B2B Resort Sales Handbook

moder

Chosen by the Experience Leaders.

HARRINIVA
EST. 1973
HOTELS & SAFARIS

IKAALINEN
Spa & Resort

KURULA'S
PYHÄ LAPLAND

HAWKHILL

Lillan
Hotel & Kök

PIHLAS
RESORT

L
LEVIN ALPPITALOT
LEVI ALPINE CHALETS
LAPLAND

GÅRD & MARINA
NAUVO
TACKORK

U HOTELS
Sinulle, kanssasi.

HILLTOP
FOREST

moder

Built for Experience-Driven Hospitality

The Platform. Moder is the only platform designed from the ground up for experience-driven hospitality—where rooms, activities, rentals, and services live side by side.

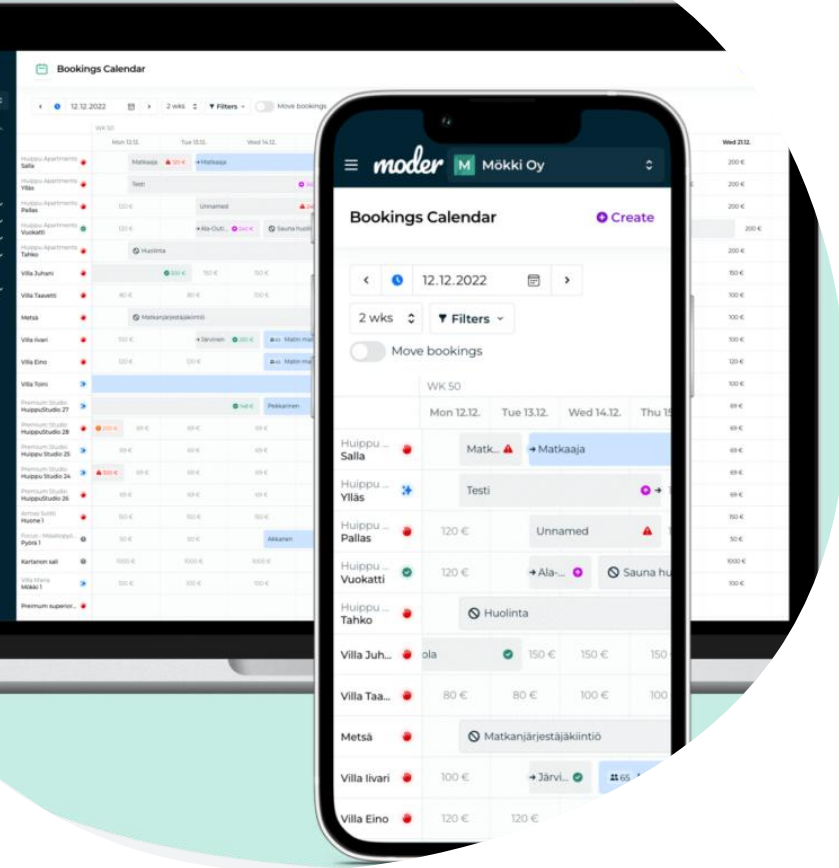*Our B2B tools aren't an add-on—they're natively integrated into the most complete system on the market.*

moder

Experience-Led. B2B Ready.

Moder is easy to use and built to handle all your travel products—from rooms and activities to extras and meeting spaces—in one powerful system.

It's a hotel system, activity system, and dinner booking tool in one. That's why we call it the *All-you-need* system. 😊

Moder helps you simplify bookings, automate operations, and grow revenue— while keeping guests happier.
Up next: we'll show how Moder can transform your B2B game—from pricing and blocks to seamless invoicing.

moder

Contents
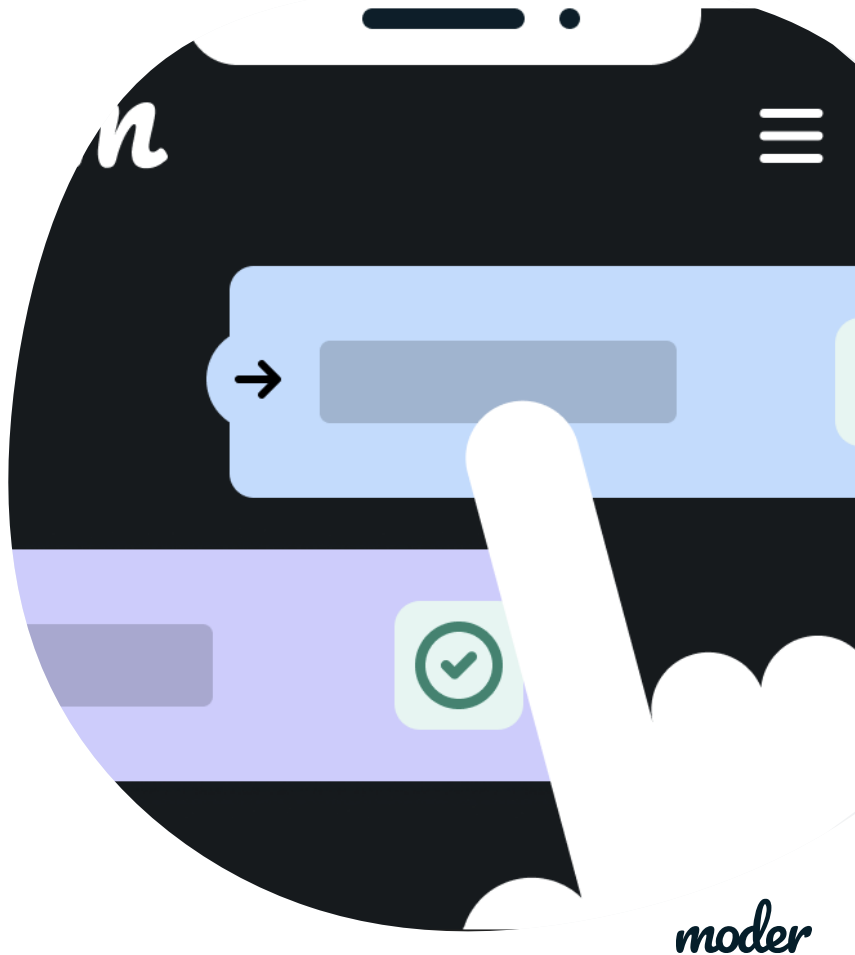
moder

Your B2B Webshop

Moder transforms your full offering—rooms, activities, rentals, spa services—into a **live, bookable webshop** for your trade partners.

Every product. One interface. No PDFs. No back-and-forth.

✓ Real-time availability and pricing
✓ Unified experience across all product types
✓ No PDFs. No manual handling.
✓ Fully synced with your Moder backend

Forget outdated rate sheets.

Just clean, bookable content—on your terms.

moder

Tailored, Trackable, Self-Service

Let partners book what they need—on a platform tailored for them.

What Partners Experience
- ✅ 24/7 self-service access to your live inventory
- ✅ Always up-to-date prices and product info
- ✅ Fewer emails and faster turnaround
- ✅ Customized selection based on profile

What You Control
- 🎯 Branded content & pricing per partner, brand or region
- 🎨 Rule-based control over visibility & allotments
- 📊 Conversion tracking & activity reports
- 🔐 Invite-only access for VIPs or corporate partners

Quick Setup

1. Define partner groups
2. Set visibility & pricing rules
3. Apply branding & share login
4. Start tracking performance

moder

The Webshop Flow

Travel Agent / Tour Operator

· Browses live inventory

Branded B2B Webshop

· Tailored pricing, content & branding

Live Bookings

· Real-time requests flow in

Moder Backend

· Instant sync of pricing, products, rules

moder

B2B Booking Codes

Moder's booking codes are more than promo tools—they're your **engine for targeted, trackable B2B and B2C campaigns**.

Create. Control. Track.

- Product-specific or bundle-based codes
- Time-limited, recurring, or one-time codes
- Personalized visibility and pricing on all codes

moder

Campaign-Ready, Fully Trackable

Bring your distribution online—fast, flexible, and measurable.
Use Moder's booking codes to replace static agreements with live tools that drive sales across segments.

Common Use Cases
🤝 B2B agent or reseller campaigns
📣 Influencer-activated traffic
🏢 Corporate booking portals
🎟️ Events & conference travel
💬 B2C promotions with urgency

Key Features
✔️ Unique, branded codes with custom timeframes (one-time, recurring, seasonal)
📦 Code-to-product linking: apply to categories, packages, or individual services
🔐 Audience-specific pricing, access, and visibility rules
📈 Live tracking of code usage & conversion via Moder's dashboard

Quick Setup

1. Choose code type and link products
2. Set access rules and expiration
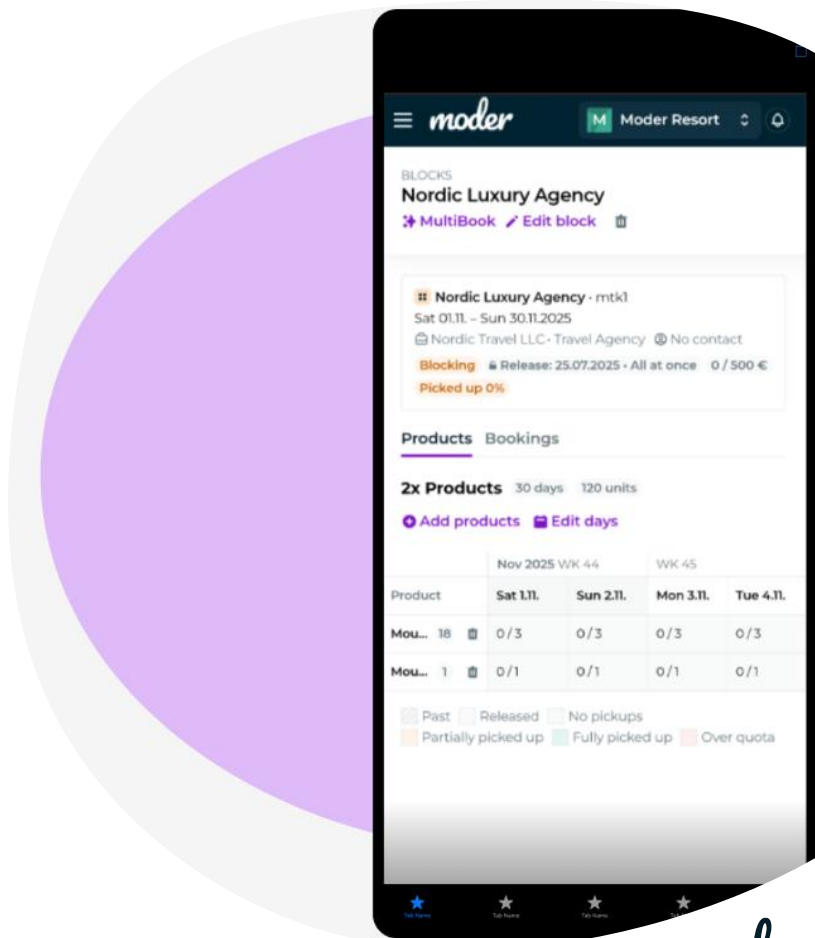3. Distribute and track performance

moder

Blocks

Say goodbye to spreadsheets and static allotments.

Moder's Blocks feature gives you **real-time visibility and full control**—right from your calendar.

✓ Manage agent, corporate, or group blocks effortlessly
✓ Adjust commitments and release logic anytime
✓ Monitor live pick-up and performance at a glance

Blocks, reimagined for operational clarity.

Smarter Block Management

Manage allotments with precision—and flexibility.
Whether it's seasonal blocks, corporate events, or VIP groups, Moder makes it simple to control availability, pricing, and pick-up in real time.

Use Cases
📅 Seasonal agent allotments
🏢 Corporate and conference blocks
👑 VIP & one-off group reservations

Key Features
✓ Committed or optional block types
📅 Visual calendar to adjust and monitor availability
🔐 Flexible release rules per contract or partner
🔄 Sync with live reservations and pickup metrics
📊 Forecast block performance with revenue insights

Quick Setup

1. Define block type and valid dates
2. Set commitment level & release conditions
3. Link pricing, monitor pickup, and adjust as needed

moder

Flexible Pricing

Pricing isn't one-size-fits-all.

Moder lets you build **smart, adaptable pricing models** for every product—based on client type, demand, or season—**without extra tools or contracts**.

✓ BAR, NET, or custom rates
✓ Applied across all product types
✓ Powered by your actual business logic

One pricing engine. Infinite flexibility.

moder

Flexible Pricing in Action

For rooms, experiences—and everything in between
Whether you're pricing saunas or boardrooms, Moder's engine gives you total control.

What You Can Do
💼 Assign NET rates by client or segment
📈 Switch between BAR and NET based on demand
🎯 Offer % or fixed discounts for campaigns
🛥️ Set fixed rates for services like transfers or spa

Key Features
✓ **NET Pricing:** Automated client pricing rules
📊 **Dynamic Rules:** Adjusted by occupancy, timing, and season
💰 **Discounts:** Across all product types
🔄 **Centralized Control:** No spreadsheets, no double entry

Flexible pricing isn't just for rooms. With Moder, everything—from meeting packages to saunas—can be priced your way.

Quick Setup

1. Define your pricing rules
2. Apply across products
3. Activate and go live
4. Track and optimize

Moder

Invoicing & Payments

More control. Less confusion. Faster cash flow.

Moder's integrated invoicing handles everything—from guest upsells to corporate group charges—**in one clear view**.

✓ Bulk, split, and product-level payments
✓ Real-time overview of all charges
✓ Connected directly to your bookings and products

moder

Invoice like a Pro

Frictionless invoicing for every scenario.

Use Cases
🧾 Corporate groups billed to multiple departments
💳 Agent blocks invoiced upon release
💳 Guest upgrades invoiced separately, on the spot

Key Features
- **Bulk & Group Invoicing**: One-click invoicing for blocks or groups.
- **Split Invoicing**: Share charges across agents, guests, or departments.
- **Per-Product Invoicing**: Ideal for upsells and late additions.
- **Real-Time Tracking**: See balances and paid status in real time
- **Flexible Payment Options**: Direct link, PDF, POS & register sync payments.

Quick Setup

1. Choose invoicing method
2. Assign payment rules
3. Activate payment channels
4. Monitor and reconcile

moder

Group Sales & MultiBook

Big group bookings don't have to mean big headaches.

Whether it's a corporate retreat, multi-day tour, or VIP group, Moder gives you **one streamlined workspace** to manage it all.

- ✓ Combine overnights, experiences, and extras
- ✓ Customize pricing and visibility by partner
- ✓ Coordinate itineraries and assign teams with ease

One workflow. No spreadsheets. No chaos.

moder

Built for Group Sales

Plan, price, and operate group bookings with total confidence.
Moder's Group View and MultiBook tools give you precision, flexibility, and control at scale.

What You Can Handle

🧳 Tour operator logistics and rooming

🏢 Corporate groups with departmental billing

🔔 VIP programs with host assignment and special handling

Key Features

✓ **Group View** – Central hub for all booking components

🧩 **MultiBook Tool** – Combine rooms, venues & activities in one editable package

🔐 **Confidential Pricing** – Protect partner-specific rates

👥 **Team Assignment** – Allocate hosts, guides, and staff with full visibility

Quick Setup

1. Create a new group
2. Use MultiBook to build the package
3. Set pricing and access rules
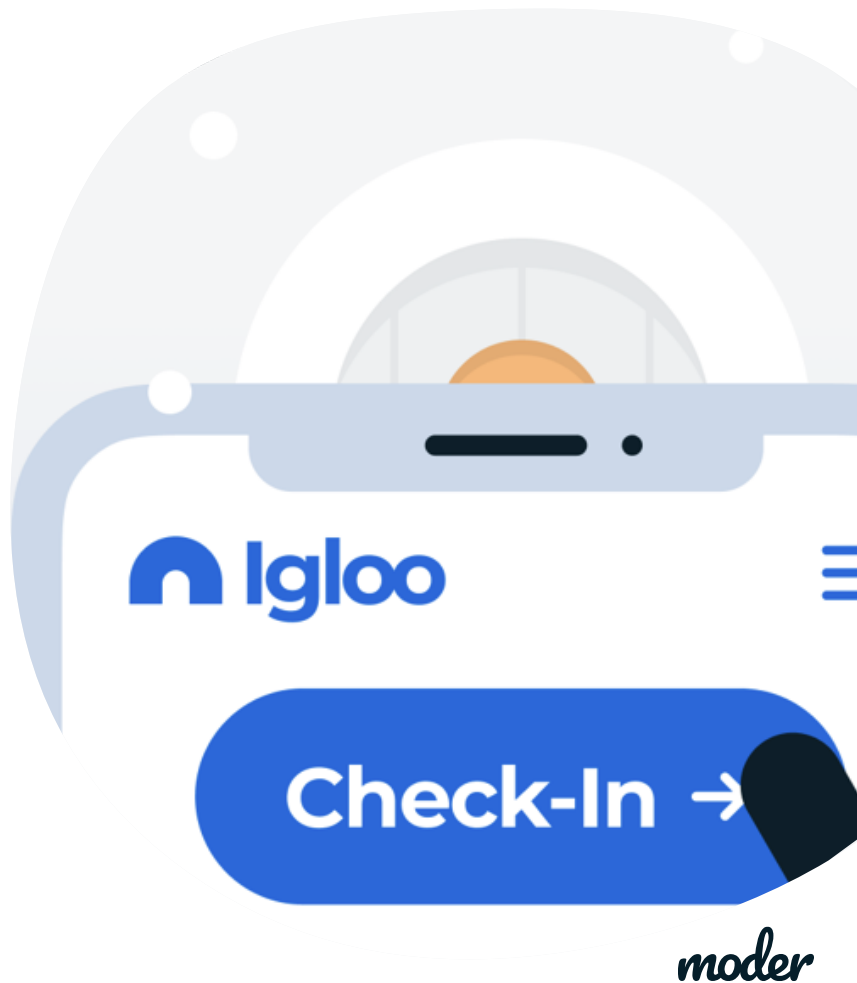4. Assign team & monitor live delivery

moder

Operational Capabilities

Moder doesn't just help you sell—it ensures everything runs smoothly after the booking, too.

In experience-driven hospitality, **execution matters as much as distribution**. That's why Moder connects your sales with daily operations, from staffing to setup.

With Moder, you can:
✓ Assign the right staff to the right bookings
✓ Track and manage gear, rentals, and equipment
✓ Automate housekeeping, check-ins, and activity prep
✓ Coordinate guest arrivals with real-time service links
✓ Run on-site check-ins and sales—fully connected

Igloo

Check-In →

moder

The Moder Advantage

Moder isn't a hotel system with extras bolted on. It's the only system **made for operators who sell experiences, not just rooms.**

Resorts with spa, tours, and rentals? ✓
Glamping with seasonal activities? ✓
Hotels with meeting rooms and guided excursions? ✓
Agencies booking all of the above? ✓

Your B2B tools should match your business.
Moder is the platform that finally does.

moder