

traveltrade.visitwales.com
meetinwales.com
Top tips for an epic listing



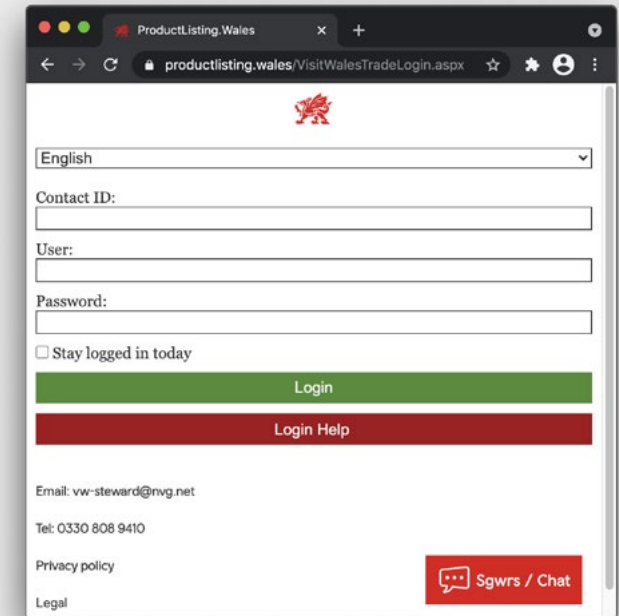
1.1 — How do I update my information on traveltrade.visitwales.com and meetinwales.com?

You need to log into <https://productlisting.wales> to update your business listing including description, images and facility details.

You will need your Contact ID, username and password. Complete each section of your entry with your secure login without the support of Data Stewards, although they are on hand to assist you when you need it.

If you have not yet registered for a Travel Trade and/or Business Events listing please contact: traveltradewales@gov.wales or meetinwales@gov.wales

If you have multiple product listings you can switch easily between them from the one account using the drop down at the top of the screen.



1.2 — Support

For general queries contact Visit Wales Data Steward visitwaleshelp@nvg.net | 0330 808 9410 or using live chat on the product listing tool.

If you spot an issue, follow these steps:

01

Business checks entry in Product Listing

02

Business contacts Data Steward using above contact details

03

Data Steward investigates and liaises with business

04

If unresolved issues, Data Steward identifies circumstances of issue

05

If a new issue Data Steward forwards to Visit Wales database executive to be handled

06

If you have forgotten your password click on the forgotten password button and this will send a new password for you to login with

— Getting Started

01

When you have logged into your account, use the menu on the left-hand side to check and update your business details.

02

If your business has more than one function, for example accommodation and an attraction, you will see a drop-down option on the top left-hand side of your screen where you can select each part of the business in turn. You can have a listing for the Visitor (V), Travel Trade (T) and/or Business Events (B). You will need to update details for all listings on your account to ensure that you have the best chance of engaging with each audience.

03

Make sure you complete all sections to ensure you're giving your business the best chance to engage your potential customers. If your answer should be no or not applicable please ensure that you do select as appropriate (do not leave blank). This will ensure that the audience will be able to search and find specifically what they require.

Travel Trade Operator/Handler

Please complete each section, these details may all be displayed on Visit Wales Travel Trade. It is your responsibility to ensure content is up to date, accurate and not misleading.

Details

Business Name

Classification

Town / City

Country

Operator/Handler Type (select up to 3)

Accommodation Agency Adventure Tours
 Coach Holidays Cruise Operator
 Cycling Tours DMC / Wholesaler / Ground Handler
 English Language Learning Entertainment
 Golf Tours Incoming
 Online Travel Agent Sightseeing and Tours
 Special Interest Tours Tour Operator
 Transport Walking Tours

Offer Activities Requiring Quality Assurance
 Quality assurance related to the following activities is being reviewed: bushcraft, foraging, horse riding, skiing, snowboarding, paragliding, guided biking or cycling, abseiling, caving, potholing, climbing, scrambling, canyoning, zip wire, high ropes, guided walking, orienteering, canoeing, coasteering, kayaking, kite surfing, power water sports, sailing, scuba diving, stand up paddleboarding, surfing, whitewater rafting or windsurfing. Do you offer any of these activities? If we require further information we will contact you.

Yes No N/A

Operating Regions

All Wales North Wales
 Mid Wales South West Wales
 South East Wales Cardiff
 Other Parts of UK

Actively Selling In

Wales England
 Scotland Northern Ireland
 Republic of Ireland USA
 Canada Germany
 Austria Switzerland
 Belgium Spain
 France Netherlands

+ Travel Trade Contact

+ Assurance

+ Information

+ Languages

+ Tour Details

+ Special Rates

Save

Information

The full description should highlight the features of the business which will encourage visits from travel trade and, if applicable eventually, consumer users of the Visit Wales website such as activities available/private tours, frequency of tours, etc. Please write your description in short paragraphs, avoid block capitals and repeating information included in other fields. The short description should summarise the full description not merely repeat it.

Full Description

(0 characters - no limit)

Short Description

(0 characters - maximum 240 characters)

Selling B2B Yes No N/A

Selling B2C Yes No N/A

Cater for Groups Yes No N/A

Cater for FIT Yes No N/A

+ Languages

+ Tour Details

+ Special Rates

Save

04

Additional users can be added to the profile to complete different business entries. To do this go to the Productlisting.wales account under My Logon > Users.

—Top Tips

01

Have up-to-date listing details and make sure everything's filled out.

02

Get a second pair of eyes to double check spelling and grammar.

03

Show the most important information at the top of your entry and remember to mention your nearest town/area/region; capacities; tour group numbers; room breakdown – double, twin and single beds; parking detail.

04

Keep it concise to maintain the attention of the reader.

Take a look around



About Adventure Parc Snowdonia

Adventure Parc Snowdonia in North Wales is a destination that has it all, world-class facilities, any-weather adventures, high quality hospitality and a truly epic location. With a slick corporate events offering, and easy access from the North West and Midlands, it's no wonder that the award-winning adventure hub is fast becoming one of the most popular venues for MICE travel in the UK. From surf lessons on world-first inland waves, to high-thrills challenges at Adrenaline Indoors, these adventures will invigorate, exhilarate and pump up your team.

Guests can expect high quality hospitality options. Meeting rooms, conference and event spaces have been designed to make the most of the natural backdrop: enjoy views across the surf lagoon to the mountains and fowls beyond.

05

Some generic descriptions are probably best avoided, for example, rolling hills and hidden gems.

06

For help/guidance and useful hints/tips on how to make the best use of the 'Wales Brand': <http://bit.ly/CWcpWB19>

07

If a user is using Google or site search, keywords are essential for Search Engine Optimisation (SEO) purposes. Put the most important keywords in the short description as this has precedence in hierarchy on the page and follow with any additional use of keyword in the long description. However, try to avoid repeating words too often as Google is clever and will know what you're up to. Remember your keywords will be different depending on which listing you are completing.

08

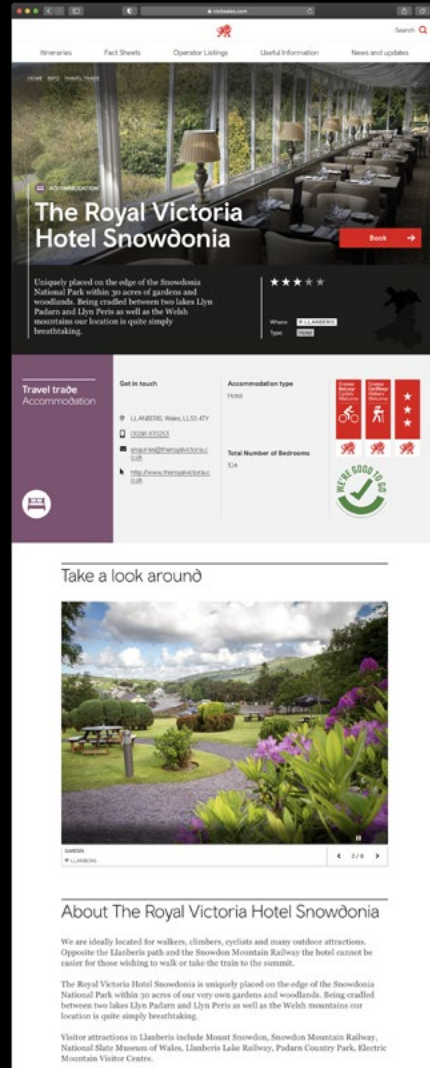
Think of words that potential customers would search for, better still, ask your previous customers how they would describe your business.

09

Remember to adapt your company description for the Travel Trade and Business Event audience and include all relevant information whilst keeping concise. Remember that the reader of your listing will most likely not be travelling to Wales themselves, your copy should reflect this, i.e. your clients will visit Snowdonia National Park rather than you will visit Snowdonia National Park.

10

The Travel Trade and Business Events will be a professional audience from both domestic/international markets, therefore, language should be more formal i.e. 'Business English' with no slang or colloquialisms.



The Royal Victoria Hotel Snowdonia

Uniquely placed on the edge of the Snowdonia National Park within 30 acres of gardens and woodlands. Being cradled between two lakes Llyn Padarn and Llyn Peris as well as the Welsh mountains our location is quite simply breathtaking.

★★★★☆

Travel trade Accommodation

Get in touch

LLANBERIS, WALES LL55 4EY

01773 810000

www.royalvictoriahotel.co.uk

www.royalvictoriahotel.co.uk

Accommodation type: Hotel

Total Number of Bedrooms: 104

Facilities: Restaurant, Bar, Meeting rooms, etc.

Take a look around

About The Royal Victoria Hotel Snowdonia

We are ideally located for walkers, climbers, cyclists and many outdoor attractions. Opposite the Llanberis path and the Snowdon Mountain Railway the hotel cannot be easier for those wishing to walk or take the train to the summit.

The Royal Victoria Hotel Snowdonia is uniquely placed on the edge of the Snowdonia National Park within 30 acres of our very own gardens and woodlands. Being cradled between two lakes Llyn Padarn and Llyn Peris as well as the Welsh mountains our location is quite simply breathtaking.

Visitor attractions in Llanberis include Mount Snowdon, Snowdon Mountain Railway, National Slate Museum of Wales, Llanberis Lake Railway, Padarn Country Park, Electric Mountain Visitor Centre.



Just 15 minutes from the A55 North Wales Expressway, we are ideally located for both business travellers and leisure travellers wishing to explore North & Mid Wales, mountains & coast.

*104 fully equipped en suite bedrooms
*Victoria & Padarn Restaurants, plus The Conservatory
*Daysend Lounge
*Llyn Bar & Lounge
*Number of meeting rooms - 4
*Maximum meeting room capacity: 90
*Complimentary Car Parking for Residents & Guests. Coach Parking is also available
*Nearest Ball Link: Bangor - 12 miles by taxi
*Nearest Airport: Liverpool John Lennon - 90 miles or Manchester International - 99 miles

Facilities

Car Parking, Restaurant, Coach Parking, Licensed Bar, Lift

Special Rates

Special Group Rates	Commission Rates	FT Rates
Yes	Yes	Yes
Minimum Number In Group: 10		

Languages

English, Welsh

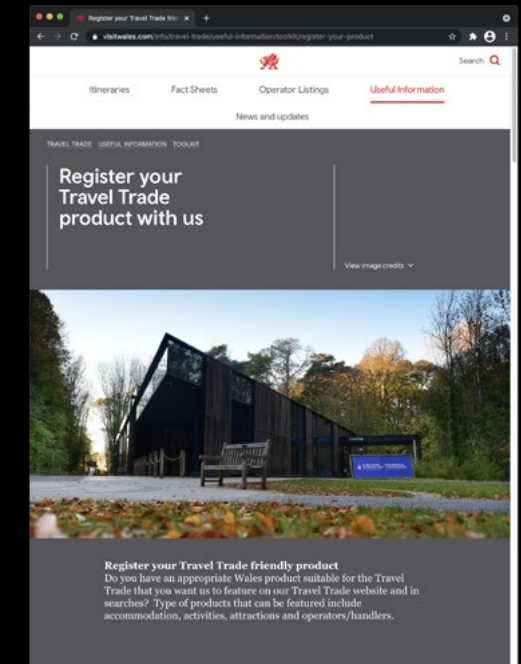
Location

Like what you see at
The Royal Victoria Hotel Snowdonia?

Book

11

For further information regarding your Travel Trade listing, including operator type definitions visit <https://www.visitwales.com/info/travel-trade/useful-information/toolkit/register-your-product>



Register your Travel Trade friendly product

Do you have an appropriate Wales product suitable for the Travel Trade that you want us to feature on our Travel Trade website and in searches? Types of products that can be featured include accommodation, activities, attractions and operators/handlers.

1.5 — Images and video

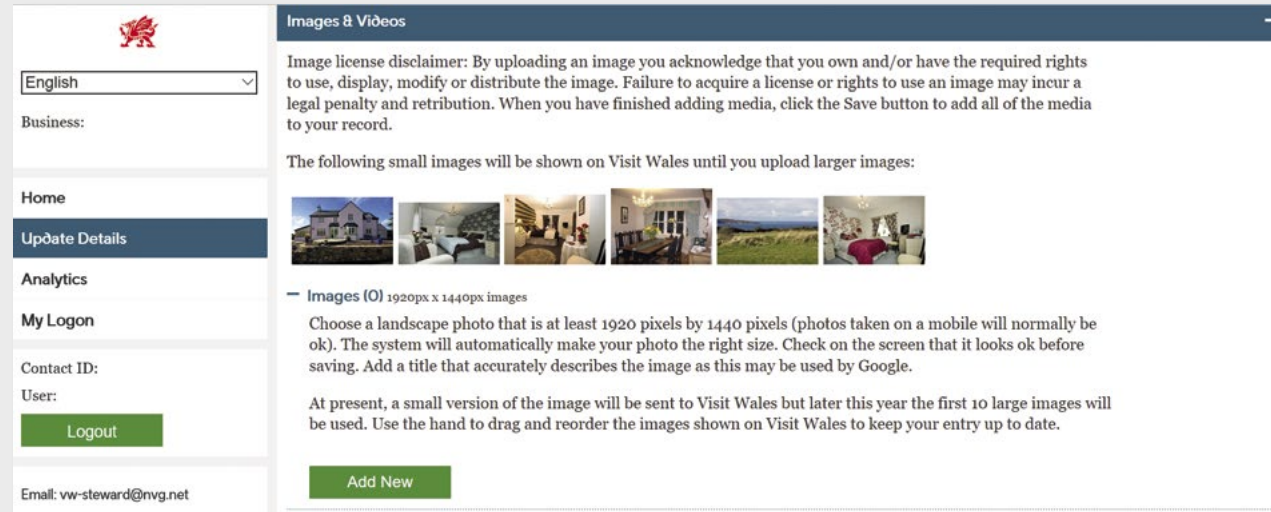
How to upload images and videos

01

If you have a Visitor listing there is an option to copy new images to Travel Trade and Business Events records. Remember you will still need to amend any that are not appropriate for the audience i.e. for Business Events you may wish to highlight your meeting spaces and/or team building offer and not have children in the images.

02

As mentioned within the product listing tool system choose a landscape photo that is at least 1920 pixels by 1440 pixels (photos taken on a mobile will normally be ok). The system will automatically resize your photo the right size. Check on the screen that it looks ok before saving.



03

Add a title and descriptive alt text that accurately describes the image. This is used by Google and other search engines.

04

Ensure the file size is no bigger than 4 megabytes. It's best practice to keep image size as low as possible.

05

Take the picture in landscape, not portrait format.

06

The first 10 large images will be used. Use the hand icon to drag and reorder the images shown on Visit Wales. Think about the order the images are displayed, the image you place at the top of your image list will display first in the header.

07

If all images aren't in the large format, the first image in your list will render in large format in the header section. The remaining images will all render in a small carousel format further down the page.

08

Utilise the 10 images you are able to publish as it provides your clients the most reference with which to make their decision, and allows them to spend more time on your listing. Try not to photograph the same thing but add a variety of subjects.

09

Find the video you want to use on YouTube and copy the reference code and add a title that accurately describes the video (it may be indexed by Google). Click on the play button to check the reference is correct. One video will display on your product listing page in a future update.

1.6 — Images and video

Image guide

You want the Travel Trade/Business Events market to select your business and click through to view your details. Try to imagine your business listing from their perspective. Would you book accommodation based on text alone?

Therefore, think about which one you would chose:

- a) The one with poor quality/no images
- b) The one with a range of high-quality images

The decision is easy but you have to ensure your images are the very best you have available and true to reality. Consider a professional photographer if budgets allow as you will be able to use these on your own website, social media channels and other marketing activity you do.

If not and you have a smart phone, the easiest way is to take photographs on this and upload them directly.

01

Take pictures at different times of the year and change the order of the pictures regularly to keep the entry looking up-to-date. For example, a picture of a cosy lounge with a log fire is great for winter breaks.

02

Keep it bright by taking the photos during the day – let the natural light in and even turn on the lights.

03

Showcase elements that are unique to your business for example, a great view.

04

If you live close to a local attraction, post some photos of it ensuring you obtain permission so you have the copyright to do so.

05

If you have images of previous business events or group visits taking place and have permission to use them then include these as a human element can really help.

06

Consider how an audience will perceive images in a different world where safety and reassurance are important; carefully select images to make clients and their guest feel comfortable to choose your business.

1.7 — **‘External Links’ section**
Social media

External links are now available to add to your listing:

- Facebook
- Instagram
- Twitter
- Pinterest
- YouTube

All you need to do is add your social media address and it will link through to the account.

Therefore, keeping on top of your social media presence is also vital to market yourselves and your listing.



1.8 — **‘External Links’ section**
Booking links

To complete the ‘booking links’ section which can be found under ‘external links’, change between ‘social media links’ and ‘booking links’ by selecting the drop down.

Only complete the ‘Book Direct’ field, unless you have a B2B distribution platform. It is advisable for you to include here the most appropriate website link for the audience e.g. your Travel Trade information page, group booking information page, conference/meeting and/or incentive information page or your most appropriate contact page which includes the details of your group booking or events sales advisors.

Travel Trade and Business Events companies are unlikely to book via an on-line booking portal either direct or 3rd party, unless it’s a B2B distribution platform, therefore please do not include these links on your listing.

1.9 — Language options

There is a language translation option for Welsh and German.

Note that this is not relevant to Travel Trade and Business Events listings as these websites are English only for a global audience.

1.10 — Access to analytics/website stats

If you're a 'quality assured business' (Visit Wales or AA Schemes only) you will automatically receive an entry onto [visitwales.com](https://www.visitwales.com) (the visitor website) but you will need to request to be featured on the Travel Trade and Meet in Wales websites by contacting traveltradewales@gov.wales/meetinwales@gov.wales

The Analytics menu will show monthly statistics about the views of your business on Visit Wales.