

# visitisleofman.com Extranet User Guide -Accommodation

1.0 VisitIsleofMan.com	Page 2
2.0 Logging in and out of your account	Page 3
3.0 Help Tutorial Videos	Page 5
4.0 Updating Information	Page 6
4.1 Product Details	Page 7
4.2 Description	Page 9
4.3 Media (Images)	Page 12
4.4 Facilities (including COVID-19 precautions)	Page 16
4.5 Openings	Page 17
4.6 Rooms (only applicable to Accommodation Providers)	Page 20
4.7 Links (Facebook, Twitter, Trip Advisor and YouTube Videos)	Page 22
4.8 Special Offers	Page 28
4.9 Group Travel	Page 30
5.0 Viewing Profile Reports	Page 32



# 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)

	~			-				
← → C □ ht	tps://extranet	-entirety.newmindets.net	K					Ξ
Type	the	following	URL	into	the	search	bar:	https://extranet-

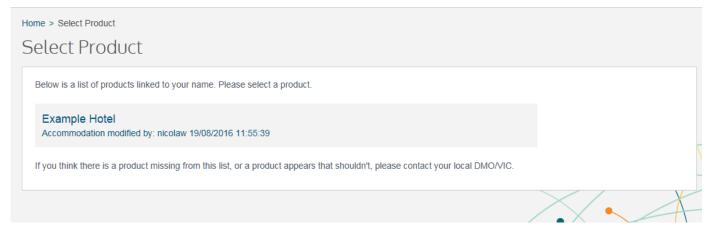
entirety.newmindets.net

• The following screen will be displayed:

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

https://crisinet-entirety.newmindets.net/App/Entiret/Login.app	.Ω = ∰ C Stand: extircty newmind X		
Enter the URL: <u>http://extranet-e</u>	ntirety.newmindets.net		
Extranet L	Ogin You must provide a usemame	•	Enter your: <b>USERNAME</b> (This is your email address)
Parsowerd 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

≣ simp	leview 🙏	Example Hotel 🔻
me > Example Ho		
xample H	Hotel (1294081)	Actions -
Address Postal code Country Telephone Telephone 2 Fax	Douglas W IM2 4NA O Bi Isle of Man Ty	oking web Not provided.
Modified Modified by Created Created by	05 May 2021 13:44 hannahw 19 August 2018 11:45 nicolaw	
Categorie:	5	
Descriptio	ns	

## 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

me > Example H Xample	otel (1294081) Hotel (1294081)		2	Example Hotel hbw1995@hotmail.com Account Settings
Address Postal code Country Telephone Telephone 2 Fax	Central Promenade Douglas IM2 4NA Isle of Man +441824 @86808	Email Web Booking web Type Organisation	info@examplehotel.co.im http://www.examplehotel.co.im Not provided. Accommodation	Logaut
Modified Modified by Created Created by	05 May 2021 13:44 hannahw 19 August 2016 11:45 nicolaw			
Categorie	5			



## 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.

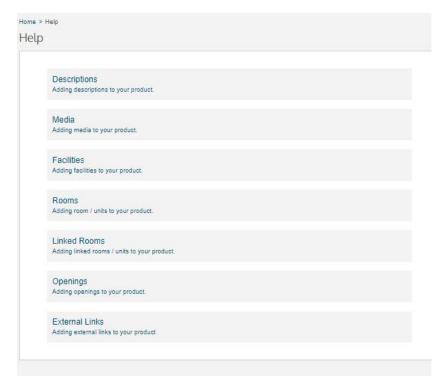
#### To access the 'Help' videos:

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

simple	view 🙏			Example I
Relet Product > Help Postal de Country Telephone Telephone 2 Fax	Example Hotel > Edit details Availability Terms and conditions M2:4NA • Isile of Man +441824 868686	Email Web Booking web Type Organisation	info@examplehotel.co.im http://www.examplehotel.co.im Not provided. Accommodation	Ac
Modified by	05 May 2021 13:44 hannahw			
	19 August 2016 11:45 nicolaw			
created by	ncolaw			

The selection of help videos will display.

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





# 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:

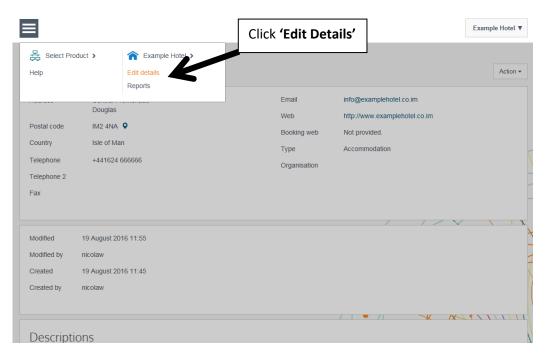
- Select Product this will take you back to the select product screen
- **Product Name** this will take you back to the start page of the product you have selected

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	>	Draduct Datail			
	Descriptions	>	Product Detail	5		Actions -
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
	Links	>			Website	
	More	>			TOBULO	http://www.examplehotel.co.im en
			Town	Douglas	Keywords	Example, Xample, Promenade , Hotel, en
			County			en
			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	>									
Media	>	Name	Example Hotel			en		Telephone	+441624 666666	
Classifications	>		en					Telephone 2		
Openings	>	Country	Isle of Man			٣	K	Fax		
Rooms	>	Address	Central Promen	nade			_	Email	info@examplehotel.co.im	@
Links	>									
More	>							Website	http://www.examplehotel.co.im	en 🖵
		Taura					Ľ	Keywords		
		Town	Douglas					Reywords	Example, Xample, Promenade , Hotel, en	en
		County								
		Postal code	IM2 4NA			•	-	_		
		Location	Douglas			v				
		Latitude Longitude	54.15989	-4.47492	۲					
		Map Zoom Level	Urban			Ŧ				
		Modified by	hannahw 05 Ma	ay 2021				Extranet Type	Standard	
		Created by	nicolaw 19 Augu	ust 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.

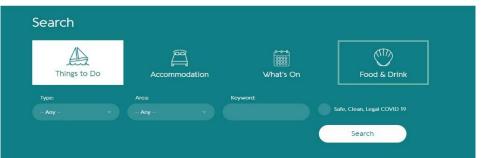
**COUNTRY** - use the drop down list by clicking the arrow at the end of the box, select **ISLE OF MAN** 

**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

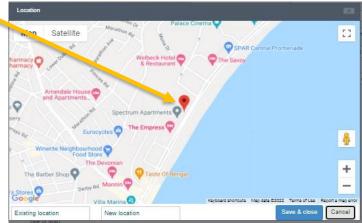
POSTAL CODE - enter your post code

**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):



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 >	Description	S	Act
Descript	ons >	1		
Media	>	Channel	Default Extranet Edit	
Classific	ations >	Language	en	
Opening	s 🔉		-	
Units	>	Description		
Channel	s <b>&gt;</b>			
Links	>			
CRM	>			Edit Descri
More	>	Short 0/750		
FEEDBACK				
BACH		Road		
BACK		Road		

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 > Example		mmodation > Example Hot	el (1294081)		Click 'Extranet Edit'	7
Product Details	>	Descriptions				Actions -
Descriptions Media	>	Channel	Default Extranet Edit	Ľ		
Classifications	>	Language	en			
Openings	>	Description	_			
Units	>	Description				^
Links	>					$\sim$
CRM	>	Short				Edit Description
More	>	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

The stunning 4 Star COMIS Hotel is set in 250 acres of beautiful Manx countryside. Located on the outskirts of the Islands capital Douglas, the hotel has 105 spacious bedrooms each with a separate shower and bath. There is free wi-fi throughout the hotel and we provide free onsite extra wide car parking spaces for up to 300 cars. So if you are travelling on business or leisure the 4 Star COMIS Hotel and Golf Resort is the perfect choice to enjoy your visit to the Isle of Man. The 4 Star Hotel offers family rooms where children up to the age of 12 stay free when sharing with their parents or the choice of an interconnecting family room for those children who are a little older. The hotel welcomes guests with pets and we have a beautiful range of rooms in which you and your four legged friend can enjoy your stay at the hotel.

Relax in our beautiful bedrooms:

Classic Rooms

Executive Rooms

Executive Four Poster Rooms

Family Friendly Rooms (Children up to 12 years sharing parents room stay free)

Childrens Cots supplied free of charge

Family Friendly Rooms (Interconnecting Bedrooms available for older children)

Accessible Friendly Rooms

Pet Friendly Rooms (no charges for pets staying at the hotel)

Enjoy our choice of restaurants:

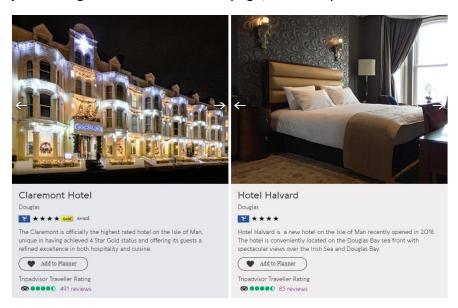
Snaefell Restaurant & Cocktail Bar

Le Brulot Bar & Grill

Golf Club Restaurant & Bar



• **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).

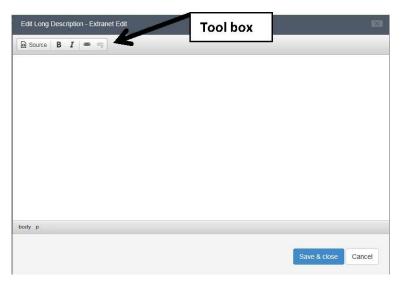
To update the text in the text boxes provided;

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.

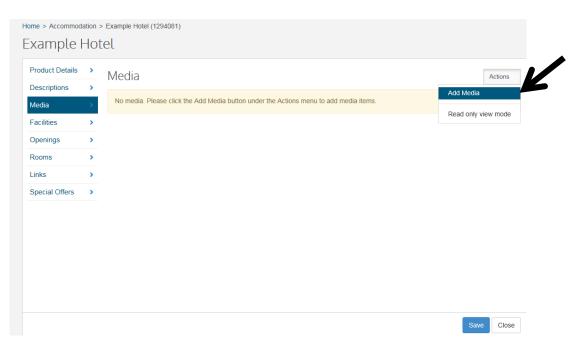
Please ensure your images are as close to these dimensions as possible, so that they do not distort on large screens. Image Dimensions: height 535px by 950px wide.

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

This screen will display.

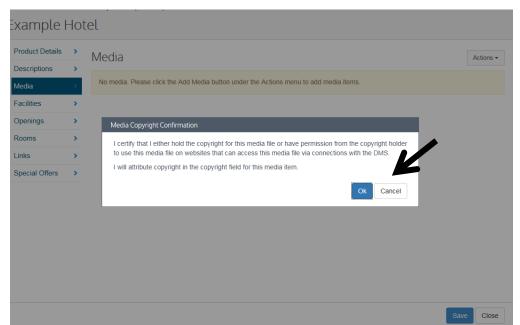
Media Classifications	Media     Action     No media. Please click the Add Media button under the Actions menu to add media items.
Classifications	22 >
Openings 2	
Units 3	<b>&gt;</b>
Channels 3	<b>&gt;</b>
Links	>
CRM 3	>
More :	>

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	e click the Add	Media button under the Actions menu to add n	nedia items.	
Facilities	>		Upload			×
Openings	>					
Rooms	>			Drop files here or click to u		
Links	>					
Special Offers	>			Chrysanthemum_707158191.jpg	879.39 KB	0
				Desert_1665755293.jpg	845.94 KB	0
				Hydrangeas_1772778393.jpg	595.28 KB	0
			State .	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,
Estate	Isle of Man	Select: Isle of Man
Media type Date	Auto	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	Double Bedroom	ALT TEXT – title / name of the image e.g. Double Bedroom (important to complete)
Copyright	en	If you have added images which need to be
	Save Close	attributed to a specific Photographer or company, 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	3	Facilities		
Descriptions	>			
Media	>	Filters		
Facilities	×.	Name Enter text to titter		
Openings	>	Facility Set All Facility Sets	,	
Rooms	5	Show selected		
Links	>	System Facilities		
Special Offers	,	Bookable Product Facilities		
		CD Player in all bedrooms	Ground floor bedrooms available	Radio in all bedrooms
		Colour television in all bedrooms	Hairdryer in all bedrooms	Tea & coffee making facilities in a bedrooms
		DVD Player in all bedrooms	Modem point in all bedrooms	Telephone in all bedrooms

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 (Minimur Notes	n age) 🖌 Cot Notes	Higherhair
Childrens Play Area	Facilities for children	Special Meal Times for Childre
Children's videos/DVDs / Notes	Available Food/Bottle Warming Available	
Leisure Facilities		
Access to golf course	Gym	Outdoor pool
Arrangements for riding/p trekking		
Votes Cycle hire	Indoor pool	Solanium
Votes Fishing	Jacuzzi	<ul> <li>Tennis court</li> <li>Notes</li> </ul>
Notes	Other sporting facilities	Water sports facilities Notes
Parking & Transport		
Car parking	Off site parking	On site parking



Children & Infants		
Accept children (Minimum age)     Notes     Childrens     Notes     Childrens     Notes     Childrens     Notes     Includes a swing set	Cot Notes	Highchair Special Meal Times for Children
Leisure Facilitie: Access to Arrangerr trekking Notes Cycle hire Notes Fishing Notes	Save & close C	Couldoor pool Sauna Solarium Tennis court Notes Water sports facilities Notes
Parking & Transport	Off site parking	On site parking     Notes

- **3.** Once you reach the bottom of the scroll, click save in the bottom right hand corner.
- 4. COVID-19 responses are found within the Facilities section. These can be selected to demonstrate to visitors what COVID-19 practices and procedures you have in place.

Examples of the options include:

- Advance booking essential
- ► COVID-19 measures in place
- ► COVID-19 refund and cancellation policy in place
- COVID-19 risk assessment completed
- COVID-19 staff training completed
- Deep cleaning between visitors
- ► Hand sanitizer available to visitors & staff
- Online booking only
- Outside seating
- ▶ Pets welcome during COVID-19 restrictions
- ► Regularly sanitised high-traffic areas
- Staff required to regularly wash hands



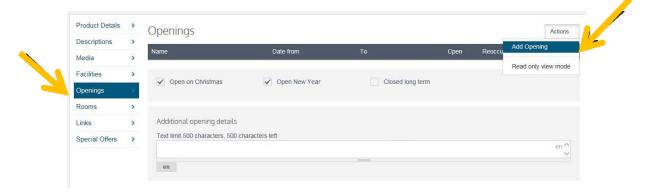
## 4.5 Openings

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

This screen will display.

Product Details	>	Openings					
Descriptions	>	line and the second sec	100 51 52		11.5		1. 1.2. 1.2.
Media	>	Name	Date from	То	Open	Reoccur	Provisional
Facilities	>	Open on Christmas	Open New Year	Closed long term			
Openings	>	Open on Christmas	Open New Year	Closed long term			
Rooms	>						
Links	>	Additional opening details					
Special Offers	>	Text limit 500 characters, 500 c	haracters left				

- 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'.



- **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



		Openings									<u></u>			1	Actions
Descriptions	>	Name	1	Date	from				Тс			Open	Reoccur	Provisional	
Media	>	Name		Dale	IUIII			_		2		Open	Reoccui	FIOVISIONAL	
acilities	>	Peak Season	en	01/0	03/201	16				30/0	09/2016 🕅	$\checkmark$	$\checkmark$		3
Openings	1	en		٠		Ma	arch 2	2016							
		Off-Peak Season	en	Мо	Tu	We	Th	Fr	Sa	Su	2/2017	~	~		
Rooms	>	en		29	1	2	3	4	5	6					
inks	>			7	8	9	10	11	12	13	6 6				
Special Offers	>	✓ Open on Christmas	~	14	15	16	17	18	19	20	Diosed long term				
		Open on Chinsunas	v	21	22	23	24	25	26	27	Josed long term				
				28	29	30	31	1	2	3	8				
				4	5	6	7	8	9	10					
		Additional opening details				10 A	ugus	t 201	5						
		Text limit 500 characters, 469 char		SICIL											
		We are open throughout the year	Г												en ^
		en								-					

- 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 **i** 'kebab' icon at the end of the row, and click '**Delete**'. The opening will be removed from your screen.

Product Details	>	Openings					Act	tions <del>+</del>
Descriptions	>							ore sent
Media	>	Name	Date from	То	Open	Reoccur	Provisional	
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	$\checkmark$	$\checkmark$		•
Links	>	en						
Special Offers	>	✓ Open on Christmas	Open New Year	Closed long term				
		Additional opening detail	S					
		Text limit 500 characters, 46	9 characters left					
		We are open throughout th	e year				e	en 🗘
		en						
							· · ·	
								_



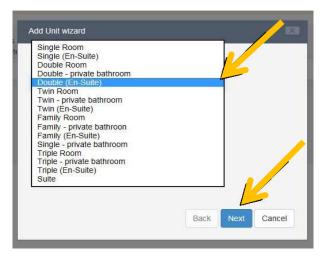
**7.** Once you have added your seasonal opening times, click the save button in the bottom right corner of the screen.

#### **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'

		Rooms	Action
Descriptions	>		Add Unit
Media	>	No Units	
Facilities	>		Read only view mod
Openings	>	General pricing details Text limit 2000 characters, 2000 characters left	
Rooms	->		en /
Links	>	en	
Links Special Offers	>		
	>	en Minimum 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

Claremont Hotel	Hotel Halvard
Douglas	Douglas
★★★★ Gold Award	* * * * *
The Claremont is officially the highest rated hotel on the Isle of Man. unique in having achieved 4 Star Gold status and offering its guests a refined excellence in both hospitality and cuisine.	Hotel Halvard is a new hotel on the Isle of Man recently opened in 2018. The hotel is conveniently located on the Douglas Bay sea front with spectacular views over the Irish Sea and Douglas Bay.
Add to Planner	Add to Planner
Tripadvisor Traveller Rating	Tripadvisor Traveller Rating
So O 491 reviews	S Teviews
Price	Price
£115.00	£110.00
Per room (breakfast included)	to £200.00 Per room (breakfast included)

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							ŀ	Actions -
Descriptions >		>								
Media	>	Туре	Name	Qty.	Cap.	Min	(£) Guide	Price basis	Bookable	
Facilities	>	Double (En-	Sea View Dout e	n]						
Openings	>	Suite)	en	28	2	1	79	Per room (breakfast included)	Edit prices	
Rooms	>								Edit Facilities	-
Links	>	General prici	ing details 00 characters, 2000 d	harastara la					Remove	
Special Offers	>	Text IImit 20	uu characters, 2000 (	maracters le	at					en 🔨
		en Minimum occ 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.



Product Details		Product D	etails			
Descriptions	>					
Media	>	Name	Example Hotel	en	Telephone	+441624 666666
Facilities	>		en		Telephone 2	
Openings	>	Country	Isle of Man	•	Fax	
Rooms	>	Address	Central Promenade		Email	info@examplehotel.co.im
Links	•				Website	
Special Offers	>				Websile	http://www.examplehotel.co.im en
		Town	Douglas		Booking website	en
		County			website	en
		Postal code		0	Keywords	Example, Xample, Promenade
		1 00101 0000	IM2 4NA	•		en
		Location	Douglas	-		
		Latitude Longitude	54.15996 -4.47459 🔶			

This screen will be displayed.

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

Social Media       Social Network         External Links       Facebook         Twitter       Twitter         Twitter Search       Flickr         FourSquare       TripAdvisor	Actions -
Twitter Twitter Search Flickr FourSquare TripAdvisor	
Twitter Search Flickr FourSquare TripAdvisor	:
Flickr FourSquare TripAdvisor	:
FourSquare TripAdvisor	:
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, Ir	1C.
This website uses the Instagram <sup>™</sup> API and is not endorsed or certified by Instagram. All Instagram <sup>™</sup> 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 he	re Link to	Facebook Page	Â	
	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	~	
			Add Cancel	

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

< Back Links	Social Media	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, 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.	Inc.

This screen will appear.

 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	× Twitter Account
>	Username	visitisleofman
	Id	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

- 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	Social Network	ID	
External Links >	Facebook	facebook.com/visitisleofman	:
	Twitter	visitisleofman	:
	Twitter Search		:
	Flickr		:
	FourSquare		:
	TripAdvisor		:
	Instagram		:
	Pinterest		:
		ursquare® application programming interface but is not endorsed or certified by Foursquare Labs, Inc. gos (including all badges) and trademarks displayed on this website are the property of Foursquare Labs,	Inc.
		stagram™ API and is not endorsed or certified by Instagram. d trademarks displayed on this website are property of Instagram.	<u>/</u>
		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	TripAdvisor		13	Actions -
Links	and the second se	провиво			
Related >	Social Network	Add TripAdvi	sor		
Brochure >	Facebook	longen gendlennene		<u> </u>	ŧ.
Social Media	Twitter	TripAdvisor URL	https://www.tripadvisor.co.uk/Attraction	Lookup	
External Links	Twitter Search	Location ID	202564		
External IDs	Flickr	Location ID	202004		Ē
	FourSquare				
	TripAdvisor				ł.
	Instagram				ŧ.
	Pinterest				E.
	This website uses the foursquare® All of the foursquare® logos (inclus			ne.	
	This website uses the Instagram <sup>™</sup> All Instagram <sup>™</sup> 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'



- 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'



< Back		Enter the YouTube	URL here		
Links	External Links				Actions -
Social Media	Name	Link URL	Language	Туре	
External Links	Isle of Man	https://www.youtube.com/watch?	English *	Select Select Avvio	• :
er the name of	the video here			Information Partners PhotoSynth	Select 'YouTube' Video
				Reviews Video Youtube Video	
					Ĩ

**8.** If you wish to remove a video from the product page, click the 'kebab' icon 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	• :
				Remov	e



#### 4.8 Special Offers

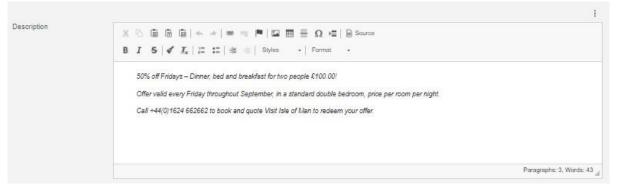
1. To add a special offer to the website for this particular product, select, 'More' and then 'Special Offer' in the navigation bar on the left of the screen.

Product Details	
Descriptions	>
Media	>
Classifications	>
Openings	>
Rooms	>
Links	>
More	>

< Back	Special Offers		Actions -
More			
Special Offers	Language	en	
Group Travel >			
	Description	※ ③ 圖 圖   ← →   ∞ ≒ ■   型 面 를 Ω →   ⊗ Source B I 5   ✔ I <sub>x</sub>   二 二   巻 ☆   Styles -   Format -	1
		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 Visit Isle of Man to redeem your offer.	
			Paragraphs: 3, Words: 43 "I
	Media	0 item(s) Manage	
	Categories		Add Offer Categories
	Stay (Published; visitisleo Published Between Valid Between	fman.com) Visitors will see this special offer immediately, the publish period is open ended Visitors will be able to redeem this special offer immediately, the validity period is open ended	I
	Set Product Offer Validity Period?		
			Save Close



2. Click in the description box and write the details of your offer. Example shown below.



3. Once you have added the details of your offer, you may also wish to add some media. Select 'manage' and drag images onto the box that will appear. Once they have loaded the images press 'Save'

		Paragraphs: 3, Words: 43
Nedia	0 item(s) Manage	
Categories		Add Offer Categories
Stay (Published: visitis	leofman.com)	1
Published Between	Visitors will see this special offer immediately, the publish period is open ended	

**4.** 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)

Categories		Add Offer Categories
Stay (Published: visitisled	fman.com)	I
Published Between	Visitors will see this special offer immediately, the publish period is open ended	
Valid Between	Visitors will be able to redeem this special offer immediately, the validity period is open ended	
Set Product Offer Validity Period? 0		
		Save Close

**5.** Select 'Add offer Categories' and select the option that applies to your offer in the box that will appear.

		Paragraphs: 3, Words: 43 🦼
Media	0 item(s) Manage	
Categories		Add Offer Categories
Stay (Published: visitis	leofman.com)	1
Published Between	Visitors will see this special offer immediately, the publish period is open ended	



- 6. Click 'Save'
- 7. 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 Offers >	Group Travel			
Group Travel >	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.

<back< th=""><th>Group Travel</th><th></th><th>Actions -</th></back<>	Group Travel		Actions -
More			
Special Offers >	Group Travel		
Group Travel	Out of hours visits		
	Min group size	1	
	Max group size	12	
	From	(hh:mm)	
	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

📄 simp	leview <u></u>			Example Hotel V
Select Produ	uct > Reports	Email Web	info@examplehotel.co.im http://www.examplehotel.co.im	Actions -
Country Telephone Telephone 2 Fax	Isle of Man +441624 888868	Booking web Type Organisation	Not provided. Accommodation	
Modified Modified by Created Created by	15 March 2022 10:08 visitiom 19 August 2018 11:45 nicolaw			
Categorie:	S			

# 3. Choose Provider Statistics

	me > Reports							
R	Reports Menu							
	Availability Data							
	Unit Availability Calendar							
	Bookings							
	Provider Statistics							



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

me > Reports > Provider Statist		
From	1 • Oct • 2018	
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

Home > Reports > Provider Statistics Report	t				
Provider Statistics Report					
From	1 • Oct • 2018				
То	31 • Oct • 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