

# visitisleofman.com Extranet User Guide -Accommodation

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# 1.0 visitIsleofman.com

In 2016, The <u>VisitIsleofMan.com</u> website went under a refresh due to dated functionality and limited product cross-selling opportunities.

This means a mobile-optimised website promoting all the Isle of Man has to offer with increased functionality such as an itinerary planner, mapping and cross-selling events, activities, accommodation, eateries and more, to assist the visitor in planning as much into their visit as possible!

Industry members are set up with business pages which they can log into and maintain. This provides great opportunities to promote your latest imagery, Trip Advisor reviews, opening hours, special offers and more.

Categories, location and business facilities will allow your business to be promoted in different areas across the website, suggested as a similar or nearby product, be filtered in searches and saved to a user's itinerary to be printed or saved for later.

The Vision for VisitIsleofMan.com

To provide an enjoyable customer experience for people researching a potential holiday, considering booking and who have already booked and want to plan their visit.

#### **Objectives:**

- Improve the visitors online experience
- Improve product cross-selling opportunities to increase visitor spend
- Increase UK families long and short holidays
- Increase short breaks (singles & couples)
- Extend the season, focusing initially on March and October



## 2.0 Logging in to your account

In order to edit your property details on the website, you will need to login to your extranet account on the internet.

1. Open your internet browser (e.g., Safari, Internet Explorer, Fire Fox, Google Chrome)

					-				
(- →	GDI	ttps://extranet	-entirety.newmindets.net	K					Ξ
	Туре	the	following	URL	into	the	search	bar:	https://extranet

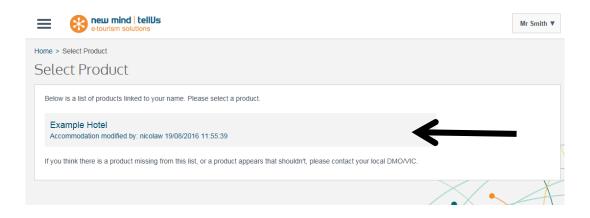
entirety.newmindets.net

• The following screen will be displayed:

2. Enter your Username and Password into the boxes and click the 'Login' button.

http://contignet-entirety/newmindets.net/App/Extranet/Login.app	,P = B C Sectant entirity.neumind ×	
Enter the URL: <u>http://extranet-e</u>	ntirety.newmindets.net	
Extranet Lo	Ogin You must provide a usetname	Enter your: <b>USERNAME</b> (This is your email address)
Password DMS 3.4.1	Login	Enter your: <b>PASSWORD</b> If you are unsure of your password, please contact us.

- Once logged in, you will see your product selection screen. Depending upon how many products (properties) you have, you may see one or multiple products listed.
- 3. Click on the product (property/business) you wish to view or update.





## • Your product/business details will display

e > Example I	Hotel (1294081)		
ample	Hotel (1294081)		Action
ddress	Central Promenade	Email info@examplehotel.co.im	
	Douglas	Web http://www.examplehotel.co.im	
ostal code	IM2 4NA ♀	Booking web Not provided.	
country	Isle of Man	Type Accommodation	
elephone	+441624 666666	Organisation	
elephone 2		- gameater	
ax			
		1 1 /	
lodified	19 August 2016 11:55		
lodified by	nicolaw		
reated	19 August 2016 11:45		
created by	nicolaw		

## 2.1 Logging out of your account

- 1. To log out of your account, click the 'User Preferences' button, which will state the name of the product 'Example Hotel' in the top right of the screen.
- 2. Click 'Logout'
  - This will take you back to the 'Login' screen

	Hotel (1294081)			C Settings	
ample	Hotel (1294081)				
Idress Idress Idress Justal code Duntry Idephone Idephone 2 Idephone 2 Idress	Central Promenade Douglas IM2 4NA • Isle of Man +441624 666666	Email Web Booking web Type Organisation	info@ex,	iotel.co.im	Logout
odified odified by reated reated by	19 August 2016 11:55 nicolaw 19 August 2016 11:45 nicolaw		/	_/ / V	X X
escripti			/   • //	K IX	•



# 3.0 Help Tutorial Videos

There are a number of short tutorial videos available to help you navigate around the product page and complete each section.

#### To access the 'Help' videos:

- 1. Click on the  $\equiv$  icon in the top left of your screen
- 2. Click 'Help'

Select Product >	<ul> <li>Example Hotel &gt;</li> <li>Edit details</li> <li>Reports</li> </ul>		
Postal code IM2 Country Isle	uglas 2 4NA <b>9</b> 3 0f Man 11624 666666	Email Web Booking web Type Organisation	info@examplehotel.co.im http://www.examplehotel.co.im Not provided. Accommodation
Modified by nicolaw	just 2016 11:45		

The selection of help videos will display.

3. Simply click the video relating to the section you wish to view.

р	
	Extranet Overview In this video we give you an overview of what has changed in the New Extranet, how the Extranet looks, and how to find and use the features you're already familiar with.
	Descriptions Adding descriptions to your product.
	Media Adding metila to your product
	Facilities Adding facilities to your product.
	Rooms Adding room / units to your product
	Linked Rooms Adding linked rooms / units to your product.
	Openings Adding openings to your product.
	External Links Adding external links to your product



# 4.0 Updating Information

1. To update your product information, click on the  $\equiv$  symbol in the top left of the screen.

A menu box will appear with a number of options:

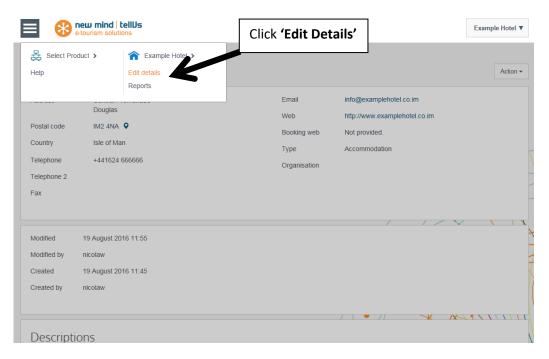
- Select Product this will take you back to the select product screen
- **Product Name** this will take you back to the start page of the product you have selected

Edit Details - this will allow you to update the descriptions and details associated to your product

• **Reports** - this will allow you to view statistical reports associated to the selected product, for example, the number of times your product has been clicked on, added to the itinerary planner, and phone number has been requested

If you wish to close this menu box, click on the  $\equiv$  and the box will disappear.

2. To edit your property details click on 'Edit details'



Your property information will then be displayed. Use the navigation bar on the left side of the screen to edit each section of your profile:

- Product information
- Description
- Media
- Facilities
- Openings
- Rooms
- Links
- More
  - a) Special Offers
  - b) Group Travel



Navigation Bar							
	Product Details		Product Detail	S			Actions -
	Descriptions	>					
2	Media	>	Name	Example Hotel en	Telephone	+441624 666666	
	Classifications	>		en	Telephone 2		
	Openings	>	Country	Isle of Man *	Fax		
	Rooms	>	Address	Central Promenade	Email	info@examplehotel.co.im	0
	Links	>					
	More	>			Website	http://www.examplehotel.co.im en	
			Town	Douglas	Keywords	Example, Xample, Promenade , Hotel,	en
			County			en	
			Postal code				
			Postal code	IM2 4NA			
			Location	Douglas *			
			Latitude Longitude	54.15989 -4.47492 🔶			
			Map Zoom Level	Urban *			

## 4.1 Product Details

**1.** To edit your product contact details, click **'Product Details'** in the navigation bar located to the left of the screen.

This screen will display. You can edit all of the information on this screen by clicking into the text boxes and typing, or by using the drop down lists.

Product Details	->	Product Detail	S				
Descriptions	>				Z		
Media	>	Name	Example Hotel	en	Telephone	+441624 666666	
Classifications	>		en		Telephone 2		
Openings	>	Country	Isle of Man	•	Fax		
Rooms	>	Address	Central Promenade		Email		
Links	>				Lintan	info@examplehotel.co.im	0
More	>				Website	http://www.examplehotel.co.im	en 🖵
						en	
		Town	Douglas		Keywords	Example, Xample, Promenade , Hotel,	er
		County			•	en	
		Postal code	IM2 4NA	•	←		
		Location	Douglas	Ŧ			
		Latitude Longitude	54.15989 -4.47492 🔶				
		Map Zoom Level	Urban	Ŧ			
		Modified by	hannahw 05 May 2021		Extranet Type	Standard	
		Created by	nicolaw 19 August 2016		Provider Settings		
		Estate	Isle of Man				



**NAME - Accommodation providers <u>MUST NOT</u> edit the NAME of their property** as this needs to be exactly as stated on your registration form. If you do wish to change the name of your property please contact the Business Development Team for Tourism on 01624 695700.

**COUNTRY** - use the drop down list by clicking the arrow at the end of the box, select **ISLE OF MAN** 

**ADDRESS** - There are two ways in which you can enter your address, either manually type your address into the boxes provided <u>OR</u> enter your postcode into the 'Postal Code'

box, and select the icon at the end of the box - this will automatically populate your address. If the address presented isn't exactly correct, you can manually edit the text. **TOWN** - enter your Isle of Man town

POSTAL CODE - enter your post code

**LOCATION** - use the drop down list by clicking the arrow at the end of the box, and select the location of your property (this will allow users to filter by town in a website advanced search):

	Search Accommodation	
Check Availability		
Arrival Date: 22/10/2018 Nights: 1	Flexible visit date? None 🔻	Guests in Room/Unit 1 • Add Room
Type: Any • Area: Any •	Jwn/Postcode	Groups Accepted

LATITUTE LONGITUDE - This locates where your property is on the Isle of Man and is how the system will link your property to surrounding activities, eateries and attractions as recommendations to the visitor using the website as '<u>What's Nearby</u>', so it is important that this is correct.

- 1. To set your coordinates, click on the 😟 icon. A map will display
- 2. To plot your location, use the tools in the top left of the screen to navigate to the correct area, and to also 'zoom in' and 'zoom out'
- 3. To plot your location, click on your selected point on the map, and the orange pointer will land
- 4. Click 'Save & Close'





**TELEPHONE** - Please enter your property telephone number with the area code, for example <u>+44</u> 1624 685965 and not 01624 685965, as this will enable visitors browsing the website on their smart phone to call you by clicking on your telephone number.

**TELEPHONE 2** - If you have more than one property contact number for visitors to call for information or to make a booking, enter this here

FAX - If you have a Fax number, enter this here

EMAIL - Enter your property contact email address

WEBSITE - Enter your property website URL here

**BOOKING WEBSITE** - Ignore. Leave this box blank

**KEYWORDS** -these are words which visitors may type into the search box on the website to try and find you. You may wish to enter into this box common misspellings of your property name, or phonetic spellings. You can separate these by using a simple comma and space (,).

**5.** Once you have completed your details, click on the save button at the bottom right hand side of the screen.

#### 4.2 Description

The description information tab, allows you to add descriptive information relating to your product.

1. To update your product description, click '**Descriptions**' in the navigation bar located to the left of the screen. This screen will display.

Product Details	>	Descriptions	i de la companya de l	Ac
Descriptions	>			
Media	>	Channel	Default Extranet Edit	
Classifications	>	Language	en	
Openings	>			
Units	>	Description		
Channels	>			
Links	>			
CRM	>			Edit Descr
More	>	Short 0/750		
FEE				
FEEDBACK		Road		
×		1000		

2. You will see on your screen that the 'Default' button is highlighted in blue. In order to



edit your description, you will first need to click on the **'Extranet Edit'** button, so it turns blue. You will then be able to type in the white text boxes.

Home > Products		mmodation > Example Hot	el (1294081)	Click 'Extranet Edit'	
Product Detail	s 🔉	Descriptions	•		Actions -
Descriptions	>		k		
Media	>	Channel	Default Extranet Edit		
Classifications	>	Language	en		
Openings	>				
Units	>	Description			^
Channels	>				
Links	>				~
CRM	>				Edit Description
More	>	Short 0/750			^
					~
		Road			^
					Save Close

There are various fields available that relate to different aspects of your product record;

• **DESCRIPTION**: This should be a long, detailed description that will appear on your individual profile, for example:



#### About

Over 25 years the Regency Hotel has built up an enviable reputation as being able to consistently meet the requirements of the international travelling businessman and discerning leisure guest. The hotel prides itself on providing high standards of service and levels of sophistication.

The high percentage of guests who return time and time again is evident in itself that the Regency has achieved its goal of offering international standards of comfort and quality to meet the expectations of the experienced business and leisure traveller. Better still, this has been achieved without the need to charge big city rates.

The raison d'être at the Regency is to try and always exceed guest expectations.

When making a reservation at the Regency you can be confident that you have chosen a hotel that understands the importance of being able to deliver high levels of service.

The Regency consistently offers the very best facilities including the Presidential Suite with prime examples of Kenedy furniture, and Manx art work and has just completed refurbishing all its sea facing rooms.

As well as catering for short term visitors, the Regency has also recognized the demand for high quality medium term accommodation. The Regency Lodge, located 100m from the main building, combines the convenience and flexibility of a hotel with the privacy of an apartment at an affordable price.

The prime location of the Regency Hotel at the north end of Douglas promenade, with panoramic views across the bay makes it the perfect choice for either business or pleasure. A courtesy shuttle operates each week day morning and can take you to either the towns centre or financial district.

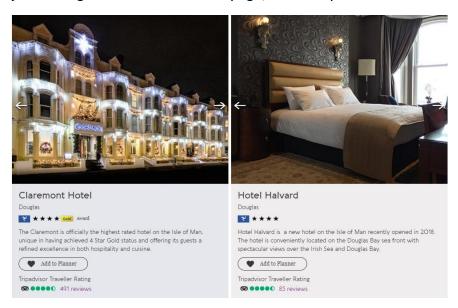
Please note that due to the original architectural features of the Regency Hotel, it is not suitable for any guests requiring 'Wheelchair' or 'Street level access', as it has external steps to access the hotel entrance.

Click here to view the Regency Hotel's Accessibility Statement.

Click here to view the Regency Lodge Accessibility Statement.



• **SHORT:** This should be a short description (an overview) which will appear next to your listing on the search results page, for example:



- **ROAD**: This is where you should explain the directions to your property by road.
- **TRANSPORT**: This is where you can outline what public transport visitors can travel to your property (e.g. bus routes, including bus service number and bus stop to get on and off at).

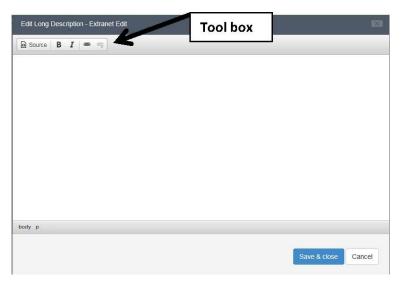
To update the text in the text boxes provided;

2. Click 'Edit Description' underneath the text box



This box will appear.

**3.** To add text into the box, click in the white space and start typing. If you wish to make any of your text **bold** or *italics*, you can do this by using the tool box





**5.** Once you have completed your descriptions, click on the save button at the bottom right of the screen.

## 4.3 Media (Images)

The media tab allows you to upload <u>up to 10 images</u> to display on your product record.

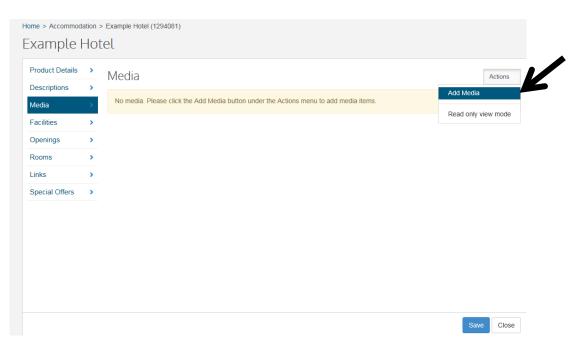
Please ensure your images are as close to these dimensions as possible, so that they do not distort on large screens. Image Dimensions: height 535px by 950px wide.

1. To edit your media, click 'Media' in the navigation bar located to the left of the screen.

This screen will display.

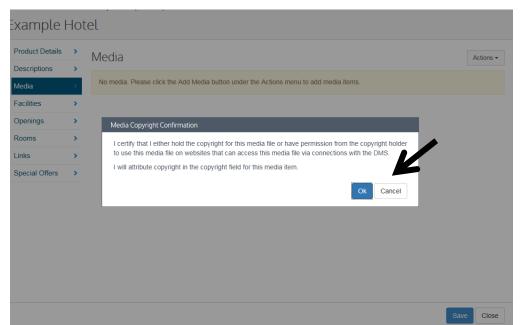
Media Classifications	Media     Action     No media. Please click the Add Media button under the Actions menu to add media items.
Classifications	22 >
Openings 2	
Units 3	<b>&gt;</b>
Channels 3	<b>&gt;</b>
Links	>
CRM 3	>
More :	>

2. To add new images click the 'Actions' button in the top right of your screen.





- 3. Then click 'Add Media'
- 4. This screen will appear. Click 'OK' to confirm that you have the correct permissions to use the images you are about to upload.



**5.** To add images click into the grey box, and your computer files will display. You can then search for your images in your computer gallery. To select multiple images hold down the 'Ctrl' button and select multiple images with the mouse.

Product Details	,		
Descriptions	>	Media	Actions -
Media	>	No media. Please click the Add Media button under the Actions menu to add media items.	
Facilities	>		
Openings	>	Upload 🛛	
Rooms	>		
Links	>	Drop files here or click to upload.	
Special Offers	>		
		Cancel	



Product Details	>	Media				
Descriptions	>					
Media	->	No media. Please c	lick the Add Me	dia button under the Actions menu to add m	nedia items.	
Facilities	>		Upload			×
Openings	>					
Rooms	>			Drop files here or click to u		
Links	>					
Special Offers	>			Chrysanthemum_707158191.jpg	879.39 KB	•
				Desert_1665755293.jpg	845.94 KB	0
				Hydrangeas_1772778393.jpg	595.28 KB	0
			See .	Jellyfish_1769505957.jpg	775.70 KB	0
					Ok	Cancel

**6.** To remove an image, click the X associated to the image - the image will disappear.

7. Once you have selected your images, click **OK**.

8. You can change the position of your images by clicking on the image and dragging it to where you would like to position it.

**9.** To add text against each of your images, select one image from the scroll - this will then display as the large image.



<u>Please note</u>: The first image in the scroll will be used as the main image for your property across the website, so please ensure this is your best property/business image.



Name	Double Bedroom	Title / name of the image e.g.: bedroom 1,
Fatata		
Estate	Isle of Man T	Select: Isle of Man
Media type	Auto	
Date	19/08/2016	Select: 'Picture' from the drop down menu
Source		
Media ID		
Edit Channels	Select	
Edit Units	Select	You can add further details in regard to the image
Comments	Remove this image in January 2017	for your own internal use – this will not be visible
		on the website, e.g. remove this image in January
	~	
		ALT TEXT – title / name of the image e.g. Double
Alt text	Double Bedroom	Bedroom (important to complete)
	en	
Copyright		If you have added images which need to be
		attributed to a specific Photographer or company,
	Save	you can enter this information here – <i>if</i>
		permission to do so has been given by the
		Photographer

The important fields to complete are 'Name' (the name of the photo, e.g. 'Double Bedroom')and 'Alt text' (the alt text means that search engines such as Google can identify the text and screen readers or assistance software can pick this up. Alt text is the description that appears when you hover over the image), for example:



**10.** Once you have added your photos and completed the text fields, click the **save** button in the bottom right of your screen.



## 4.4 Facilities

**1.** To update your property facilities, click **'Facilities'** in the navigation bar located to the left of the screen. Click on the **'all'** button so that it is highlighted blue.

This screen will display.

Product Details	>	Facilities			
Descriptions	>				
Media	>	Filters			
Facilities	×	Name	Enter text to filter		
Openings	>	Facility Set	All Facility Sets	*	
Rooms	>	Show	all selected		
Links	>	System Facilities			
Special Offers	,	Bookable Product Fa	cilities		
		CD Player in a	il bedrooms	Ground floor bedrooms available	Radio in all bedrooms
		Colour televisi	on in all bedrooms	Hairdryer in all bedrooms	Tea & coffee making facilities in bedrooms
		DVD Player in	all bedrooms	Modern point in all bedrooms	Telephone in all bedrooms
		Four poster be	de la constante de la	Non smoking rooms available	

2. Scroll down the page, and tick each box next to the facilities your property provides. If you wish to add more specific notes against a facility you can do this by clicking on the word 'Notes' beneath the facility, for example:

	Accept children (Minimum age) Notes	4	Cot		Highchair
~	Childrens Play Area Notes	V	Facilities for children		Special Meal Times for Children
	Children's videos/DVDs Available Notes		Food/Bottle Warming Available		
Leisure	Facilities				
	Access to golf course		Gym		Outdoor pool
	Arrangements for riding/pony trekking Notes		Health/Fitness/ Beauty Facilities		Sauna
~	Cycle hire		Indoor pool		Solanium
	Notes Fishing		Jacuzzi	~	Tennis court Notes
	Notes		Other sporting facilities	×	Water sports facilities Notes
Parking	& Transport				
	Car parking Notes		Off sile parking	¥	On site parking Notes



Accept children (Minimum age)     Notes     Childrens	Notes	Highchair
Childrone Electron		
Notes Notes		Special Meal Times for Children
Children's		
Notes Includes a swing set,	slide and paddling pool en	V
Laisura Escilitiar		
Access to		Outdoor pool
Arrangerr en		Sauna
trekking Notes		Solarium
		Suanum
10000000 (0000000)	Save & close Cance	Tennis court Notes
Notes	Other sporting racinics	Water sports facilities
		Notes
Parking & Transport		
Car parking	Off site parking	✓ On site parking
	Notes  Leisure Facilitie:  Access to  Arrangen trekking Notes  Cycle hire Notes  Parking & Transport	Notes       Includes a swing jet, slide and paddling pool       en         Leisure Facilities       en       en         Access to       en       en         Cycle hire       Notes       Save & close       Cance         Fishing       Notes       Outer sponting racinities         Parking & Transport       Encludes a swing jet, slide and paddling pool       en

**3.** Once you reach the bottom of the scroll, click save in the bottom right hand corner.

## 4.5 Openings

1. To edit your property seasonal opening times, click '**Openings**' in the navigation bar located to the left of the screen.

Best Wes	terr	n Palace Hotel & (	Casino				
Product Details	>	Openings					Actions
Descriptions	>	Name	Date from	То	Open	Reoccur	Provisional
Media	>	Name	Date Iron	10	Open	Reoccui	PIOVISIONAI
Facilities	>	Open on Christmas	Open New Year	Closed long term			
Openings	>	Open on Christmas					
Rooms	>						
Links	>	Additional opening details					
Special Offers	>	Text limit 500 characters, 500 c	haracters left				
							en 🗘
		en					

This screen will display.

2. Tick the boxes 'Open Christmas', 'Open New Year' and 'Closed Long Term', if these apply to your business operation.



3. If you close your business at certain periods throughout the year (e.g. for the month of December) or if you have set seasons (e.g. Peak season and Off-Peak season) you can add this information by clicking on the 'Actions' button in the top left hand corner and select 'Add Opening'.

Product Details	>	Openings					Actions
Descriptions	>	Name	Date from	То	Open	Reoccu	Add Opening
Media	>					No. of Concession, Name	Read only view mode
Facilities	>	Open on Christmas	Open New Year	Closed long term			
Openings		• Open on chiliathas	Open New Year	Closed long term			
Rooms	>						
Links	>	Additional opening details					
Special Offers	>	Text limit 500 characters, 500 c	haracters left				
							en ^

- **4.** Enter the name of your opening operation in the text box, for example, Peak Season / Off Peak Season.
- 5. To amend the date, click on the **calendar icon**, followed by clicking on the appropriate date.

Select any of the tick boxes which apply to this opening;

**Open:** Click this box to signify that the date range set is when the business is open and available to take bookings.

**Reoccur:** Click this box is these opening times are the same each year. **Provisional:** *Leave this box empty* 

Descriptions	>						_		1							
ledia	>	Name		Date	from			2	То	j.			Open	Reoccur	Provisiona	ıl
acilities	>	Peak Season	en	01/0	03/20	16				30/0	9/2016		$\checkmark$	$\checkmark$		:
Openings	5	en		4		Ma	arch 2	016		٠						
Rooms	>	Off-Peak Season	en	Мо	Tu	We	Th	Fr	Sa	Su	2/2017		~	~		:
		en		29	1	2	3	4	5	6						
inks	>			7	8	9	10	11	12	13						
Special Offers	>	Open on Christmas	~	14	15	16	17	18	19	20	Closed I	ong term				
		TTT SERVICE ENGINEER		21	22	23	24	25	26	27						
				28	29	30	31	1	2	3						
		Additional opening details		4	5	6	7	8	9	10						
						10 A	ugust	2016								
		Text limit 500 characters, 469		Sien	3						ć					
		We are open throughout the	year													en 🔷
		en							1							

- 6. If you wish to add further details regarding your opening season, for example, check in times, check out times, you can add this into the text box 'Additional opening details'.
- 7. If you wish to remove an '**Opening**' that you have created, click the 'kebab' icon at the end of the row, and click '**Delete**'. The opening will be removed from your screen.



Descriptions		Openings						Actions -
The second s	>	and the second se	100000000000	0.05	100000-0000	STRATE COMPLEX	A	Dist.
Media	>	Name	Date from	То	Open	Reoccur	Provision	nal
Facilities	>	Peak Season	en 01/03/2016 🗐	30/09/2016	$\checkmark$	$\checkmark$		;
Openings	>	en					Edit Days Remove	
Rooms	>	Off-Peak Season	en 01/10/2016 🗰	28/02/2017	$\checkmark$	$\checkmark$	Reinove	
Links	>	en						
Special Offers	>	Open on Christmas	Open New Year	Closed long term				
		Additional opening deta	ls					
		Text limit 500 characters, 4	69 characters left					
		We are open throughout t	he year					en 🔿
		en		An annual sector and a sector a				

**7**. Once you have added your seasonal opening times, click the save button in the bottom right corner of the screen.

#### **4.6 Rooms (only applicable to Accommodation Providers)**

This tab allows you to add information in regard to the type and number of rooms, units, cottages, apartments etc. this product record holds.

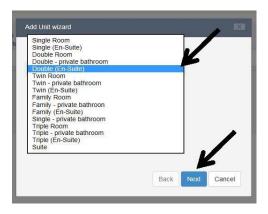
- 1. To add your individual unit capacities, click 'Rooms' in the navigation bar located to the left of the screen. This screen will be displayed.
- 2. To add your units, click the 'Actions' button in the top right of the screen, then click 'Add Unit'

Product Details		Rooms		Actions
Descriptions	>			Add Unit
Media	>	No Units		Read only view mode
Facilities	>			Read only view mode
Openings	>	General pricing details Text limit 2000 characters, 20	100 characters left	
Rooms	->			en 🔿
Links	>	en		
Special Offers	>	Minimum occupancy	0	
		Maximum occupancy	0	



**3.** The 'add unit' wizard will appear. Select the type of unit you wish to add, for example, **'Double (en-suite)'.** 

4. Click 'Next'

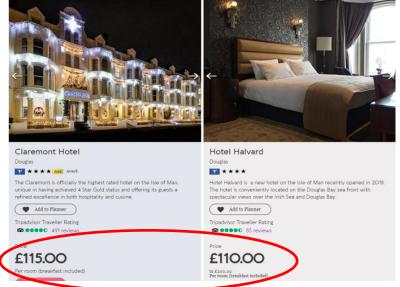


Name - this is the name of the individual unit e.g. Sea View Double

**Quantity** - this is how many of this unit you have e.g. the total number of Sea View Double Bedrooms.

**Capacity** - this is how many people this individual unit can accommodate (bed spaces) e.g. the total number of people one of this room type (Sea View Double Bedroom) can accommodate.

**Guide Price**-this is an estimate guide price (or from price. This will display on your property when an availability search criteria has not been entered by the visitor)



**Price type** - this identifies the specifics of the guide price. Click on the arrow to reveal a drop down list, and select the relevant option.



Name	Sea View Double	Name	Sea View Double
Quantity	28	Quantity	28
Capacity	2	Capacity	Per person (breakfast included)
Guide price	£ 79.00	Guide price	Per person (room only) Per person per night Per person per night, half board
Price type	Per room (breakfast included)	Price type	Per Pitch Per Night Per room (breakfast included) Per room (room only) Per room per night, half board Per unit per night Per unit per week

#### 5. Click 'Save and Close'

This screen will display.

**6.** If you wish to set a more specific guide price, facilities or delete the unit click the 'kebab' icon, which will reveal these options:

Product Details	>	Rooms								Actions -
Descriptions	>									
Media	>	Туре	Name	Qty.	Cap.	Min	(£) Guide	Price basis	Bookable	
Facilities	>	Double (En-	Sea View Doub	en						
Openings	>	Suite)	en	28	2	1	79	Per room (breakfast included)	Edit prices	:
Rooms	>								Edit Facilitie	s
Links	>	General pric	ing details 00 characters, 2000	) characters le	ft.				Remove	
Special Offers	>		50 thatattoro, 2000							en 🔿
		en Minimum oci Maximum oc		28 56						

**7.** To add additional units, repeat this process (4.6) Once you have added all of your units, click '**Save'** in the bottom right of the screen

# 4.7 Links

This tab allows you to add links to other external web items, including Facebook, Twitter, Trip Advisor and YouTube videos.

- FACEBOOK
- 1. To add your social channel or YouTube video, click 'Links' in the navigation bar located to the left of the screen.



Descriptions	>	ct Details			
Descriptions					
Media	> Name	Example Hotel	en	Telephone	+441624 666666
Facilities	>	en		Telephone 2	
Openings	> Country	Isle of Man	•	Fax	
Rooms	Address	Central Promenade		FdX	
	,	Central Promenade		Email	info@examplehotel.co.im
Links	>			Website	http://www.evenetabadal.co.im.com
Special Offers	>			11000110	http://www.examplehotel.co.im en
				Beelder	
	Town	Douglas		Booking website	en
	County				en
				Keywords	Example, Xample, Promenade
	Postal c	IM2 4NA	•		en
	Location	Douglas	Ŧ		
	Latitude	54.15996 -4.4745	9 📀		
	Longitud	34.13330 -4.4743	9 👽		

This screen will be displayed.

- 2. To add your Facebook and Twitter accounts, click 'Social Media' in the navigation bar.
- 3. Click 'Facebook'

< Back Links	Social Media	Actions
Social Media	Social Network	
External Links	Facebook	:
	Twitter	:
	Twitter Search	1
	Flickr	
	FourSquare	
	TripAdvisor	
	Instagram	
	Pinterest	
	This website uses the foursquare® application programming interface but is not endorsed or certified by Foursquare Labs, Inc. All of the foursquare® logos (including all badges) and trademarks displayed on this website are the property of Foursquare Labs	, Inc.
	This websile uses the Instagram™ API and is not endorsed or certified by Instagram. All Instagram™ logos and trademarks displayed on this website are property of Instagram.	

This screen will appear.

4. Copy and paste your Facebook Business page URL into the 'URL box' or type it into the box provided and click 'Lookup' e.g. facebook.com/visitisleofman - this will search for your Facebook page, and populate the ID box, Name and Description.



	Facebook		×
Enter your Facebook URL here	Link to	Facebook Page	^
		5	V
	URL	facebook.com/visitisleofman	Lookup
	Id	356680040473	
	Name	Visit Isle of Man	
	Description	Imagine a place which is far away from the hustle and bustle of everyday life. A place with breathtaking scenery and a relaxed and undemanding pace of life, where you're guaranteed a warm welcome, fri	
	Туре	page	K-
			Add Cancel

- 5. Click 'Add'
  - Twitter
- 1. To add your Twitter account to your product page, click 'Twitter'.

< Back	Social Media	Actions -
Links		Actions •
Social Media	Social Network ID	
External Links	Facebook	:
	Twitter	÷
	Twitter Search	:
	Flickr	:
	FourSquare	:
	TripAdvisor	:
	Instagram	:
	Pinterest	:
	This website uses the foursquare® application programming interface but is not endorsed or certified by Foursquare Labs, Inc. All of the foursquare® logos (including all badges) and trademarks displayed on this website are the property of Foursquare Labs,	Inc.
	This website uses the Instagram™ API and is not endorsed or certified by Instagram. All Instagram™ logos and trademarks displayed on this website are property of Instagram.	
	Save	Close

This screen will appear.

2. Type your Twitter username into the box for example @visitisleofman, and click 'Lookup'. This will search for your Twitter account and populate the ID, Name, Description, Location and Statistic fields.



Enter your Twitter username e.g. @visitisleofman

	Twitter		×
	Y Add Tu	witter Account	Î
	Username	visitisleofman	Lookup
	ld	24377327	
	Name	Visit Isle of Man	
	Description	The Isle of Man's official tourism department. Sharing tips, ideas and inspiration. Join the conversation #LoveIOM or #IsleofMan Instagram: @visitisleofman	
	Location	Isle of Man	
	Statistics	Tweets 2866, Followers 7129, Following	× ×
_			Add Cancel

- 3. Click 'Add'
- 4. Your screen will now look like this click 'Save' in the bottom left corner of the screen

< Back Links		Social Media		Actions -
Social Media	L	Social Network	D	
External Links >		Facebook	facebook.com/visitisleofman	:
		Twitter	visitisleofman	:
		Twitter Search		:
		Flickr		:
		FourSquare		:
		TripAdvisor		:
		Instagram		:
		Pinterest		:
		All of the foursquare® logo	rsquare® application programming interface but is not endorsed or certified by Foursquare Labs, Inc. os (including all badges) and trademarks displayed on this website are the property of Foursquare Labs agram™ API and is not endorsed or certified by Instagram. trademarks displayed on this website are property of Instagram.	i, Inc.
			Save	Close



- Trip Advisor
- 1. To add your Trip Advisor account to your product page, click 'Trip Advisor'.

This screen will appear.

< Back	Social Media			_	Actions -
Links	Social Media	TripAdvisor		E3	Acuality -
Related >	Social Network				
Brochure >	Facebook	Add TripAdvi	sor		ŧ
Social Media	Twitter	TripAdvisor URL	https://www.tripadvisor.co.uk/Attractior	Lookup	
External Links 🗳	Twitter Search	Location ID	202564		
External IDs >	Flickr	Location ID	202504		ŧ
	FourSquare				
	TripAdvisor				E.
	Instagram				
	Pinterest				ŧ.
	This website uses the foursquare® All of the foursquare® logos (inclus			IC.	
	This website uses the instagram™ All instagram™ logos and tradema			Add Cancel	

**2.** Copy and paste your Trip Advisor Business page URL into the 'URL box' provided and click **'Lookup'** - this will search for your Trip Advisor Business page, and populate the ID box.

3. Click 'Add'

#### • YouTube Videos

**1.** To add a YouTube video to your product page, click **'Links'** and then **'External Links'** in the left navigation bar

2. Click 'Actions' in the top right of the screen and select, 'Add External Link'

Inks		a second contraction and a second second				
Social Media	>	Name	Link URL	Language	Туре	Add External Link
External Links	5					Read only view mode

- 3. Enter the name of the video e.g.'Isle of Man'
- 4. Copy and paste the YouTube video URL into the URL box
- 5. Leave the language as 'English'
- 6. Type use the scroll menu and select 'YouTube Video'



		Enter the YouTuk	e URL here		
< Back	External Links				Actions -
Links		<u> </u>			
Social Media >	Name	Link URL	Language	Туре	
External Links	Isle of Man	https://www.youtube.com/watch	? English *	Select	A :
	7			Select	
				Avvio	
r the name of t	he video here			Information Partners	Select 'YouTube' Vide
				PhotoSynth	
				Reviews	
				Video	
				Youtube Video	
					7
					K
					1
					1

**8.** If you wish to remove a video from the product page, click the 'kebab' icon it to the left of the row and click '**Remove'**.

<back Links</back 	External Links				Actions -	
Social Media >	Name	Link URL	Language	Туре		
External Links	Isle of Man	https://www.youtube.com/watch?	English	Youtube Video	· · ·	5
				Rer	nove	

## 4.8 Special Offers

1. To add a special offer to the website for this particular product, select, 'More' and then 'Special Offer' in the navigation bar on the left of the screen.

<back< th=""><th>Special Offers</th><th></th><th></th><th>Actions -</th></back<>	Special Offers			Actions -
More Special Offers	Package	Listing Level	Descriptions	
Group Travel >	Select an Option	* None	•	:
Group Travel >	Select an Option	* None	¥	

2. Click in the 'Select an Option' box, to reveal a drop down menu, and select the applicable category which your offer will be placed.



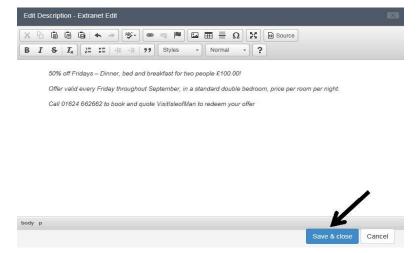
Product Details	>	Special Offers			Actions -
Descriptions	>			10000-00 - 110000	
Media	>	Package	Listing Level	Descriptions	
Facilities	>	Select an Option	None	•	:
Openings	>	Q			
Rooms	>	Accommodation Offers and Accages			
Links	>	Activity Offers and Packages			
Special Offers	>	Attraction Offers and Packages Autumn Packages (Incl. Travel & Accommodation) Family Offers & Packages			
		Food & Drink Offers & Packages Last Minute-Deals			
		Short Break Deals Spring Packages (Incl. Travel &			

3. Select the 'Listing Level' as 'Enhanced'

Descriptions	>	Special Offers				Actions -
Jescriptions	1	Deskasa		1	David	
Media	>	Package		Listing Level	Descriptions	
Facilities	>	Accommodation Offers and	d× *	Enhanced	*	1
Openings	>					
Rooms	>	Add own date range				
Links	>		🛅 То		 	

4. Click in the white 'Description' text box to add your 'Special Offer' details, for example

50% off Fridays - Dinner, bed and breakfast for two people £100.00! Offer valid every Friday throughout September, in a standard double bedroom, price per room per night. Call +44(0)1624 662662 to book and quote <u>VisitIsleofMan</u> to redeem your offer.



- 5. Click 'Save & Close'.
- 6. Click 'Save'



	>	Special Offers				Actions -
escriptions	>		A UNA CONTRACTOR	34	endevolution	
edia	>	Package	Listing Level	De	scriptions	
acilities	>	Accommodation Offers and	Enhanced		50% off Fridays -	1
penings	>	PRODUCTION ADDRESS CONCEPTION AD	Linnancea		Dinner, bed and	^
ooms	>	Add own date range			breakfast for two people £100.00/	
nks	5	To			Offer valid every Friday	~
						K

7. To add an image to accompany the offer, click the 'Kebab' icon at the end of the row, and select 'Add Media'. If you do not select an image, your main property image will display here.

Product Details	>	Special Offers	This record has t	een saved	Action	s =
Descriptions	>					_
Media	>	Package	Listing Level		Descriptions	
Facilities	>	Accommodation Offers and P	* Enhanced	*	50% off Fridays –	./
Openings	>				Dinner, bed and Fdil Media	
Rooms	3	Add own date range			£100.00! Remove	
Links	>		То	目	Offer valid every Friday	
Special Offers	2					

This screen will display.

lame	50% off Fridays	
ïle		Browse
	Upload	1
		°K
	50% off Fridays	0

8. Name your image, in relation to the offer, for example '50 % off Fridays'

**9.** Click **'Browse'** to search for an image in your computer library. (If you wish to remove the image, and select a different one, or remove it altogether, click the X next to the image)

10. Click 'Upload'



11. Click the X in the top right corner of the box to complete your image upload

12. To add a date range for the offer, tick the box next to 'Add own date range'

**13.** Click the calendar icon to reveal a calendar menu, and select 'from' and 'to' dates (the offer will 'fall off' the website on the stated 'to' date)

Descriptions	>	D	ickag	10					Li		De	scriptions			
Media	>		скау	le.					L		De	scriptions			
acilities	>	Ace	omn	nodat	on Of	fers a	and P			v		50% off Fridays -	:		
Openings	N	1.0		loud					Dinner, bed and						
Rooms	>		Add o	wn d	ate ra	nge						breakfast for two people £100.00!			
Links	>					- 7/	Û	) To				Offer valid every Friday			
Special Offers	5		٠		Aug	just 2	016		٠						
		1			We			Sa							
			25	26	27	28	29	30	31						
			1	2	3	4	5	6	7						
			8 15	9 16	10 17	11 18	12 19		14 21						
			22	23	24	25	26	20							
			29	30	31	1	20	3	4						
					15 Au	igust	2016	5							
		L.			_										

#### 14. Click 'Save'

15. To add additional Special Offers, repeat this process (4.8)

#### 4.9 Group Travel

1. To allow your product to be searched for by group size, select, 'More' and then 'Group Travel' in the navigation bar on the left of the screen.

<back< th=""><th>Group Travel</th><th></th><th></th><th>Actions -</th></back<>	Group Travel			Actions -
More				
Special O. rs	Group Travel			
Group Trave.	Out of hours visits			
	Min group size			
	Max group size			
	From	(hh:mm)		
	То	(hh:mm)		

2. Tick 'Group Travel' and enter the 'Min Group Size' as 1, and the 'Max Group Size' as the largest size group you would accept.



Actions -	
-----------	--

< Back	Group Tarel			
More				
Special Offers	Group Travel			
Group Travel	Out of hours visits		K	
	Min group size	1		
	Max group size	12		
	From		nn.s	
	То		(hh:mm)	

3. Click 'Save'

Save Close



# **5.0 Viewing Profile Reports**

- 1. Click on the  $\equiv$  icon in the top left of your screen 2. Click Reports

	Test Product				
Select Product >	Edit details				
•	Reports	ease select a product or ar	organisation.		
Search Products		Enter text to filter			
Test Product					
Accommodation modifie	ed by: hannahw 17/10/2018	14:34:21			
you think there is a produc	t or organisation missing fro	n this list, or a product, or an organisa	tion appears that shouldn't, please contact your lo	ocal DMO/VIC.	

# 3. Choose Provider Statistics

Availability Data			
Unit Availability Calendar			
Bookings			
Provider Statistics			



4. Select the date range you wish to view statistics from and to

Home > Reports > Provider Statistics			
From	1 • Oct • 2018	6	
То	31 • Oct • 2018		
Filter by Channel	Isle of Man Trade Website Isle of Man Website		
	Update		

# 5. Filter by channel: choose Isle of Man Website

> Reports > Provider Statisti		
	shepoli	
From	1 • Oct • 2018	
То	31 V Oct V 2018	
Filter by Channel	Isle of Man Trade Website Isle of Man Website	
	Update	

Click Update



## Stats will display as below:

	Isle of Man Website
Product Details Displayed	578
Product Details Printed	0
Product Details Emailed	0
Telephone Number Provided	7
Location Map Viewed	4
Product Website Viewed	26
Provider Emailed	1
Added To Itinerary	22
Product Video Viewed	0
Polling Booking OUT	9
Booking Referrals from Partner Sites (Forced External)	0
Booking Referrals from Visit Britain	0
Availability Enquiry Emailed to Provider	0
Front desk referral (out)	0
Visit Britain Referals	0
Provider Telephoned	0
Map Generated Directions	0
Provider Booking Website Referral	0
Conversion Rate	0%

Some of the statistics will show as 0, this is because they are not applicable on this site.

Look for the following stats:

- Product Details Displayed Product details displayed in full on website
- **Telephone Number Provided** Tracks when a phone shows a providers telephone number
- Location Map Viewed Product's location map viewed
- **Product Website Viewed** Product website viewed using the web link on the website
- Provider Emailed Provider emailed using the email link on the website
- Added to Itinerary Product added to an itinerary on website
- **Polling Booking OUT** Used to register that a viewer has been redirected from the site for an external booking