

visitisleofman.com Extranet User Guide -Attractions & Activities

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 15
4.5 Openings	Page 16
4.6 Tickets	Page 19
4.7 Links (Facebook, Twitter, Trip Advisor and YouTube Videos)	Page 21
4.8 Special Offers	Page 26
5.0 Viewing Profile Penerts	
5.0 Viewing Profile Reports	Page 29



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)

				-	1997.S			
← → C ☐ htt	ps:// <mark>extran</mark> et	entirety.newmindets.net	K	22				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://consect.entirety.newmind	etsinet/App/Extranet/Login.asps P	- B C Schenet enlisty.newmind X		
Enter the URL: <u>http:/</u>	/extranet-en	tirety.newmindets.n	<u>et</u>	
	Extranet Loc	Jin You must provide a usemame	<	Enter your: USERNAME (This is your email address)
	Password MS 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 o	rganisation.	
Example Activity Activity modified by Hwilliams 15/12/2017 13/01/47	←	
Example Attraction Attraction modified by: Hwilliams 15/12/2017 13:03:00	\leftarrow	
you think there is a product or organisation missing from this list, or a product, or an organisatic	n annears that shouldn't misase contact your local DMO/MC	



• 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

	raction (1311871) Attraction (1311871)		by hby	ample Attraction w1995@hotmail.com Account Settings
Address	Main Road St Johns Isle Of Man	Email Web	example@attraction.co.im	Logout
Postal code	IM4 SNA 🔍	Booking web	Not provided	
Country	Isle of Man	Туре	Attraction	
Telephone	01624123456	Organisation		
Telephone 2				
Fax				
				/// X
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.

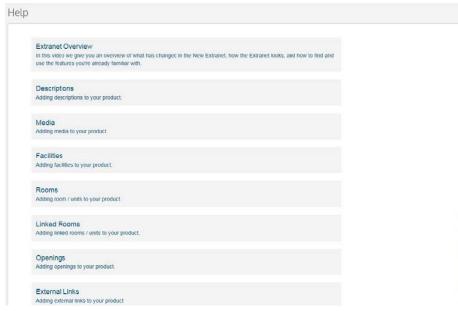
To access the 'Help' videos:

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

Select Product 1				
Help	Edit detalim Availability			
Add New Product	Terme and conditions	Erul	example@attraction.co.im	
	Reports	Web	htp://www.exampleatraction.im	
Postal code	IME SHAR O	Booking web	Not provided	
Country	Isle of Man	Type	Attraction	
Temphone	03624123456	Organisation		
Telephone 2				
Рак				
				1.000
Modified	21 December 2017 17:18			
Modified by	Hwiltans			
Cleated	15 Desember 2017 13:02			
Cleated by	Huiltans			

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 edutione	Click 'Edit Details'		Example Attraction 7
Select Product Help Add New Product	Complex Attraction Complex Attraction Complex Attraction Complex Attraction			Actions +
HULL HULL I TOURS	Terms and conditions Reports	Email Web	example@attaction.co.xn http://www.exampleattaction.im	
Postal code	8.44 394A. Q	Booking web	Not provided.	
Country	lose of Man	Туре	Atraction	
Telephone Totophono 2	01624123406	Organisation		
Fax				
Modfied	21 December 2017 17.18			
locified by	Hwilliams			
onsted	15 December 2017 13:02			
Created by	Hwillans			

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



Media Name Example Attraction en Telephone 01624123456 Classifications Country Isle of Man Telephone 2 Image: Country Tickets Address Main Road Fax Image: Country Tickets Address Main Road Email example@attraction.co.im More St Johns Website http://www.example@attraction.co.im Town Isle Of Man Keywords Country Isle Of Man Visit duration Postal code IM4 3NA					Product Detail	>	avigation Bar
Classifications > Country Isle of Man Fax Tickets > Address Main Road Email example@attraction.co.im Links > St Johns Website http://www.exampleattraction.im More > Isle Of Man Keywords en Town Isle Of Man Keywords en Postal code IM4 3NA Visit duration Not set		01624123456	Telephone	Example Attraction en	Name	ia 🔉	Media
Openings Address Main Road Fax Tickets Address Main Road Email example@attraction.co.im Links > St Johns Website http://www.example@attraction.co.im More > Isle Of Man Keywords en County Isle Of Man Visit duration Not set Postal code IM4 3NA Visit duration Not set			Telephone 2	en		sifications >	Classifi
Links > More > Town Isle Of Man County Isle Of Man Postal code IM4 3NA			Fax	Isle of Man *	Country	nings >	Openin
Links St Johns Websile Intp://www.exampleattraction.im More > Isle Of Man Keywords County Isle Of Man Visit duration Postal code IM4 3NA Visit duration	@	example@attraction.co.im	Email	Main Road	Address	ets >	Tickets
More Image: Im			Website	St Johns		s >	Links
County Isle Of Man Visit duration Not set	en 🖵		Website			e >	More
County Isle Of Man Visit duration Not set	en		Keywords	Isle Of Man	Town		
Postal code IIM4 3NA 🔍			Vicit duration	Isle Of Man	County		
	T	Not set	VISIL GUI ALION	IM4 3NA	Postal code		
Lucauon St Johns v				St Johns *	Location		
Latitude Longitude 54.20336 -4.64191				54.20336 -4.64191 🔶	Latitude Longitude		

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	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	6
Special Offers	>				Website	http://www.exampleattraction.im	en 🖓
						en	
		Town			Booking website		en Ç
		County	Isle Of Man	4	2	en	
			tate of Man		Keywords		e
		Postal code	IM4 SNA	•	_	611	



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 'Extra	anet Edit'
Descriptions	->-	Descriptions		Actions
Media	>	Channel	Default Extranet Edit	
Classifications	>	Language	en	
Openings	>		-	
Tickets	>	Description		
Links	•			
Special Offers	>			Edit Descriptic
		Short		Luit Description
		0/750		
		Road		
		Transport		Edit Descriptio
		mansport		
				Edit Descriptio

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.

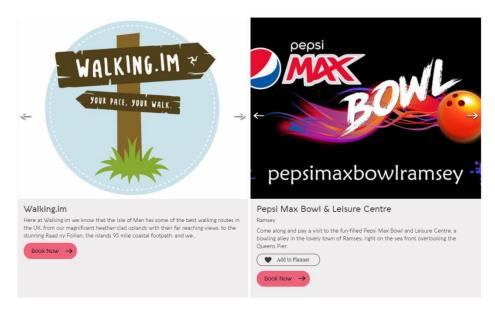
Explore the coastline, viewing wildlife; unforgettable experiences through sea kayaking, coasteering, gorge scrambling, team building and family friendly adventures. We welcome individuals, families and groups, birthdays, hen/stag parties, corporate events, friends and colleagues. Family, adventure,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

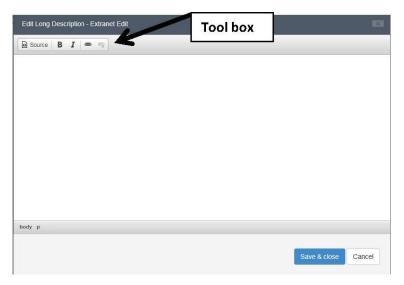
To update the text in the text boxes provided;

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	Imple Attraction (1311871)	
Example A	\ttr	raction	
	>	Media	K
Descriptions Media	>	No media. Please click the Add Media button under the Actions menu to add media items.	Upload new media Product Summary
Classifications Openings	> >	0 images added to this product	Clone 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.



Product Details >		Media
Descriptions >		incuia
Media >	1	No media. Please click the Add Media button under the Actions menu to add media items.
Classifications >		0 images added to this product
Openings >		
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 or the busines of the needs file on websites this media file via connections with the D I will ettribute copyright in the copyright field for this media item. Ck 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.

scriptions dia issifications enings kets ks	2			ne Add Media but	on under the Action	is menu to add media Rems.			
dia Issifications enings kets ks	> Non	nedia. Please		ne Add Media but	on under the Action	is menu to add media items.			
issifications enings kets ks	> 0 imag			te Add Media but	on under the Action				
enings kets ks	>	es added to 1							
ets s	_		this pr	oduct					
;	>								
	_								
ecial Offers	`								
	`				_				
					Upload			6	
						Drop files here or click to u	pload.		
					L				
							_		
							Ok	Cancel	
	Pro	duct Details	>	N. 11					
		scriptions	>	Media					Actions -
	Ме	dia	->	No media. Pl	ease click the Add M	ledia button under the Actions menu to add n	nedia items.		
	Fac	ilities	>		Upload			×	
	Ор	enings	>						
	Ro	oms	>						
	Lin	ks	•						
	Spi	ecial Offers	>			Chrysanthemum_707158191.jpg	879.39 KB	0	
						Desert_1665755293.jpg	845.94 KB	0	
						Hydrangeas_1772778393.jpg	595.28 KB	0	
					8996L	Jellyfish_1769505957.jpg	775.70 KB	1	
							_		
							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	· •	Select: 'Picture' from the drop down menu
Language	All Languages	v	
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>
	Sav	Close	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 '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				1
Facilities	- 5	Filters				
Accessibility	•	Name	Enter text to filter			
		Facility Set	All Facility Sets			
		Show	all selected			
		System Facilities				
		Accessibility				select all des
		All Areas Acce	ssible to Disabled Visitors	Guide Dogs Permitted	Tollets for Disabled Visitors	
		Facilities for H	earing Impaired Visitors	Parking Areas for Disabled Visitors		
		Facilities for V	isually 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 Nation	
	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			
Provid	er Features					select all deselect all
	Forest Location		Indoor Attraction		Smoking Some Areas	
¥	In countryside Notes		No Smoking Attraction		Village Location	
	In town/city centre	1	Outdoor Attraction Notes			



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

- **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

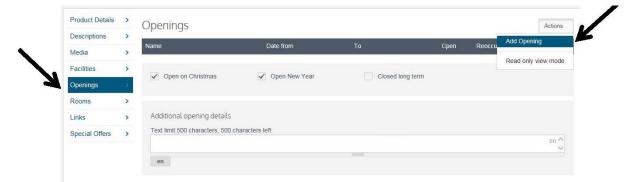
4.5 Openings

1. To edit your 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.
- 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*

Home > Attraction > Example Attraction (1311871)

Product Details	,	Openings					Actions-	
Descriptions	>				_			
Vedia	>	Name		Date from	То	Open Reoccur Provisio	al .	
Classifications	,	Open over Christmas	Onen over kine Maar	Circad into her				
Openings	- 8							
lickets	>							
inks		Additional opening details	Closed long term					
Special Offers		Text limit 500 characters, 500 characters left	1				en *	
							en "	



Product Details	>	Openings							Actions -
Descriptions									
Media	>	Name	Date from To Open Resccur Pi en 010552017 31/12/2017 Im 1 Im Im	Provision	a				
Classifications	>	Peak Season	en	01/05/2017	31/12/2017	\checkmark			1
Openings	5	en	Mo Tu We Th Fr Sa Su						
Tickets				Mo Tu We Th	Fr Sa Su				
	<i>.</i>	 Open over Christmas 	 Open over New Year 	_					
Links	,								
Special Offers	•			8 9 10 11 15 18 18 18	12 13 14				
		Additional opening details		22 23 24 25	26 27 28				
		Text limit 500 characters, 500 characters left			2 3 4				en *
				22 Decemb	er 2017				*

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

Product Details	2	Peak Seas	son (01/0	5/2017	7 - 29/0	09/2017)							
	Opening	Days	Unknown	Closed	Open	Opens	Closes	Provisional	Copy			A	ctions
Media	Name	Monday		0	0				_	Open	Reaccur	Provisional	
UNITED IN COMPANY	Peak Seasor	Tuesday		0	0					×			
Openings Tickets	> Open or	Wednesday	•	0	0								
Links	>	Thursday		0	0								
Special Offers	Additional o	Priday	0	0	•	09:00	12:00	 *	*				
		Baturday	0	0				+		12			
		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 'kebab' icon at the end of the row, and click '**Delete**'. The opening will be removed from your screen.



Openings Active Descriptions Name Media Name Peak Season en Openings 01/03/2016 Rooms 01/10/2016	1
Media > Facilities > Peak Season en Openings > Off-Peak Season en 01//3/2016 28/02/2017 Øren 01//10/2016	1
Pacific Construction Construction Construction Construction Edit Days Openings Off-Peak Season en 01/10/2016 28/02/2017 Image: Construction Edit Days	1
Openings > Rooms > Off-Peak Season en 01/10/2016 III 28/02/2017 III	
Rooms > Off-Peak Season en 01/10/2016 🗰 28/02/2017 🗰	
en	
Links >	
Special Offers > Open on Christmas Open New Year Closed long term	
Additional opening details	
Text limit 500 characters, 469 characters left	
We are open throughout the year	in 🔿
en	

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	>	TICKELS	Add Unit
Vledia	>	No Units	Product Summary
Classifications	>		Clone
Openings	>		Create organisation
Tickets	->	General pricing details Text limit 2000 characters, 2000 characters left	
inks	>		en 🜩
Special Offers	>		1
		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'

Child Concession	Adult		•	
Concession Family	Adult			
	Concession			
Ticket	Family			
	Ticket			

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	>											1
Media	>		Name		Qty.	Cap.	Min	(£) Guide	Price basis		Bookable	6
Classifications	>	Adult	Adult Single en	en	50	50	1	12	Per person per day	Ŧ	✓ Edit prices	
Openings	>										Edit Facili	ties
Tickets	>	General pricing details									Use for 'fr Remove	om prices'
Links	>	Text limit 2000 characte	ers, 2000 characters left									en ‡
Special Offers	>											11
		en										
		Minimum occupancy		0	Set to 50 (ca	lculated)						
		Maximum occupancy		0	Set to 2500 (calculated)						
												K
											Sa	/e Close

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			Ac
Descriptions	>					
Media	>	Name	Example Hotel	en	Telephone	+441624 666666
Facilities	>		en		Telephone 2	
Openings	>	Country	Isle of Man	¥	Fax	
Rooms	>	Address	Central Promenade		Email	
Links	- >					info@examplehotel.co.im
Special Offers	>				Website	http://www.examplehotel.co.im en
		Town	Davida		Booking	en 🖵
			Douglas		website	en
		County			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		×
	Y Add Tw	vitter Account	Â
-2	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 #LovelOM 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</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 This website uses the Ir	pursquare® 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 nstagram™ API and is not endorsed or certified by Instagram. nd trademarks displayed on this website are property of Instagram.	s, Inc.
		Sav	e Close



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

This screen will appear.

K Back	Social Media	TripAdvisor		13	Actions -
Related >	Social Network				
Brochure >	Facebook	Add TripAdvi	sor		E.
Social Media	Twitter	TripAdvisor URL	https://www.tripadvisor.co.uk/Attraction	Lookup	
External Links >	Twitter Search	Location ID	202564		
External IDs	Flickr	Location 1D	202004		14
	FourSquare				
	TripAdvisor				E
	Instagram				i.
	Pinterest				Ę
	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		2				
Social Media	>	Name	Link URL	Language	Туре	Add External Link
xternal Links	3					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 YouTu	be URL here		
< Back	External Links				Actions -
Links					Acuons +
Social Media >	Name	Link URL	Language	Туре	
External Links	Isle of Man	https://www.youtube.com/watcl	1? English •	Select	· ·
	7			Select	
				Avvio	
er the name of t	he video here			Information Partners	Select 'YouTube' Vide
				PhotoSynth	
				Reviews	
				Video	
				Youtube Video	
					7
					K
					1
					N
					Save Close

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		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	ove	

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		Visit duration	Not set *
		Postal code	IM4 3NA		
		Location	St Johns v		
		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.

6.3	1 G G	+ + -	- 12 PL		= Ω =	Source					
			a at a								
Special	kuided Mistory	7 Tours of the	Oldest Contil	uous Park	ament in the	World					
	ours around t ar to Novemb		fil alle and the	Legislativ	e Buildings ir	1 Dougles for	£10 with lea	and cake incl	ided througho	of the months	i of
Cell +44	(0) 76241234	56 to book a	d quate 'Visit	Izle of Mar	to redeem	your offer.					
dy p									٧	Vords: 55, Cha	ractors: 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	>	1		_	_	_	_		_				_
Media	>	P	ackaç	ge					į	Level	Descriptions		
Facilities	>	Ar	comr	nodat	on O	ffers	and P			rced *	50% off Fridays -		:
Openings	N	1	conn	nouur	011 0	nero i	and i				Dinner, bed and	^	
Rooms	>		Add o	own d	ate ra	nge					breakfast for two people £100.00!		
Links	>) To			Offer valid every Friday	~	
Special Offers	5		٠		Aug	gust 2	2016		٠				
					We				Su				
			25	26 2	27	28	29 5	30 6					
			8	9	10	4	12						
			15	16	17	18	19	20	21				
			22	23	24	25	26	27	28				
			29	30	31	1	2	3	4				
					15 A	ugust	2016	5					

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	le	ease sel	lect a produ	luct or an org	anisation.					
Search Products		Enter tex	ext to filter	r							
Test Product											
Accommodation modif	ied by: hannahw 17/10/2018	14:34:21									
Accommodation modif	ied by: hannahw 17/10/2018	14:34:21									
	ied by: hannahw 17/10/2018		or a produ	fuct, or an c	organisation	appears that s	shouldn't, please	e contact your k	ocal DMO/VIC.		
			or a produ	luct, or an c	organisation	appears that s	shouldn't, please	e contact your k	ocal DMO/VIC.		
			or a produ	luct, or an c	organisation	appears that s	shouldn't, please	e contact your k	ocal DMO/VIC.		
			or a produ	luct, or an c	organisation	appears that s	shouldn'i, please	e contact your le	cal DMO/VIC.		•
			or a produ	tuct, or an o	organisation	appears that s	shouldn't, please	e contact your k	ocal DMO/VIC.		•
			or a produ	fuct, or an c	organisation	appears that s	shouldn", please	e contact your k	acal DMO/VIC.		•
			or a produ	tuct, or an o	organisation	appears that s	shouldn1, please	e contact your k	cal DMO/VIC.		•



3. Choose Provider Statistics

Home > Reports			
Reports Menu			
Availability Data			
Unit Availability Calend	ar		
Bookings			
Provider Statistics			

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

From 1 • Oct • 2018 To 31 • Oct • 2018 Filter by Channel Isle of Man Trade Website Isle of Man Website Isle of Man Website	> Reports > Provider Statistics Report	ort
From 1 • Oct • 2018 To 31 • Oct • 2018 Filter by Channel Isle of Man Trade Website Isle of Man Website	vider Statistics Re	eport
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		
Isle of Man Website	То	31 • Oct • 2018
Isle of Man Website		
Update	-ilter by Channel	
Update		
Update		
Update		
		Update



ovider Statistic	s Report	
From	1 • Oct • 2018	
То	31 V Oct V 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:

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