrip Links](#):

**Option 1:** CustomTrip Advanced Search Form. To begin, you will need to create an HTML file and then copy and paste the code provided in the Partner Center Support Center into the file. Once completed upload the code changes to your hosting provider.

**Option 2:** Utilize one our CustomTrip search widgets on a landing page or your home page. WCT provides you several options, including vertical and horizontal designs. Determine which widget is appropriate for the landing page and simply copy and paste the code provided into your page and upload code changes to your hosting provider. If you would like to include only specific destination(s) in the CustomTrip search form, you should use one of the integrated HTML search widgets.

**Multi-Destination:** If you want to include two (2) or more pre-populated destinations in the widget, you will need to change the code to isolate those values. The values that are submitted for each city is the IATA 3-letter airport codes (i.e. PBI, MIA and DFW). Add your desired destinations to the **"goingTo"** drop-down menu with the appropriate IATA airport code values.

**Single Destination:** To include only one (1) destination, you will need to change the hidden input field **"goingTo"** with the IATA 3-letter airport code value.

*Example:* `<input name="goingTo" type="text" style="font-size:10px; font-family:verdana">` is the default. For Miami, you would change code as follows:

`<input name="MIA" type="text" style="font-size:10px; font-family:verdana">`

## How to Create Package Deep Links

**Option 3:** Deep Linking. We have introduced new functionality within our CustomTrip (Flight + Hotel) booking engine that will allow you to deep link into a specific vacation package.

You may choose between four Flight + Hotel entry tabs: Features (Overview), Check Availability (Rates), Traveler Reviews and Photos. The following URL structures need to be used for deep linking to ensure proper branding is carried through:

### **Rates (Check Availability):**

[http://www.res99.com/nexres/start-pages/gateway.cgi?engine=customtrip&action=promo\\_page&tab=guide&src={YOURSRCHERE}&Service=OPN&propertyId={MTS\\_ID}](http://www.res99.com/nexres/start-pages/gateway.cgi?engine=customtrip&action=promo_page&tab=guide&src={YOURSRCHERE}&Service=OPN&propertyId={MTS_ID})

### **Features (Overview):**

[http://www.res99.com/nexres/start-pages/gateway.cgi?engine=customtrip&action=promo\\_page&tab=features&src={YOURSRCHERE}&Service=OPN&propertyId={MTS\\_ID}](http://www.res99.com/nexres/start-pages/gateway.cgi?engine=customtrip&action=promo_page&tab=features&src={YOURSRCHERE}&Service=OPN&propertyId={MTS_ID})

### **Traveler Reviews:**

[http://www.res99.com/nexres/start-pages/gateway.cgi?engine=customtrip&action=promo\\_page&tab=reviews&src={YOURSRCHERE}&Service=OPN&propertyId={MTS\\_ID}](http://www.res99.com/nexres/start-pages/gateway.cgi?engine=customtrip&action=promo_page&tab=reviews&src={YOURSRCHERE}&Service=OPN&propertyId={MTS_ID})

### **Photos:**

[http://www.res99.com/nexres/start-pages/gateway.cgi?engine=customtrip&action=promo\\_page&tab=photos&src={YOURSRCHERE}&Service=OPN&propertyId={MTS\\_ID}](http://www.res99.com/nexres/start-pages/gateway.cgi?engine=customtrip&action=promo_page&tab=photos&src={YOURSRCHERE}&Service=OPN&propertyId={MTS_ID})

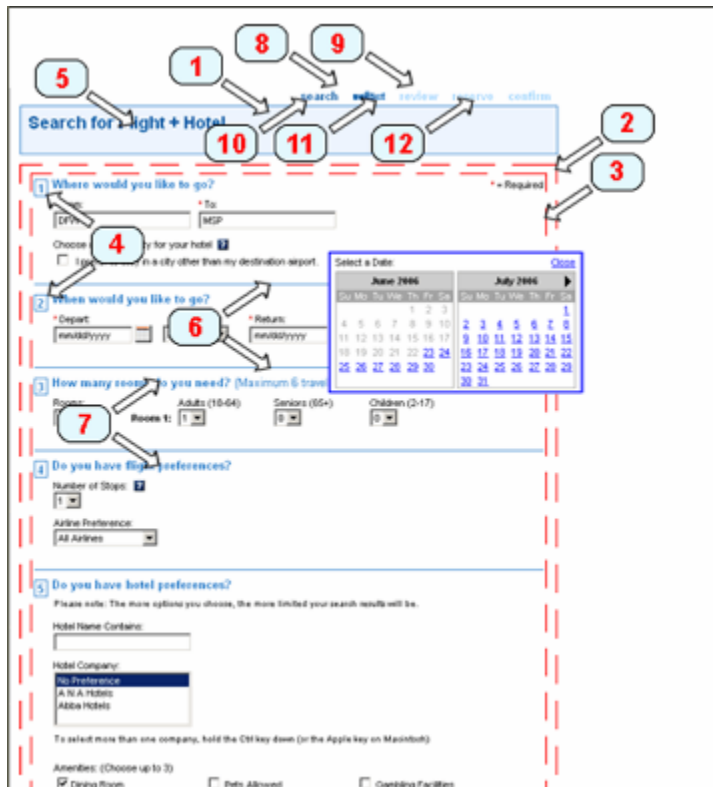
**NOTE:** PropertyID utilizes the respective MTS ID available in Download Hotel Data Files > MTS\_Hotels\_List and not the WCT Property ID. If you have a CNAME established on your account, it will be available on deep links and needs to be used in lieu of <http://www.res99.com> in the above examples.



## Step 2: Define CustomTrip Style Sheets

Once again, each product available in the WCT suite of products has its own Style Sheets. As reviewed in Step 1 of this document. You should have a unique Style Sheet for each product. Example is to define CSS for CustomTrip, you will need to navigate to [Manage Your Website: Manage and Market Your Products: CustomTrip: CustomTrip Stylesheets](#) to set this up.

Select the option *Add New CSS Element*. You will be presented with a text box to place your Style Sheet information into. By scrolling down the page, you will be presented with a legend of all the current CustomTrip elements that may be customized:



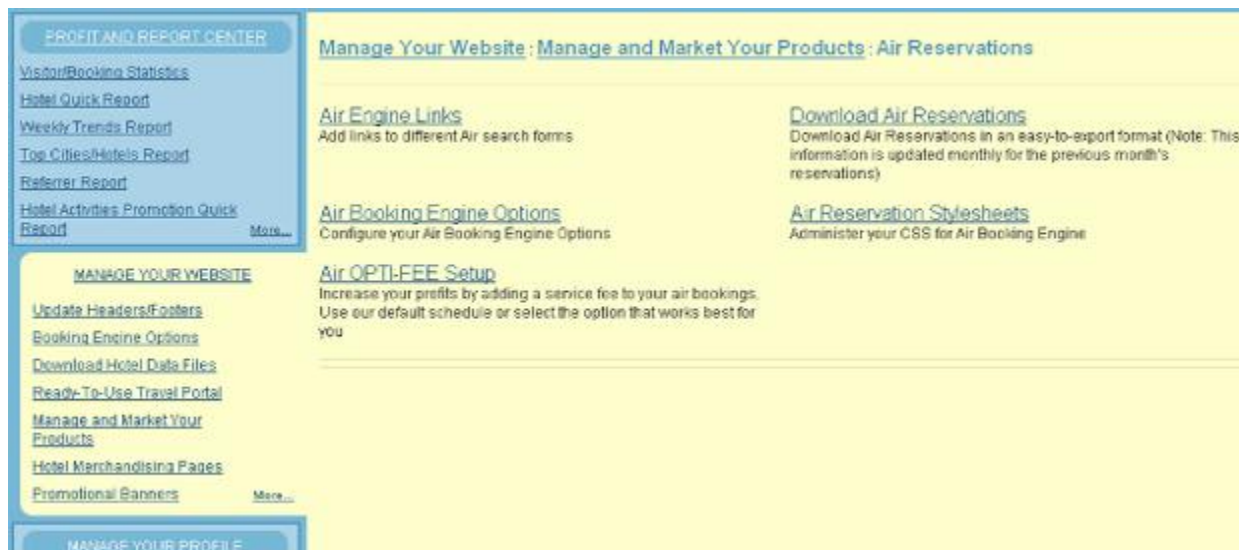
Legend			
Legend #	CSS Element name	New CSS Element?	Purpose
1	#titleRecap(color:#000; background:#edf4ff; margin-bottom:12px; border:1px solid #1873c7;)	Yes	Background color, border color and font color
2	#workspace(border:0;)	Yes	Sets Border to none
3	#workarea(border:0; color:#000;)	Yes	Sets Border to none and font color
4	#content .stepBullet (background:#fff; border: 1px solid #1873c7; color:#1873c7;)	Yes	Background color, border color and font color
5	#titleRecap h1(color:#0a5aa4; font-size:1.72em;)	Yes	Font color and size
6	#workarea .hr (border-top-color: #1873c7;)	Yes	Border color
7	#workspace h2 (color:#1873c7;)	Yes	Font color
8	#content #locator #allprogress li(border:none; font-size:1.2em;)	Yes	Sets Border to none and font size
9	#content #locator #allprogress li.off(border-top:none;)	Yes	Sets Border to none
10	#content #locator #allprogress li span (display:inline;color:#0a5aa4;)	Yes	Font color and wight

Once you have coded the appropriate Style Sheet information, you may select to make this your default.

**As with images, please note that Style Sheets can take up to 15 minutes to replicate across our servers before becoming viewable to you.**

## Air Reservations Booking Engine Implementation

WCT's air engine utilizes Orbitz's flight technology, which empowers your customers with the ability to execute advanced searches, scan fares and seat availability, compare dates, airlines and airports, and much more. Your custom header (with your website's name, logo, et cetera) appears on every page, and your website name also appears on the interstitial page as the air engine searches for fares. The confirmation page and e-mail are branded with your site's name as well. As a WCT partner, you can customize the air interface to seamlessly match your website's look and feel using Cascading Style Sheets (CSS), which are available in the Partner Support Center.



### Step 1: Air Engine Implementation

To begin utilizing the WCT Air booking engine, navigate to [Manage Your Website: Manage and Market Your Products: Air Reservations: Air Engine Links](#). We provide several options you may choose from, depending on your website design.

#### Option 1: Default Air Home Page

This default air home page provides numerous search parameters your customer may fill in to find the best flight option for their needs. We also feature some merchandising in the form of banners as well as featured destinations.

To begin using it, create a new HTML file, copy and paste the code provided into it and upload to your hosting provider.

#### Option 2: Air Search Page

This option will link your customer into a generic advanced search. As with Option 1, they will have all search input parameters open to them; however, there is no merchandising or featured destinations on the page. This option is good for niche sites that do not want to showcase multiple destinations on the air home page.

To begin using it, create a new HTML file, copy and paste the code provided into it and upload to your hosting provider.

### Option 3: Integrated Air Search Form

This option is a quick search widget you can use on your home page and/or landing page. This will limit the customer input fields needed to perform the search; however, the customer does have the option to select More Search Options in order to use the Advanced Search Form.

To begin using it, simply copy and paste the code provided into your html editor on the corresponding page you would like to feature the widget on, and upload the code changes to your hosting provider.

## Step 2: Define Air Booking Options

Under [Manage Your Website: Manage and Market Your Products: Air Reservations: Air Booking Engine Options](#), you have the opportunity to enable additional air merchandising and also set up OPTI-Fees on air reservations.

### 2.1 OPTI-Fee Set Up

WCT Partners are able to establish an additional service charge to air reservations made on their website by using the Air OPTI-Fee tool. WCT will charge a base service fee on all air bookings (i.e. \$5 domestic, \$10 international and \$15 guaranteed carriers). We pay partners 40% of this service fee.

You also have the option to charge an additional fee on top of the base fee that is included in the booking. By default, OPTI-Fees are enabled on new accounts with WCT. The default charge is \$5.00 USD per ticket. You may increase the OPTI-Fee amount charged by changing the radio button to use your custom OPTI-Fee schedule for Air Reservations and entering the dollar amount to be charged. Please note that air OPTI-Fees are charged in USD only.

**We recommend:** Enable and charge OPTI-Fees on all air reservations using our default OPTI-Fee schedule. We have tested the amounts contained in the default fee structure against the competition and have tweaked the amounts to be an effective revenue generator, while still meeting the demands and expectations of the consumer marketplace.

### 2.2 Hotel Cross-Sell

You can cross-sell hotels on the Air confirmation page (post-booking). Once enabled, the cross-sell link will go to the default hotel booking engine page on your account, or you may opt to enter a URL to which you would like the customer directed.

**We recommend:** Enable the hotel cross-sell feature to up-sell Air bookers on a hotel stay. Our research shows that more than 50% of standalone air tickets require a hotel booking. Begin capturing this consumer need by placing a cross-sell to hotel on your Air confirmation pages.

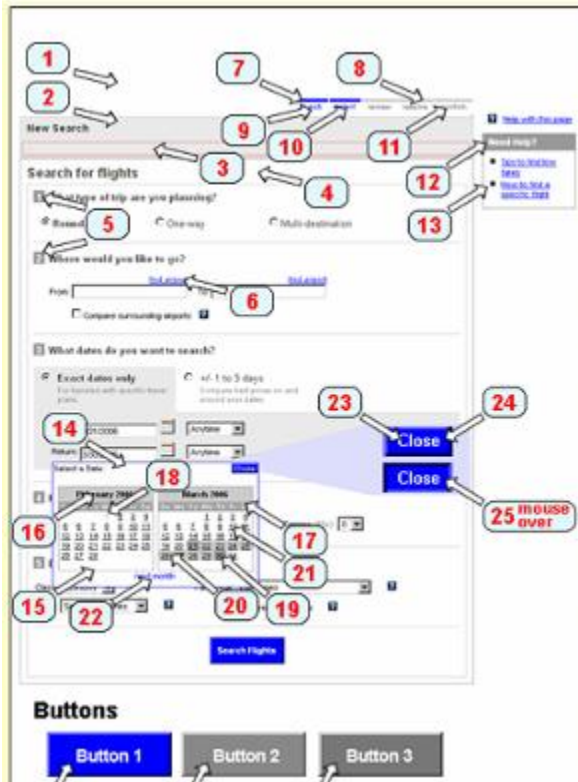
### 2.3 Car Cross-Sell

You can cross-sell rental cars on the air confirmation page (post-booking). Once enabled, the cross-sell link will point to your account's default car booking engine page, or you may opt to enter a URL to which you would like the customer directed.

**We recommend:** Up-sell Air bookers on a car rental. Ground transportation is in high demand, especially for business travelers.

## Step 3: Define Air Reservation Style Sheets

Once again, you can customize the air engine interface with Style Sheets located at [Manage Your Website: Manage and Market Your Products: Air Reservations: Air Reservation Stylesheets](#) you will see default options for your website – *air* and *frontdoor*. Select the option you wish to alter and proceed to *Add New CSS Element*. You will be presented with a text box in which you place your Style Sheet information. By scrolling down the page, you will be presented with a legend of all the current air elements that may be customized:



Legend			
Legend #	CSS Element name	New CSS Element?	Purpose
1	body, body body (background:#fff; margin:0 0 0 0;)	Yes	Background color and margin
2	#titleRecap(margin-top:12px;border-top:1px solid #ccc;border-left:1px solid #ccc;border-right:1px solid #ccc;color:#333;background:#eaeaea;)	Yes	Background color, font color and border color
3	#notabsbg, #tabs (background:#eaeaea;)	Yes	Background color
4	#workspace(background:#fff; border:1px solid #a4a4a4;)	Yes	Background color and border color
5	#content .stepBulleted (background:#999;)	Yes	Background color
6	#content a(color:#00f;)	Yes	Link color
7	#content #locator #altprogress li (display:inline,list-style-type:none,height:1em;border-top:4px solid #00f;margin-bottom:1px;padding:0 8px;border-right:1px solid #fff;font-size:.9em;)	Yes	Border color
8	#content #locator #altprogress li.off (border-top-color:#ccc;)	Yes	Border color
9	#content #locator #altprogress li span (display:inline;color:#00f;)	Yes	Font color
10	#content #locator #altprogress li.off span(color:#000;)	Yes	Font color
11	#content #locator #altprogress li.at span(color:#00f;)	Yes	Font color
12	#sidebar #tools h3,#content #sidebar #quotes h3,#sidebar #tags h3 (background:#999; color:#fff;)	Yes	Background color and font color
	#sidebar #tools,#sidebar		

Once you have coded the appropriate Style Sheet information, you may select to make this your default. WCT will store the Style Sheet information loaded in the system and replicate this across all products to which you are subscribed.

**As with images, please note that Style Sheets can take up to 15 minutes to replicate across our servers before becoming viewable to you.**

## Product Overview: Rental Car Reservations

Earn even more revenues by offering instant rates, availability and booking for rental cars from over 28 companies. Reservations can be made globally through our secure server, and quotes are viewable in over 160 currencies.

Additional features of our car booking engine include:

**Interactive Selections:** Drop-down menus will automatically update based on the previous selection on the Car home page, making it easier for your customers to quickly search for their specific needs.

**Improved Search Parameters:** Customers may now search for a pickup location *Near an address* or *Near a place of interest* in addition to *At an airport*.

**Price Matrix:** The ability to preview up to five suppliers within the result set including a matrix of available car classes and pricing for easy comparison of rates.

**Discount Codes:** The ability for customers to enter supplier discount codes or promotional coupons.

**Cross-Sell Opportunities:** Take advantage of up-selling your customer by enabling cross-sells on additional products you are subscribed to on the confirmation page (post-booking).

**Progress Bar:** An interactive progress bar to help customers gauge completion of their transaction.

**Email Confirmations:** The ability to send car confirmations to additional email addresses.

To implement Car, navigate to [Manage Your Website: Manage and Market Your Products: Car](#)

## Appendix A: Getting Help - Support Procedures

To help service you and your customers better, below is a detailed list of contacts for WCT. For technical and partner Support, please note that our normal business hours are Monday-Friday, 9:00 a.m. - 5:30 p.m. EST (14:00 - 22:30 hrs. GMT).

### TECHNICAL SUPPORT (IT ISSUES):

For technical questions, please send an email to our Technical Support Team at [tech@wctravel.com](mailto:tech@wctravel.com). A member of the team will respond to email inquiries within 48 business hours of receipt. All Technical Support inquiries should at a minimum include the following:

- Website URL Address
- Website SRC (account number)
- Steps to replicate issue (i.e. link to problem, screenshot)

Technical problems include performance degradation, unusual error messages, incorrect hotel information and failure to return rates and availability.

### PARTNER SUPPORT (FOR NON-IT ISSUES):

For non-technical questions, please send an email to our Partner Support Team at [partners@wctravel.com](mailto:partners@wctravel.com).

When contacting the partner support team, be sure to include your full name, website name and SRC number and a phone number or email we may reach you back at. All inquiries will be responded to within 48 business hours of receipt.

Business issues include questions on commission payments, partner agreement, Partner Support Center assistance and general account questions.

### HOTEL DIVISION:

[reservations@wctravel.com](mailto:reservations@wctravel.com)

Please direct your customers to this e-mail address when they are having difficulty booking online or are making a manual reservation. Please keep in mind that our reservation agents cannot provide any additional information to your customer that is not already available online through your website (i.e. room descriptions, hotel amenities, hotel contact info, etc). We urge you to not direct customer e-mails with these types of questions to us, as it causes unnecessary delay.

[customerservice@wctravel.com](mailto:customerservice@wctravel.com)

Please use or direct your customers to use this e-mail address if they need to cancel or modify a reservation, request a refund, need re-accommodating or wish to log a complaint. As with the reservations department, Customer Service Agents DO NOT have any additional information that is not already available online through your website. Requests sent to this address are answered in the order received. This e-mail address is monitored 24/7.



## Appendix B: Advanced Hotel Search Parameters

### Search Results URL and Parameter Names

Search Results URL: <a href="http://www.res99.com/nexres/search/search_results.cgi">http://www.res99.com/nexres/search/search_results.cgi</a>		
src	int(8)	Unique partner website ID
avail	boolean (Y/N)	Check availability and return rates
doa_mm	int(2)	Month of arrival
doa_dd	int(2)	Day of arrival
doa_yy	int(4)	Year of arrival
dod_mm	int(2)	Month of departure
dod_dd	int(2)	Day of departure
dod_yy	int(4)	Year of departure
num_adults	int(1)	Number of adults per room. 4 max
num_rooms	int(1)	Number of rooms. 4 max
city	text	City name
state	char(2)	State code
country	char(2)	Country code
t0_distance	int (2)	Radius of search distance when using city
t1_addr	text	Search by street address
t1_city	text	City name used in conjunction with t1_addr
t1_state	char(2)	State code used in conjunction with t1_addr and t1_city
t1_country	char(2)	Country code used in conjunction with t1_addr, t1_city, and t1_state.
t1_distance	int(2)	Radius of search distance to search when using t1_addr
airport	char(25)	Airport name or code
t3_landmark	Char	Search by landmark or attraction name
t3_state	char(2)	State code used in conjunction with t3_landmark
t3_country	char(2)	Country code used in conjunction with t3_landmark and t3_state
t3_distance	int(2)	Radius of search distance to search when using t3_landmark

### Property Availability URL and Parameter Names

Property Availability URL: <a href="http://www.res99.com/nexres/reservations/availability.cgi">http://www.res99.com/nexres/reservations/availability.cgi</a>		
src	int(8)	Unique partner website ID
hotels_id	int(8)	Check availability and return rates
doa_mm	int(2)	Month of arrival
doa_dd	int(2)	Day of arrival
doa_yy	int(4)	Year of arrival
dod_mm	int(2)	Month of departure
dod_dd	int(2)	Day of departure
dod_yy	int(4)	Year of departure
hronly	Boolean (Y/N)	Display only available save rate inventory

### Rate Rules URL and Parameter Names

Rate Rules URL: <a href="https://www.res99.com/nexres/reservations/reserve_form.cgi">https://www.res99.com/nexres/reservations/reserve_form.cgi</a>		
src	int(8)	Unique partner website ID
hotels_id	int(8)	Check availability and return rates
in_date	char(10)	Arrival date in yyyy-mm-dd format
out_date	char(10)	Departure date in yyyy-mm-dd format
nights	int(2)	Number of nights
num_rooms	int(1)	Number of rooms. 4 max
room_type_code	char(10)	Room type code value
rate_plan_code	char(10)	Rate plan code value
inventory_source	int(6)	Inventory source room is being booked through