Marketing

This is important for effectively marketing your property online. This area allows you to elaborate on the amenities, activities, and attributes of your property. Travelers researching a trip over the Internet expect detailed information when searching for a place.

 ? Choose Parameters from the BookingCenter menu or ? + U and click the Marketing button.

? Click Edit.

? Enter as much of the following information as you desire:

AAA Rating Enter if applicable. Mobil Rating Enter if applicable. Michelin Rating Enter if applicable. Year Built Enter if applicable. Latitude Enter if applicable.

Establishment Type Select your Establishment Type from the pick list.

This information will appear wherever you property is electronically distributed.

Number of Floors Enter if applicable.

Year Renovated Enter if applicable.

Longitude Enter if applicable.

Description Enter an effective description of your property. This description will appear wherever your property is electronically distributed. A good sample description makes brief mention of your property's type, your property's location, what of major interest is near, what makes your property unique, and key amenities and services available. A sample description is:

The Victorian House is a beautifully remodeled petite bed and breakfast located in San Francisco's famous Haight Ashbury district. Golden Gate Park and Buena Vista Park are just one block away. The building is an 1892 Victorian painted with seven colors and gold leaf. The interior is filled with many beautiful and intricate Victorian details. Our location is perfect for exploring the city and all its sights. We treat you to a full breakfast and glorious views of the skyline and bridges. We invite you to stay at The Victorian House and experience a bit of San Francisco's history and hospitality.

Location Description This short sentence is often the most important description you prepare. This is the first statement a prospective guest usually sees about your property when reviewing the list of competing properties that are generated by a search on a Network Partner (i.e. Travelocity, PlacesToStay. com, etc.). This sentence follows your property's name on the search results screen and is not given much space, so it needs to be concise while giving the guest a quick understanding of where the property is located and what is nearby. Often, a prospective guest will choose or reject your property based on this description alone. A tip – do not reiterate the name of your property in this statement. A good example is:

Unique 1880s Victorian in the heart of historic Union Square, just steps from the Cable Cars.

Marketing Message Enter additional details – both practical and alluring - which will assist prospective guests in their decision. Refer to the BookingCenter Online Checklist for more help.

Reviews and Comments Enter any reviews of which you are proud such as a Zagat's rating, local newspaper story, etc.

Shopping Cart Heading If the Point of Sale option was purchased, then this body of text (which can contain HTML) will be displayed below where the Guest enters her details when booking a room. This is a handy way to entice visitors to shop at your online store for packages and upgrade options.

? Click Save.

Amenities Button Click this button to enter Amenities your establishment provides. This will bring up the list allowing you to add: edit: or delete: any amenities your property provides. Include a good description of each amenity.

? Click the Add button

? Hit <tab>

Note It is VERY important that you choose as many amenities as possible, as people shop for amenities. And write a good description of these amenities! At any time, you can come back and edit your choices by highlighting the amenity and clicking edit: or delete: .

Activities Button Click this button to enter Activities your establishment provides. Add, edit, and delete Activities exactly as you do Amenities (above). However, Activities are sometimes offered near your property, so the window is a bit different. Once you ADD an activity, please note whether that Activity is "On Site" or not. If the Activity is not offered "On Site", tell the system how many minutes/miles/kilometers away it is. It is VERY important that you choose as many activities as possible, as people shop for these on many booking sites. Also, write a good description of these activities! At any time, you can come back and add/ edit/delete your choices.