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The relaunched visitScotland.com

Scotland’s official national tourism website, visitScotland.com was relaunched in spring 2012 with the objective of providing a worldwide platform to Scottish tourism businesses, positioning your products and services to the appropriate consumer at the right time.

A complete redesign and rebuild of the previous site, which was over six years old, resulted in 1000 pages of fresh content promoting each area of Scotland. With over 14.5 million visits per year, the website ensures maximum exposure to domestic and international customers.

Interactive features, as well as high quality images, video content and links to social media sites have improved user experience and made the relaunched visitScotland.com a more effective destination website.

Your web listing: the opportunity

Your web listing will be featured on our consumer website, visitScotland.com, providing a platform for your business to promote services, increase product awareness and drive sales. Your listing can now display descriptions, images, videos, guide pricing and special offers more prominently, and these can be easily managed online by you.

Both the new visitScotland.com and your web listing have been developed following a comprehensive programme of user testing, to ensure that you and your customers benefit from the best possible user experience.

We hope that this guide provides you with all the information you need to make the most of your listing on visitScotland.com

A listing on visitScotland.com acts as a shop window for your business so it’s crucial that you create a good first impression.
Can visitors book accommodation through my VisitScotland web listing?

In December 2012, the booking facility on visitscotland.com was discontinued. However, visitors to the website are still able to book accommodation in a number of ways:

- Contact you directly via phone, email or through your website
- Contact the VisitScotland contact centre or one of over 80 VisitScotland Visitor Information Centres throughout the country where staff will take bookings on your behalf.
- Use the ‘Book’ button on your listing to check availability at your property on visitscotland.com and carry out an online booking. (This applies to businesses using an integrated web booking engine only. See p5 for more information.)
- Use the ‘Book’ button on your listing to be directed to a booking or availability system where they can book your accommodation online. (This applies to businesses using a non-integrated web booking engine. See p5 for more information.)

To ensure these booking options are easily accessible, a range of buttons display on visitscotland.com in search returns and on web listings.

Web listing buttons

These buttons are explained as follows:-

‘Book’

A ‘Book’ button displays on web listings of businesses that have an online booking or availability system. This may be your own booking system which appears on your website, or an external booking website.

‘Visit website’

If you don’t have an online booking or availability system then you will benefit from the ‘Visit Website’ button. This button drives visitors to your website giving them access to more information about your business and means of contacting you to book directly. It features on search results and exists in addition to the current link to your website on the business listing page.

‘Email enquiry’

This directs visitors to a form which captures their enquiry details. This form is emailed to the email address currently set up for your business on the extranet. You also have the option of directing enquiries to the VisitScotland contact centre, meaning that VisitScotland staff can manage enquiries and bookings on your behalf. To take advantage of this option, contact updates@visitscotland.com or call 0845 602 3779

‘Get phone number’

This reveals your business contact number when clicked on. It also allows for clicks to be counted, giving you an indication of how many visitors have requested your phone number.
Displaying availability on your web listing

In June 2013 VisitScotland integrated with a number of web booking engines to enable accommodation businesses to display availability through their visitscotland.com listing. For a list of these web booking engines please refer to www.visitscotland.org/property-management-systems.aspx

If you use a web booking engine integrated with VisitScotland…

- Your own pricing and availability will be displayed on your visitscotland.com web listing directly from the web booking engine.
- A user will be able to check availability at your property on visitscotland.com. They will then be redirected to your booking page to confirm their reservation.
- You will appear in availability search results on visitscotland.com (i.e. when dates are entered).

To ensure that users can check availability and book your accommodation online instantly, go to the tips section on p14 to find out how to activate the ‘Book’ button.

If you are using a web booking engine that is NOT integrated with VisitScotland…

- Your availability will not display on visitscotland.com
- You will still benefit from the ‘Book’ button on your listing. When a user clicks on ‘Book’, they will be directed to the booking or availability page on your own website or on an external online booking website. They will then be able to check availability and book your accommodation.
- You will NOT appear in availability search results, however you will appear in location and keyword searches on visitscotland.com (i.e. when no dates are entered).

To ensure that users are directed to your web booking engine, activate the ‘Book’ button by following the instructions on P19 under ‘Misc’.
How do visitors find my web listing on visitscotland.com?

On visitscotland.com the ‘Accommodation Search’ function (illustrated in figure 3) allows users to search and find suitable accommodation. In order for you to appear in as many search results as possible, you should add as much detail as you can to your listing.

1. **Availability**
   On visitscotland.com, users can search for accommodation for specific dates to check for availability. Your listing will only appear in availability searches if you are using a web booking engine that is integrated with VisitScotland. When your availability displays, users can click ‘Book’ to be directed through to your availability or booking engine to confirm their booking.

2. **Select a region (or location/postcode):**
   - If a user enters your location, a new box appears asking them to select ‘within x miles’. To appear in a search like this, you must have entered your latitude and longitude coordinates. These will already be set up for you, but you should make sure they are accurate. (Please see the tips section on p14 find out more about editing your location coordinates).

3. **Accommodation type:**
   - Your business will appear in search results for your business category – e.g. hotel, bed and breakfast, self catering.
   - Your accommodation type will already be set up for you. If you disagree with your category, you should contact your Quality and Tourism Advisor or the Tourism Services Team on 0845 602 3779 / updates@visitscotland.com.

4. **Keywords:**
   If a visitor searches by keyword, results will be filtered from the keywords you have entered as well as the information in your description. So, for example if you have stated you are near a swimming pool in your description, then your listing will appear in searches with the words ‘swimming pool’.

   If you are using a web booking engine that is not integrated with VisitScotland, or if you are not using a web booking engine at all, then your availability will not display on your visitscotland.com listing and your property will not appear when a user searches for accommodation for specific dates. Your listing will still appear in location, keyword and accommodation type searches. Go to www.visitscotland.org/property-management-systems.aspx for a list of web booking engines integrated with VisitScotland.

   In region, accommodation and keyword searches, your ‘guide price’ range will appear in your listing. If a user does an availability search, the prices that you have set for individual rooms will appear instead.
Special offers

If you have a visitscotland.com web listing, your business can participate in our Brilliant Moments campaign at no extra cost.

Brilliant Moments is a new multi-touchpoint campaign themed on the big events on 2014 but also on personal brilliant moments of the people of Scotland. It will promote Scotland across a range of channels including TV, direct mail, press and online.

You can get involved by providing special offers to consumers as an incentive to visit you. The Brilliant Moments campaign will drive consumers to the homepage and other pages where your offers can be viewed.

You can control your offers through the VisitScotland Extranet ‘Special Offers’ tab. You can add and update offers at any time, decide on validity dates and add more than one offer at a time.

Go to p18 to find out how to add a special offer to your listing.
Legal considerations

VisitScotland terms of use:
Make sure that all images and text comply with VisitScotland’s website terms of use. The full terms of use can be found here: www.visitscotland.com/website-terms-of-use

Pay particular attention to this statement:
“9.2: Any material you upload to our site will be considered non-confidential and non-proprietary, and we have the right to use, copy, distribute and disclose to third parties any such material for any purpose. We also have the right to disclose your identity to any third party who is claiming that any material posted or uploaded by you to our site constitutes a violation of their intellectual property rights, or of their right to privacy.”

Copyright law
Using unsafe images is an infringement on copyright law and can carry severe financial penalties.

Your images are safe to use if:
• You took them yourself.
• You paid a professional photographer to take them for you.
• You obtained them from someone else and have written permission to use them.

Your images are not safe to use if:
• You downloaded them from the internet without written permission from the owner.
• You copied them from a printed publication without permission from the owner.

If you have any doubts about whether your image is safe, it’s always better not to use it.

What additional help can VisitScotland provide?

1. Add appropriate secondary categories – your property may be given a secondary category so that it appears in additional web searches. For example, if your hotel has spa facilities it could be given a secondary category of ‘spa hotel’.

2. Add your property to specialist sections – on visitscotland.com visitors can search for unusual properties, such as lighthouses and churches. If appropriate, your business listing can be set to appear in one of these sections.

3. Link product listings – if you have more than one product, they can be linked together to show your range and encourage cross-selling.

4. Add the TripAdvisor tab to your listing – if you have a TripAdvisor listing, a tab showing your reviews can be added to your web listing. Content on review sites like TripAdvisor can have considerable impact on visitor traffic and conversions.

To find out more about any of these free opportunities, speak to your Quality Tourism Advisor or contact the Tourism Services Team by telephoning 0845 602 3779 or emailing updates@visitscotland.com. Please be aware that adding secondary categories and specialist sections may not be appropriate for your accommodation. Your Quality and Tourism Advisor may be able to advise you if you’re unsure about this.
Does my web browser support the new extranet software?

The Provider Extranet that you access to update your web listing is delivered over the internet in your web browser (the application software / programme that you use to access the internet – e.g. Internet Explorer, Safari, Mozilla Firefox etc.)

Please find information on the web browsers you can use with the Provider Extranet software below:

<table>
<thead>
<tr>
<th>Browser</th>
<th>Operating System</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Explorer</td>
<td>PC</td>
<td>VisitScotland strongly recommends using Internet Explorer 9 rather than versions 7 and 8. Internet Explorer 6 is not supported. Make sure your version is as up to date as possible by applying all available Microsoft Internet Explorer updates. If you are having problems accessing the software due to security or privacy issues, make sure that security and privacy settings are set to ‘default’.</td>
</tr>
<tr>
<td>Mozilla Firefox</td>
<td>PC and MacOSX</td>
<td>Mozilla Firefox is supported. The Extranet is being tested with the latest stable versions of Mozilla Firefox.</td>
</tr>
<tr>
<td>Google Chrome</td>
<td>PC and MacOSX</td>
<td>Google Chrome is supported. The Extranet is being tested with the latest stable versions of Google Chrome.</td>
</tr>
<tr>
<td>Apple Safari 6.x</td>
<td>MacOSX</td>
<td>Apple Safari 6.x is supported on MacOSX only. Mobile versions of Safari are not supported.</td>
</tr>
</tbody>
</table>

Stable Versions as of 24 October 2012:
Mozilla Firefox 10, 16
Google Chrome 22
Apple Safari (MacOS) 6.0

If you do not have any of the browsers supported by the new system, VisitScotland advises that you upgrade your browser or install one of those listed above. However, if you have already attempted this and you are still having problems accessing the new system, please contact the Tourism Services Team who will offer advice. You can call them on 0845 602 3779 or email updates@visitscotland.com.

Mobile Devices

Currently, mobile browsers are not supported. While these browsers have similar names to their desktop equivalents, they differ greatly in the way they display and render pages.
A picture is worth a thousand words

Research has told us that images play a very important part in the decision-making process when a visitor is choosing where to stay. Here are some tips for getting your images right:

• **Professional-looking images** of the interior and exterior of your property give reassurance to the consumer. You should use good quality, attractive images that set your product apart and represent it at its absolute best. Poor quality, fuzzy or pixelated images create a bad impression. You should also avoid pictures with text within them. Landscape images display better than portrait ones.

• **Quality not quantity** – you are able to add up to forty five images to your web listing, however don’t fill this quota just for the sake of it. Include meaningful images that are interesting and varied (e.g. different rooms, exterior, garden, nearby attractions) rather than repetitive ones (e.g. images of the same room at different angles). Five attractive, relevant images are better than forty dull ones.

• **Use your target audience** – it’s good to include your target audience in photos – for example, if your product appeals mainly to families, an image of a happy family enjoying your bed and breakfast could be effective.

• **Show off your area** – include images of the immediate surroundings of your business (e.g. views from bedrooms etc) as well as images of activities and landscapes nearby (e.g. an attractive town centre, tennis courts or a beach in the vicinity). This will help to give visitors a sense of location.

• **Keep it fresh** – update images regularly to reflect the changing seasons.

• **Use landscape** – on the VisitScotland website, product images will display in landscape at an aspect ratio of 5:3, so an ideal image size is 700 x 420 pixels. However, with the new listing you can upload images straight from your digital camera and the system does most of the work for you by optimising and cropping them to suit the web template.

• **Select the most attractive image** as your ‘Default Image’. This is the image that will appear during accommodation searches when results are displayed in a list or by map.

• **Upload company logos** – any logos uploaded should have a media type of ‘Auto’ rather than ‘logo’. Auto works more effectively.

• **Enter Alt Tags** to describe each image. These appear when a visitor hovers a mouse over an image and allows the user to understand what the image is about. This is particularly important for screen reader users.

• **Upload a good quality video** if possible to enhance consumer experience on your page.
Ten tips to ensure your listing gets results

1. **Don’t shout** – CAPITAL LETTERS are the equivalent of SHOUTING and can put potential visitors off – use them sparingly.

2. **Point users in the right direction** – include a link to your own website to facilitate more business opportunities. Signposting traffic to your site will allow visitors to gain a more personal understanding of your business.

3. **Be contactable** – make sure your contact details are up to date. If you change your email address or phone number, remember to update your listing.

4. **Make the link** – including supporting external links to products on social media sites, reviews, news articles and other external websites can give visitors more information and additional means of informal communication with you.

5. **Use YouTube** – if you want to include videos, please ensure only links to YouTube videos are entered.

6. **Location, location, location** – ensure your listing has accurate longitude and latitude coordinates so that your business appears in postcode and location searches. This is especially important for visitors travelling to rural and remote areas. (For further details see the tips section of p14.)

7. **Choose your location carefully** – there are five levels in the location field (depicted by orange bands). Make sure you select a location from level five so that your listing returns on the widest possible location search criteria.

8. **Use effective keywords** – enter keywords separated by a comma with no spaces, e.g. ‘loch, seaside, luxury, honeymoon, family’. These keywords feed into results from a search engine (e.g. Google) and through the visitscotland.com search function. It’s important that when entering keywords you use words and phrases that relate to your business and would be used by website users during the search process.

9. **Accessibility information** – enter detailed and accurate information on the accessibility of your accommodation to enable visitors to make sensible booking decisions. Even if you feel you don’t have the facilities to accommodate visitors with access needs, it is still important to provide accurate information on what you do have to avoid customer disappointment.

10. **Keep an eye on your competition** – have a look at the web listings of your competitors. Click on listings that stand out to you and think about why they work well. Try incorporating some of their good practice into your own listing.
# Editing your product information

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<th>Page</th>
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<tbody>
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<tr>
<td>Select Product</td>
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<td>Product Details</td>
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<tr>
<td>Provider Statistics</td>
<td>21</td>
</tr>
</tbody>
</table>
Getting Started

Log in with your user name and password at this address: http://provider.visitscotland.com

If you’re unsure of your details, contact the VisitScotland Tourism Services Team on 0845 602 3779 or email updates@visitscotland.com.

When you log in you will see a menu bar with eight options as illustrated in Figure 1:

- **Select Product** – if you have more than one business / property, use this option to select the one you want to view or edit.
- **Product Details** – business details are displayed once product is selected.
- **Edit Details** – edit information about your property.
- **Terms and Conditions** – specify your own terms and conditions for the guest booking process.
- **Reports** – generate and analyse information related to your listing.
- **Videos** – refer to the Extranet User Guide for more detailed user support.
- **Extranet Guide** – refer to the Extranet User Guide for more detailed user support.

Select Product

Use this option to select the property you want to edit. Once you’ve done this, your business details will be displayed.

Product Details

Once you have selected the appropriate product, you will see your business details. Details displayed will include name, address, email addresses, telephone numbers, descriptions and listings (as shown in the example in Figure 2).
Edit Details
Click on ‘Edit Details’ (the option in the side bar below ‘Product Details’). From here you can amend, edit and update your business listing as necessary. Remember to click ‘Apply’ to save any changes you make to your details.

Firstly you should edit your product details – you may need to expand your screen to do so using the tab shown in Figure 3.

| Expand Details |

Figure 3 Expand Details tab

Edit / amend your details as necessary and click ‘Apply’

Tips

• The latitude look up function will bring up a map of your area. Click on the map to amend the position of your business if necessary, then click ‘Save’ and ‘Close’. Product listings with coordinates appear in the ‘Explore More’ section of geographically close product listings.
• ‘Arrival time’ allows you to specify guest check-in times.
• ‘Keywords’ allows you to enter words / phrases that relate to your business and would be used by website users during the search process. Keywords should be entered with commas separating each term and no spaces, for example: ‘Edinburgh,luxury,self catering,Royal Mile,5 star,apartment.’ Keywords are searchable on www.visitscotland.com
• Populate the ‘Booking website’ field with the URL of your booking engine so that users are directed to your online booking or availability system when they click ‘Book’ on your listing. If you are unsure about the URL for your booking engine contact your provider to ensure you have the correct one - otherwise you might miss out on a booking.
Description
This tab opens up a page where you can enter information into the following fields: 'Description', 'Short Description', 'Road' and 'Transport', as shown in Figure 5.

To edit the details in these tabs, you should click on 'Extranet Edit', shown in Figure 6.

The description in the default channel does not change and acts as a point of reference in case you lose the information in Extranet Edit.

‘Description’ – To edit ‘Description, click on the ‘Edit Description’ tab.

Enter up to 7,900 characters, giving a detailed overview of your property. You might include:
- A description of your business including its main features and details of its layout, rooms, setting and ambience.
- Any recent awards, unique selling points, accessories or luxury features.
- Information on the surrounding area – are you near a busy town? Or is there an outdoor activity centre nearby or a historic castle?

‘Short Description’ – You can edit this by clicking into the ‘Short Description’ box. The short description is what will appear next to the picture of your accommodation in search listings as shown in Figure 8. It should be less than 240 words and sum up the main features of your business.

‘Road Details’ – this gives the visitor directions for reaching your accommodation by car. You might choose to start your road details from a well known central point, e.g. your local VisitScotland Visitor Information Centre. If you need assistance with this, you can enter your location in Google Maps and click on ‘Get Directions’.

Try to include some of the most attractive and interesting highlights of your accommodation in your description to encourage users to click through to your listing.
‘Transport Details’ – enter details on how to arrive at your accommodation by public transport. You might want to include information about the nearest bus stations, train stations and airports. Again, if you’re not sure about this, you might want to use Google Maps.

To access Google Maps go to: http://maps.google.co.uk/maps

Facilities
Tick all appropriate and add any explanatory details by clicking on ‘Notes’. Remember to save your changes by clicking ‘Apply’.

Opening
This allows you to specify what dates in the year that you are open. You have the option of entering dates for the whole year as shown in Figure 10.

… or specifying dates for high season and / or low season as demonstrated here:

Clicking ‘reoccur’ will repeat these opening times for the following year. It may be useful to click reoccur anyway to make sure that your availability doesn’t go blank the following year if you forget to update it. These openings will act as time frames for which you can set default pricing in the ‘Rooms’ tab.

Media
Here you can upload images and videos. Click ‘New Media’ and then ‘Upload Media’ beneath the box where the media will go.

1. Browse your computer to select an item.
2. Once you have selected the image you want to use, click on ‘Open’.
3. Once your image screen closes, click ‘Upload’.

The screen shown in Figure 13 will appear:
4. Next to your media, you can choose to enter the date, source and comments.
5. If your media is an image, make sure you leave ‘Media Type’ as ‘Auto’ or ‘Picture’ so that it appears in the photo gallery.
6. We highly recommend that you enter a short description of your image in the ‘Alt Text’ which will appear when a user hovers a mouse over the image. (This is particularly important for those using a screen reader for access purposes.)

Tips

- On the VisitScotland website, product images will display in landscape at an aspect ratio of 5:3, so an ideal image size would be 700 x 420 pixels.
- Make sure your photographs are of high quality and represent your property at its absolute best.
- Update media regularly to reflect the changing seasons.

For more tips on how to make the most of images on your web listing, see p10

Under ‘Alt Text’ you will have three more options which appear like this:

1. To enter default pricing information, click on ‘Prices [edit] and enter a minimum and maximum price for each opening period (this corresponds to the ‘Opening’ tab.)

Rooms

You can enter details for each of your rooms / units / properties and set their default prices. See ‘Opening’ tab for more information.

Editing your rooms

In the ‘Rooms’ option, you can edit the names of your rooms (e.g. double en-suite), quantity, capacity, guide price and price type.

Add a room using the ‘New Unit’ option that looks like this:

Figure 16 ‘New Unit’

To remove a unit / room click on this icon:

Figure 17 ‘Delete Unit’

Five steps for adding a room

1. When you create a ‘New Unit’, a box will appear allowing you to select the type of unit you would like to add. This could be a double room, single room, family room, a self-catering property etc. Here you can specify whether you want to allocate single occupancy to any room created.

2. If you are self-catering provider and you have two or more self-catering properties, you should enter them as two separate unit types. For example, if you have two Lodges, you should enter ‘Lodge – quantity 1’ twice, rather than ‘Lodges – quantity 2’.

3. Once you have entered a new room type and name, you can then specify its capacity, guide price (an average / indicative price), and what this price covers (e.g. room-only, breakfast included etc.) The information will be displayed as illustrated in Figure 18:

Figure 18 Adding a new unit

4. Tick ‘Default Media’ to designate an image to be used on the front page of your listing.

5. To add another item, click on ‘New Media’ at the top right of your screen.

For more tips on how to make the most of images on your web listing, see p10
In the ‘Availability’ tab, below ‘Unit Types’ you can enter:

- **Minimum Occupancy** – the number of occupants if your premises was at lowest capacity.
- **Maximum Occupancy** – the number of occupants if your premises was at highest capacity.
- **Standard Occupancy** – the number of occupants your premises has on an average night.

This section can be left blank if not appropriate to your business model.

**Group Travel**

Use this section to indicate whether you offer group travel facilities and / or out of hours visits.

**Special Offers**

You can describe your discounts and offers in this section, and the content and validity period of your offer(s) is controlled by you. More than one offer can be added at a time and offers will appear on your listing and will also be linked to from the Brilliant Moments website and other marketing campaign collateral. To make the ‘Offers’ tab appear on your listing, click on ‘Special Offers’ in your extranet. Select the relevant category from the ‘Package’ drop down menu, add your offer details to the ‘Description’ box and click ‘Apply’. Select ‘None’ under ‘Listing Level’.

Type your offer description in the ‘Edit Description’ box supplying this information:

- Offer type (in bold)
- Details of price / saving after discount (if applicable)
- Validity dates - please ensure these are updated regularly. Out of date offers will be removed by VisitScotland
- Description - further details of unique selling points of property / activity / attraction and what it has to offer
- Offer details and conditions of use - please use bullet points to make it easier for visitors to read

Click ‘Save’

Please note: If you supply a website address, please add it using this icon

Once you have saved your offer click ‘Apply’
To add images, do not use the media ‘Edit’ button within the ‘Special Offers’ tab. Upload an image for your web listing using the ‘Media’ tab, as demonstrated in figure 22. This image will automatically feature on the offers search pages of visitscotland.com.

If you have more than one image on your web listing, select the one you wish to use on your offers search page, by ticking the ‘Default Media’ box beside the relevant photo. This photo will also become your main web listing image.

Misc

If you are using a web booking engine that is integrated with VisitScotland you can display your availability on visitscotland.com via your web listing from June 2013. In order to do so, you should enter your web booking engine details and unique property ID in the VisitScotland Extranet.

Click on the ‘Misc.’ tab. Select the name of your web booking engine in the ‘Type’ field drop down menu.

The ‘ID’ field holds the unique number that your web booking engine supplier will give you.

Copy it exactly into the fields and click ‘Apply’ to save your changes.

External Links

You can enter links to other related web pages such as Facebook, Twitter, or links to local marketing organisations. In the ‘Name’ tab, enter the name / description of the link you want to add, e.g. ‘Virtual tour of the B&B’. Enter the website address under ‘Link URL’. In the drop down box under ‘Type’, select the nature of your link – e.g. if you are linking to a YouTube video, select ‘YouTube Video’ here.

If you are linking to video material, please only use links to YouTube videos. This means you should set ‘Type’ to ‘YouTube’.

You may find that the two fields have already been updated by VisitScotland staff. If this is the case, check they are correct. If your details are incorrect, or if your web booking engine is not in the ‘Type’ drop down menu contact the Tourism Services Team by emailing updates@visitscotland.com.

Please note that your availability will only display on visitscotland.com if your web booking engine supplier is integrated with VisitScotland. For a list of web booking engines integrated with VisitScotland please go to: [www.visitscotland.org/property-management-systems.aspx](http://www.visitscotland.org/property-management-systems.aspx)
**TripAdvisor**

If you want to add TripAdvisor reviews to your web listing please contact updates@visitscotland.com. The TripAdvisor tab will appear as a new tab on your listing once added. It will look like this:

![TripAdvisor Tab](image)

**Accessibility**

Use this feature to provide detailed information for customers with access needs. It’s important to be as accurate as possible to give visitors with access requirements the ability to choose an appropriate accommodation.

**Terms and Conditions**

Here you can specify terms and conditions for the booking process. For example, you might say something like, ‘please note that the final balance can only be paid by cash/cheque. The B&B does not accept credit / debit cards.’

Be aware that creating and upholding your terms and conditions is your responsibility, not that of VisitScotland.

VisitScotland hopes that this module contains all the information you need to edit and update your product listing. If you require further support please contact the Tourism Services Team by telephoning 0854 602 3779 or emailing updates@visitscotland.com.
Reports

Here you can access reports relating to availability, exposure and bookings. Click on the ‘Reports’ menu option to see the list of reports you can access.

Reports include:
- Bookings
- Provider Statistics

Bookings

You can view statistics on the number of bookings made for your product between specific date ranges. Firstly enter a date range. You’ll then see a screen like that in figure 25:

![Figure 25 Booking Analysis](image)

You will see ‘total number of bookings made’ and net and gross revenue, as well as a breakdown of where these bookings were made. These are subdivided further into indicative, allocated and unknown. Details of a particular booking can be seen by clicking on the ‘view’ icon, shown in figure 26.

![Figure 26 View icon](image)

Booking information is entered via:
- **EMS** – bookings made through Visitor Information Centres or via the VisitScotland contact centre.
- **Unknown** – bookings made by VisitScotland staff.

Provider Statistics

View statistics filtered by channel (i.e. the places where your accommodation can be found and booked).

Select a date range and channel / a range of channels (which you can do by clicking on one channel, holding down the Ctrl key and clicking on any others you want to view).

Click update and you will see the ‘Provider Statistics Report.’

The report looks like this:

![Figure 27 Provider statistics report](image)

- The VisitScotland channel will show statistics for your visitscotland.com web listing.
- The other Channels are for internal use and unlikely to show any meaningful information.
This table shows brief explanations for the actions that you are most likely to use in your Provider Statistics Report.

<table>
<thead>
<tr>
<th>Action</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Details Displayed</td>
<td>This is the number of times your listing has been displayed on the EMS and website.</td>
</tr>
<tr>
<td>Product Details Emailed</td>
<td>This is the number of times your listing has been emailed via an ‘email this page’ link on the website.</td>
</tr>
<tr>
<td>Telephone Number Provided</td>
<td>This shows the number of times a call centre agent or VIC staff member has logged that your phone number has been given out.</td>
</tr>
<tr>
<td>Location Map Viewed</td>
<td>This is the number of times your Location Map has been viewed.</td>
</tr>
<tr>
<td>Product Website Viewed</td>
<td>This is the number of times your own website has been clicked through to from your listing.</td>
</tr>
<tr>
<td>Provider Emailed</td>
<td>This is the number of times you have been emailed through the email link on your listing.</td>
</tr>
</tbody>
</table>

We hope that this guide has provided you with all the information you need. If you require further support, please contact the Tourism Services Team by telephoning 0845 602 3779 or emailing updates@visitscotland.com.
We’d like to hear from you
If you have any comments on this publication, or ideas for future AdviceLink guides, please email us at advicelink@visitscotland.com

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If you require this publication in an alternative format please contact the AdviceLink Team on 0131 472 2222 to discuss your needs.