

visitisleofman.com Extranet User Guide -Attractions & Activities

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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)

				-				
← → C ☐ ht	tps://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.

https://otsinet.entrety.wewmindet	s.net /App/Estranet/Login.asps (A	• B C 😵 atranet-entirety.newmind X	 0 -	
Enter the URL: <u>http://</u>	extranet-en	tirety.newmindets.ne	<u>et</u>	
	Extranet Log	Jin You must provide a username	<	Enter your: USERNAME (This is your email address)
Dh	Password IS 3.4.1	Login		Enter your: PASSWORD 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.

elow is a list of products and organisations linked to your name. Please select a	product or an organisation.	
Example Activity Activity modified by Hwilliams 15/12/2017 13/01/47	←	
Example Attraction	<u> </u>	
Attraction modified by: Hwilliams 15/12/2017 13:03:00		



• Your product/business details will display

:xample A	Attraction (1311871)			Actions -
Address	Main Road	Email	example@attraction.co.im	
	St Johns Isle Of Man	Web	http://www.exampleattraction.im	
Postal code	IM4 3NA 오	Booking web	Not provided.	
Country	Isle of Man	Туре	Attraction	
Telephone	01624123456	Organisation		
Telephone 2				
Fax				
				///
Modified	15 December 2017 14:55			
Modified by	Hwilliams			
Created	15 December 2017 13:02			
Created by	Hwilliams			
			/ • //	W MARIN

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 Attraction' in the top right of the screen.
- 2. Click 'Logout'
 - This will take you back to the 'Login' screen

	naction (1311871) Attraction (1311871)		(S<) hbw19	ble Attraction 95@hotmail.com ount Settings
Address	Main Road St Johns Isle Of Man	Email Web	example@attraction.co.im http://www.exampleattraction.im	Logout
Postal code	IM4 SNA. 🔍	Booking web	Not provided	
Country	isle of Man	Туре	Attraction	
Telephone	01624123456	Organisation		
Telephone 2				
Fax				
Modified	15 December 2017 14:55			
Modified by	Hwilliams			
Created	15 December 2017 13:02			
Created by	Hwilliams			



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.

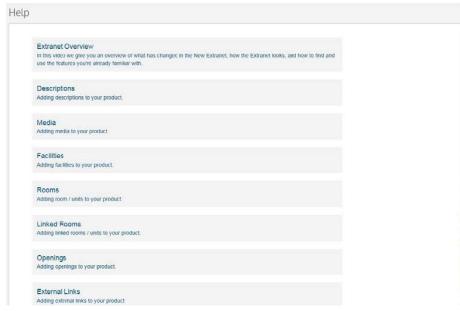
To access the 'Help' videos:

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

Select Product				
(Help	Edit details			
Add New Product	Availability Terms and conditions	Enui	example@attraction.co.im	
	Reports	Web	htp://www.exampleatraction.im	
Postal code	ILLE SHAN O	Booking web	Not provided	
Country	Isle of Man	Type	Attraction	
Temphone	03624323456	Organisation		
Telephone 2				
Рак				
				1.1.31
Modified	21 December 2017 17:18			
Modified by	Heilans			
Cleated	19 December 2017 13:02			
Cleated by	Huiltons			

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'

	mind tellUs sm solutions	Click 'Edit Details'		Example Attraction 7
Select Product : Help Add New Product	Example Att of the Example Att o			Actions +
Har Hen Product	Terms and conditions Reports	Email Web	example@attraction.co.am http://www.exampleattraction.im	
Postal code	IM4 394A. Q	Booking web	Not provided.	
Country	lose of Man	Туре	Attraction	
Telephone Telephone 2	01624120495	Organisation		
Fax				
Modfied	21 December 2017 17.18			
locified by	Hwilliams			
onwed	15 December 2017 13.02			
Created by	Hwillarts			

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
- Links
- More
 - a) Special Offers
 - b) Group Travel



	/ledia Classifications	> Name	Example Attraction	en Telephone	01624123456	
N°	Classifications				01024123430	
		>	en	Telephone 2		
	Openings	> Country	Isle of Man	Fax		
Т	īckets	> Address	Main Road	Email	example@attraction.co.im	@
Li	.inks	>	St Johns	Website		
Μ	Nore	>		Website	http://www.exampleattraction.im en	en 🖵
		Town	Isle Of Man	Keywords		en
		County	Isle Of Man	Visit duration	en	
		Postal code	IM4 3NA		Not set	Ŧ
		Location	St Johns	¥		
		Latitude Longi	ude 54.20336 -4.64191 🔶			

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	× 8	Product Detai	ls				
Descriptions	>						
Media		Name	Example Attraction	en 🍙	Telephone	01624123456	
Classifications	>		en		Telephone 2		
Openings	>	Country	Isle of Man	*	Fax		
Tickets	>	Address	Main Road		Email		
Links	>		St Johns		Email	example@attraction.co.im	
Special Offers	>				Website	http://www.exampleattraction.im	en
opecial offers						en	
		Town			Booking website		en
		County	Isle Of Man	4	2	en	
			tale of Man		Keywords		
		Postal code	IM4 SNA	•		en	



NAME - 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 686806.

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 accommodation, eateries and other activities and attractions as recommendations to the visitor using the website as '<u>What's</u> <u>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 these 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	
Descriptions >		
Media >	Channel Default Extranet Edit	
Classifications >	Language en	
Openings >		
Tickets >	Description	
Links		
Special Offers >		
	Short	
	0/750	
	Road	
	Transport	



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.

Product Details	>	Descriptions		Click 'Extranet Edit'	Action
Descriptions	->-	Descriptions			Action
Media	>	Channel	Default Extranet Edit		
Classifications	>	Language	en		
Openings	>		_		
Tickets	>	Description			
Links	•				
Special Offers	•				Edit Descriptio
		Short			Luit Description
		0/750			
		Road			
		Noau			
					Edit Description
		Transport			
					Edit Description

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

Adventurous Experiences is an established Adventure Sports Centre, based from the family farm in the centre of the Isle of Man.

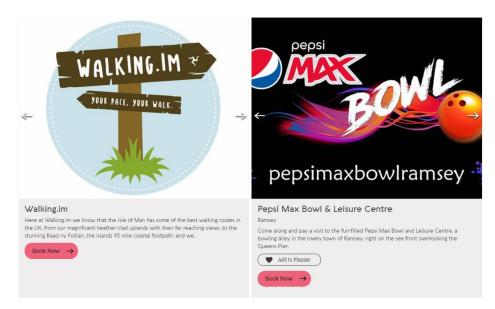
Explore the coastline, viewing wildlife; unforgettable experiences through sea kayaking, coasteering, gorge scrambling, team building and family friendly adventures. We welcome individuals, families and groups, birthdays, hen/stag parties, corporate events, friends and colleagues. Family, adventure, fun, wildlife, coastline...

Our coaches are highly trained, motivated and qualified to run the activities we offer, and have the customer as their primary focus.





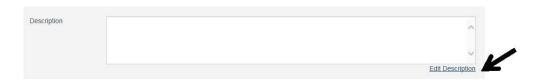
• **SHORT:** This should be a short description (an overview) which will appear next to your listing on the search results page, for example:



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

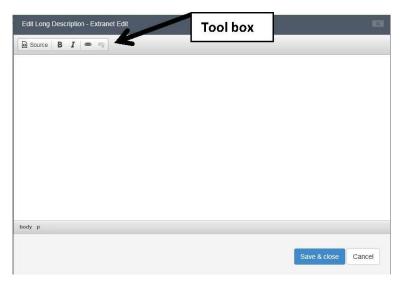
To update the text in the text boxes provided;

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. We recommend that you don't upload posters or leaflets as your images as these may be cropped.

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

This screen will display.

Product Details	>	Media		Action
Descriptions	3	Media		Ac10
Media		No media: Please click the Add Media ballan under the Actions mena to add media terms		
Classifications	3	0 images added to this product.		
Openings	3			
Tickets	*			
Links	э			
Special Offers				

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

Home > Attraction >	 Exam 	ample Attraction (1311871)	
Example	Attr	traction	
Product Details	>	Media	K
Descriptions	>	No media. Please click the Add Media button under the Actions menu to add media items.	Upload new media
Classifications	>	0 images added to this product	Product Summary Clone
Openings	>		Create organisation
Tickets	>		
Links	>		
Special Offers	>		

- 3. Then click 'Upload new 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.



Example /	Attı	raction
Product Details	>	Media Actors •
Descriptions Media	>	No media. Please click the Add Media button under the Actions menu to add media items.
Classifications	>	0 images added to this product
Openings	>	a under none in un biornet.
Tickets	>	
Links	>	
Special Offers	>	
		Media Copyright Confirmation I certify that I either hold the copyright for this media file or have permission from the copyright of to use this media file on websites that can access this media file via connections with the D I will attribute copyright in the copyright field for this media item. (K Cancel

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.

xample /	Attr	action								
Product Details	>	Media								Action
escriptions	•									
edia	\rightarrow	No media. Please	click t	he Add Media butt	on under the Actions	menu to add media items.				
assifications	>	0 images added to	this p	roduct						
penings	>									
ckets	>									
nks	>								•	
oecial Offers	>				Upload					
						Drop files here or click to u	pload.	Cancel		
		Product Details Descriptions Media	> >	Media No media. Ple	ease click the Add Me	dia button under the Actions menu to add m	nedia items.		Actions -	
		Facilities	>		Upload					
		Openings	>							
		Rooms	>							
		Links Special Offers	> >					8		
						Chrysanthemum_707158191.jpg	879.39 KB			
						Desert_1665755293.jpg	845.94 KB	0		
					- A.	Hydrangeas_1772778393.jpg	595.28 KB	0		
					8995L	Jellyfish_1769505957.jpg	775.70 KB	2		
								K		
							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 product across the website, so please ensure this is your best property/business image.

Name	Kayak	÷	Title / name of the image e.g.: Kayak
Estate	Isle of Man	• 5-	Select: Isle of Man
Media type	Auto	т. Т	Select: 'Picture' from the drop down menu
Language	All Languages	٣	
Source			
Edit Channels	Select		
Edit Units	Select		Vou can add furthar datails in regard to the image
Comments	Remove in January	~	You can add further details in regard to the image for your own internal use – this will not be visible on the website, e.g. remove this image in January
Alt text	Kayak		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 attributed to a specific Photographer or company, you can enter this information here – <i>if</i> <i>permission to do so has been given by the</i>
			Photographer
	Save	Close	



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 'Classifications' then '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.

<back Classifications</back 	Facilities				Actio
Facilities	Filters				
Accessibility	Name	Enter text to filter			
	Facility Set	All Facility Sets			
	Show	at selected			
	System Facilities				
	Accessibility				select all deselect
	All Areas Acces	sible to Disabled Visitors	Guide Dogs Permitted	Tollets for Disabled Visitors	
		aring Impaired Visitors	Parking Areas for Disabled Visitors		
	Facilities for Vis	ually impaired Visitors	Ramp / Level Access		

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 coach parties Notes	4	Dogs Accepted Nates	\checkmark	Staff Fluent in Languages - Other	
Audio Commentary in Foreign Languages		Event Venue	\checkmark	Toilets Notes	
Available for wedding receptions		Licenced for civil marriages			
Conference facilities		Printed Material in Foreign Languages			
ler Features					select all deselect all
Forest Location		Indoor Attraction		Smoking Some Areas	
In countryside Notes		No Smoking Attraction		Village Location	
In town/city centre	4	Outdoor Attraction Notes			
	Audio Commentary in Foreign Languages Available for wedding receptions Conference facilities Forest Location In countryside Notes In sownicity centre	Notes Audio Commentary in Foreign Languages Available for wedding receptions Available for wedding receptions Conference facilities Forest Location In countryside In countryside In townkilty centre	Notes Audio Commentary in Foreign Languages Event Venue Available for wedding receptions Licenced for civil marriages Conference facilities Printed Material in Foreign Languages Forest Location In countryside In countryside In townicity centre V Ouldoor Attraction Output On Stronking Attraction In townicity centre Output On Stronking Attraction	Notice Notice Audio Commentary in Foreign Languages Event Venue Available for wedding receptions Licenced for civil marriages Available for wedding receptions Licenced for civil marriages Conference facilities Printled Material in Foreign Languages Forest Location Indoor Attraction In countryskie No Smoking Attraction In countryskie Outdoor Attraction In townkithy centre ✓ Outdoor Attraction	Notes



Audio Commentary in Foreign L	anguages Event Venue	Tollets
Available for wedding receptions	Notes	
Conference facilities	Coach parking available in the car park at the Arboretum, located in *	
Provider Peatures	at the right turn just before the hill.	
Forest Location		Smoking Some Areas
In countryside		Vilage Location
In town/city centre		
Target Markets	Save & close Cancel	
Eamily Fun	Notes	Marketed Towards Students / Youth
Marketed Towards Children	Markeled Towards Senior Citizens	

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

4.5 Openings

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

This screen will display.

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

Product Details	•	Openings				Acto
Descriptions	>			Ruda Auro		Oran Description
Media	>	Name		Date from	To	Open Reoccur Provisional
Classifications	>	Open over Christmas	Open over New Year	Closed long	Sec.	
Openings	- 8		Open over New Year	Closed long	(waters	
Tickets	>					
Links		Additional opening details				
Special Offers	>	Text limit 500 characters, 500 characters	left			en

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'.

						VIS ISLE OF	
Product Details	>	Openings				Actions	
Descriptions	>	Restoration of the second s			-	Add Opening	1 Alexandre
Media	>	Name	Date from	То	Open Reo	ccu	
Facilities	>					Read only view mode	
Openings	5	 Open on Christmas 	Open New Year	Closed long term			
Rooms	>						
Links	>	Additional opening details					

- **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*

Product Details	•	Openings						Act	ions +
Descriptions	•	Name		Date from	То	Open	Descript	Provisional	
Media	•	Parts.							
Classifications		Peak Season	en	01/05/2017	31/12/2017	\checkmark			1
Openings	- 5	en		 May 21 	017 •				
ickets				Mo Tu We Th	Fr Sa Su				
	1	Open over Christmas Open over New Year	r	_	28 29 30				
links	,			1 2 3 4					
Special Offers	•			8 9 10 11 15 16 17 18	12 13 14				
		Additional opening details							
		Text limit 500 characters, 500 characters left							
				29 30 31 1	2 3 4			e	÷.
				22 Decemb	ber 2017				

6. To amend the hours and days of the week, click the 'kebab' icon and select 'Edit Days'

Product Details	>	Onesia	Peak Seas	on (01/0	5/201	7 - 29/0)9/2017)					
Descriptions	>	Opening	Days	Unknown	Closed	Open	Opens	Closes	Provisional	Copy		Actio
Media	>	Name	Monday		0	0					Open Reoccu	r Provisional
Classifications	>	Peak Season	Tuesday		0	0						
Openings Tickets	•		Wednesday		0	0						
Links	>	Open of	Thursday		0	0						
Special Offers	>	Additional	Priday	0	0		09:00	12:00		~		
		Text limit SDC					13:00	17:00				
			Saturday	0	0			-				
		0.5	Sunday	0	0			-				



- 7. 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'.
- 8. 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						Actions -
Descriptions	>				designed in			
Media	>	Name	Date from	То	Open	Reoccur	Provision	nal
Facilities	>	Peak Season	en 01/03/2016 🕅	30/09/2016	\checkmark	~	Edit Days	1
Openings	>						Remove	
Rooms	>	Off-Peak Season	en 01/10/2016 🗰	28/02/2017	\checkmark	\checkmark		
Links	>							
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					en 🔿
		en						
								V
xtranet-entirety.newr	nindets	.net/App/PMS/UserControls/ProductTa	bControls/#				Save	CI

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

4.6 Tickets

This tab allows you to add information in regard to the type and number tickets available.

Product Details	>	Tickets	Actions
Descriptions	>	TRACES	Add Unit
Media	>	No Units	Product Summary
Classifications	>		Clone
Openings	>		Create organisation
Tickets	>	General pricing details Text limit 2000 characters, 2000 characters left	
Links	>		en 🜩
Special Offers	>	en	
		Minimum occupancy 0	

- 1. To add your individual unit capacities, click 'Tickets 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'



3. The 'add unit' wizard will appear. Select the type of unit you wish to add, for example, 'Adult'.

4. Click 'Next'

Adult		•	
Adult Child			
Concession			
Family Ticket			
15,655			

Name - this is the name of the individual unit e.g. Adult Single

Quantity - this is how many of this unit you have e.g. the total number available

Capacity - this is how many people this individual unit the product has

Guide Price-this is an estimate guide price (or from price)

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.

Add Unit wizard		×	Add Unit wizard		×
Name	Adult Single		Name	Adult Single	
Quantity	50		Quantity	50	
Capacity	50		Capacity	50	
Guide price	£ 12		Guide price	£ 12	
Price type	Per person per day	Y	Price type	Per person per day	•
				Per person per day Per person per hour Per Ticket Type	
	Back Save & close Cance	bl		Back Save & close Cance	н

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:



Example /	Attr	action										
Product Details	>	Tickets										Actions
Descriptions	> >	Туре	Name		Qty.	Сар.	Min	(£) Guide	Price basis	Bo	okable	
Classifications	,	Adult	Adult Single	en	50	50	1	12	Per person per day	*		
Openings	>		en								Edit prices Edit Faciliti	
Tickets	->	General pricing details	ers, 2000 characters lef	1							Use for 'fro Remove	m prices'
Links	>		013, 2000 enditaciona ion									en ‡
Special Offers	>	en										
		Minimum occupancy Maximum occupancy		0	Set to 50 (c) Set to 2500							
												K
											Sav	e Clo

7. To add additional tickets, repeat this process (4.6) Once you have added all of your tickets, 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			Act
Descriptions	>					
Media	>	Name	Example Hotel	en	Telephone	+441624 666666
Facilities	>		en		Telephone 2	
Openings	>	Country	Isle of Man	Ψ	Fax	
Rooms	>	Address	Central Promenade			
Links	>				Email	info@examplehotel.co.im
Special Offers	>				Website	http://www.examplehotel.co.im en
						en
		Town	Douglas		Booking website	en 🖵
		County			website	en
					Keywords	Example, Xample, Promenade en
		Postal code	IM2 4NA	•		en
		Location	Douglas	Ŧ		
		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'

< Back Links	Social Media	Action
Social Media	Social Network	
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.	

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		×
e	Y Add T	witter Account	Â
	Username	visitisleofman	Lookup
	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	
_		Add	Cancel

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

< Back		Social Media		Actions -
Social Media	>	Social Network	ID	
External Links	>	Facebook	facebook.com/visitisleofman	:
		Twitter	visitisleofman	:
		Twitter Search		:
		Flickr		:
		FourSquare		:
		TripAdvisor		:
		Instagram		:
		Pinterest		:
		All of the foursquare® lo	oursquare® application programming interface but is not endorsed or certified by Foursquare Labs, Inc. ogos (including all badges) and trademarks displayed on this website are the property of Foursquare Labs ostagram™ API and is not endorsed or certified by Instagram. nd trademarks displayed on this website are property of Instagram.	; 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 (includ			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						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 YouTub	e URL here		
< Back	External Links				Actions -
Links					Acuons +
Social Media >	Name	Link URL	Language	Туре	
External Links	Isle of Man	https://www.youtube.com/watch?	English •	Select	A :
	7			Select	
				Avvio Information	_
er the name of t	he video here			Partners	Select 'YouTube' Vide
				PhotoSynth	
				Reviews Video	
				Youtube Video	
					H
					Save Close

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		External Links				Actions -	
Social Media	>	Name	Link URL	Language	Туре		
External Links	>	Isle of Man	https://www.youtube.com/watch?	English	Youtube Video	• :	K
					Remo	ve	

4.8 Special Offers

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

Product Details		Product Detai	ls		Acti
Descriptions	>				
Media	>	Name	Example Attraction en	Telephone	01624123456
Classifications	>		en	Telephone 2	
Openings	>	Country	Isle of Man *	Fax	
Tickets	>	Address	Main Road	Email	example@attraction.co.im @
Links	>		St Johns		
More	>			Website	http://www.exampleattraction.im en 🖵
					en
		Town	Isle Of Man	Keywords	en
		County	Isle Of Man		en
		Postal code	IM4 3NA	Visit duration	Not set *
		1 Ustar Couc	IM4 3NA		
		Location	St Johns *		
		Latitude Longitude	54.20336 -4.64191 🔶		
		Map Zoom Level	Urban *		



Then select 'Special Offers'

< Back	Special Offers		
More Special Offers	Package	Listing Level	Descriptions
Group Travel	No Special Offer	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.

<back< th=""><th></th><th>-</th><th></th><th></th><th></th><th></th></back<>		-				
dore		Special Offers	K			Actions
Special Offers		Package		Listing Level	Descriptions	
Routes	5					
Attributes	>	Select an Option Accommodation and Travel		None		
Group Travel	>	Attraction and Activity				
Group Travel	3	Attraction and Activity Eating Out Last Minute Deats				

- 3. Select the 'Listing Level' as 'Enhanced'
- 4. Click in the white 'Description' text box to add your 'Special Offer' details, for example

Special Guided History Tours of the Older Continuous Parliament in the World! Guided Tours around the Tynwald Hill site and the Legislative Buildings in Douglas for £10 with tea and cake included throughout the months of September to November. Call +44 (0) 1624 695700 to book and quote 'Visit Isle of Man' to redeem your offer.

63	1 G G	• +	P		z = z	Ω ⊨≡	2 So	arce						
I	5 I I,	: = =	$\propto \mathbf{a} $	Styles	- N	ormali	- 1	?						
Special (uided Histo	ry Tours of 8	e Oldest Co	ntinuous P	anlamen	t in the N	Norld!							
	ours around ar to Novers	the Tymweld ber.	Hil site and	the Legisl	itive Bui	dings in	Dougled	i for £10 i	eith lea a	nd cake incl	uded thro	ughouf the	i months of	r
Self + 44	0) 7624123	456 to book	ind quate 'V	isit Isle of i	Van' to n	edeem y	aur affei							
dy p i												Words	55. Charact	tors: 274



5. Click 'Save & Close'.

6. Click 'Save'

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.

Special Offers			Actions 🕶
Package	Listing Level	Descriptions	/
No Special Offer	* None	×	Edit Media
			Remove

This screen will display.

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

	E	Browse	I
oload			/
idavs	0		
	oload		

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	>	-			_		_	_	_			
Media	>	P	acka	je						evel	Descriptions	
Facilities	>	Ar	comr	nodat	on O	ffers :	and P			ed v	50% off Fridays -	
Openings	N	-	conn	nouur	011 0	inci o i	and i				Dinner, bed and	
Rooms	>		Add o	own d	ate ra	inge					breakfast for two people £100.00!	
inks	>						1) To	0		Offer valid every Friday	
Special Offers			٠		Aug	gust 2	2016		+			
	-		Мо	Ти	We	Th	Fr	Sa	Su			
			25	26	27	28	29	30				
			1	2	3 10	4	5 12	6 13				
			15	16	17	18	12	20				
			22	23	24	25	26	27	28			
			29	30	31	1	2	3	4			
					15 A	ugust	2016	ŝ.				
			-									

14. Click 'Save'

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

5.0 Viewing Profile Reports

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

Select Product >	Test Product >									
elp	Edit details									
	Reports									
•			ease select a p	product or an	organisation.					
Search Products		Enter tex	d to filter							
Test Product	ind by: happaby/ 17/10/2019	44-94-94								
	ied by: hannahw 17/10/2018	14:34:21								
	ied by: hannahw 17/10/2018	14:34:21								
Accommodation modif			a product or	r an ornanisa	tion annears that	shouldn't nlease	contact your loca			
Accommodation modif	ed by: hannahw 17/10/2018		or a product, or	r an organisa	tion appears that	shouldn't, please	contact your loca	al DMO/VIC.		
Accommodation modif			or a product, or	r an organisa	tion appears that	shouldn't, please	contact your loca	al DMO/VIC.		
Accommodation modif			or a product, or	r an organisa	tion appears that	shouldn"t, please	contact your loca	al DMO/VIC.		
Accommodation modif			or a product, or	r an organisa	tion appears that	shouldn't, please	contact your loca	al DMO/VIC.		•
Accommodation modif			or a product, or	r an organisa	tion appears that	shouldn't, please	contact your loca	al DMO/VIC.		•
Accommodation modif			or a product, or	r an organisa	tion appears that	shouldn't, please	contact your loca	ai DMO/VIC.		•
Accommodation modif			or a product, or	r an organisa	tion appears that	shouldn", please	contact your loca	al DMO/VIC.		
Accommodation modif			or a product, or	r an organisa	lion appears that	shouldn", please	contact your loca	al DMO/VIC.		•



3. Choose Provider Statistics

Home > Reports Reports Menu			
Availability Data			
Unit Availability Calendar			
Bookings			
Provider Statistics			

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

From 1 • Oct • 2018 To 1 • Oct • 2018 Filter by Channel Isle of Man Trade Website Isle of Man Website Isle of Man Website	> Reports > Provider Statistic	is Report	
From 1 • Oct • 2018 To 31 • Oct • 2018 Filter by Channel Isle of Man Trade Website Isle of Man Website	vider Statistics	Report	
To 31 • Oct • 2018 Filter by Channel Isle of Man Trade Website Isle of Man Website			
To 31 • Oct • 2018 Filter by Channel Isle of Man Trade Website Isle of Man Website			
To 31 • Oct • 2018 Filter by Channel Isle of Man Trade Website Isle of Man Website			
To 31 • Oct • 2018 Filter by Channel Isle of Man Trade Website Isle of Man Website	From		
Filter by Channel Isle of Man Trade Website Isle of Man Website		1 V Oct V 2018	
Isle of Man Website	То	31 V Oct V 2018	
Isle of Man Website	Eiller hu Obernel		
Update	Filter by Channel		
Update			
Update			
Update			
		Update	



ovider Statistic	s Report	
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

Click Update

Stats will display as below:



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