

Discount codes, extras and sales automation

Create and understand discount codes, extras (add-ons) per offer, discount by occupancy, waiting list, cart reminder and review request, quantities and reservation duration.

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Discount codes

Menu **Vouchers & marketing** → **Discount codes**.

Creating

Create new discount code: code (automatically stored in upper case, 1 to 50 characters, unique per business), type **Percent** or **Fixed amount**, value, maximum uses in total and per customer, minimum order, scope "Entire cart" or "Specific products", valid from/until (until applies up to 23:59), optionally only for certain dates.

With "Specific products", the switch **Add-ons included** decides whether the discount also applies to extras of these offers or only to the tickets. With "Entire cart", extras are always included.

Many codes at once: **Generate** (up to 5,000 random or sequential codes, without easily confused characters) or **Import** from Excel/CSV.

Codes can be activated, deactivated and deleted in bulk; **Export** delivers a customer list or a printable A5 voucher sheet per code.

How a code works in the shop

- Voucher and discount code share one input field with the voucher code. Per order, **either** a discount code **or** a voucher applies. In the administration, both can be combined.
- The discount is recalculated with every change to the cart. A fixed amount applies **once per order**, not per ticket.
- Discount codes do not apply to voucher purchases. If the scope contains only a voucher, the code is rejected.
- The customer limit counts non-cancelled bookings with the same email address.
- Minimum order and limits are checked when proceeding to payment; if something does not fit, the code is removed and the guest sees a note about it.
- If you deactivate or delete a code while a guest is in the middle of paying, the discount is removed before payment and the amount is correspondingly higher.
- The usage counter increases with the order. On a later **cancellation it does not decrease**; only unpaid, expired carts return the usage. The customer themselves may use the code again after a cancellation.

In the administrative booking, the discount applies only to tickets, the minimum order is not checked there.

Extras (add-ons)

In the offer under **Tickets** → **Extras**. Per extra: name, description, up to 10 images, price (0 = included), VAT rate (default 19 %), maximum quantity per booking (empty = unlimited), scope (whole offer, specific price lists or categories), GYG type (see [Connecting GetYourGuide](#)) and two switches:

- **Always included:** is automatically added to every booking, the guest cannot deselect it. With a price, it increases every booking.
- **Per person:** the quantity is automatically the number of participants, the guest only switches it on or off.

Price and quantity are always calculated by the server. A mandatory extra that is restricted to certain categories is silently dropped if no matching category is booked. Extras carry their own tax rate. If an extra is deleted, existing bookings keep their data.

Two limits: the administrative booking does not know extras, not even mandatory extras. And "Change booking" recalculates the price without extras.

Discount by occupancy

In the offer under **Tickets** → **Discount by occupancy**, only for your own shop. Rule: X percent discount (1 to 90) if the time slot is less than Y percent occupied; optionally only up to N days before the date (0 = same day only) and only on certain weekdays; scope offer, price list or category. If several rules match, the highest discount applies.

In the shop, a "-X %" badge appears on the time tile and the original price is struck through. Occupancy counts booked seats, not ongoing reservations. The discount only applies to dates with a time; GetYourGuide and the administration remain unaffected.

Waiting list

Settings → **Operations** → **Shop automation** → **Waiting list:** switch (default on) and priority window 1 to 72 hours (default 2).

If a date is fully booked, the time tile remains clickable and opens the waiting list form (name, email, number of people). Nothing is reserved. When a seat becomes free, the first person in the queue receives an email with priority for the configured window; after that, the next one is up. Notification is only sent if enough seats are free for the requested number of people. The entry counts as completed as soon as the same email address books the date.

There is no overview of waiting lists in the dashboard; the process runs automatically.

Reminders and review request

Under **Shop automation** there are three more automations, all off by default:

- **Cart reminder:** email when a guest abandons the checkout, after a waiting time (default 120 minutes), optionally with a discount code. Only as long as the date has not yet passed.
- **Review request:** email after the visit, default 24 hours after the date.
- Both only go to guests who ticked "Remind me about unfinished bookings and ask me for a review after my visit" in the contact step.

There is no general appointment reminder before the visit. A reminder is only sent if the offer has a mandatory participation declaration and none has been submitted yet: 48 and 24 hours before the date.

Quantities, deadlines, reservation

- **Tickets per order (min./max.)** per category: checked in the shop when reserving and booking.
- **Maximum per time slot** per category: counts across all orders and channels.
- **Advance booking period** (offer → validity, in hours): a calendar day can no longer be booked in the shop as soon as the start of that day is closer than the period; the period therefore applies per day. For GetYourGuide it counts as the booking cut-off per date.
- **Reservation** (offer → preview): how long a seat is held during the checkout, 1 to 60 minutes, default 15. Unpaid bookings are discarded after that. From the click on "Pay", a grace period of 60 minutes applies.
- **Payment deadline for payment link:** default 48 hours, 1 to 720, at most until the day before the date.

Troubleshooting checklist

- **Code is rejected in the shop:** expired, used up, customer limit reached, below minimum order, only vouchers in the cart, or a voucher already entered.
- **Fixed amount is deducted only once:** intended, once per order.
- **Cancellation does not release the usage:** intended, raise the limit if necessary.
- **Extras missing in the administrative booking:** extras exist only in the shop and widget.
- **Discount does not apply:** occupancy not below the threshold, date without time, weekday excluded, or booking via GYG/administration.
- **No reminder emails:** guest did not tick the box in the contact step, or the automation is off.
- **Waiting list email did not arrive:** not enough seats for the requested number of people, or another guest currently has priority.