



Stakeholder Extranet Overview

This short guide will cover the following items:

1. Account Information
 - a. Amenities
 - b. Contacts
2. Listings (Website)
 - a. Description and social media
 - b. Photos
3. Submit an Event
4. Destination Calendar Report
5. Results Summary
 - a. Leads/RFPs
 - b. Service Requests
 - c. Press Mentions
 - d. Listing Statistics

1. Account:

- To update your account information, click “Profile” icon and select “[Accounts](#)” from the side navigation.
- Select the account you wish to edit the information for by clicking the [small pencil](#) shaped icon. If you manage more than one account, each account will appear here.
- The following information may be updated: website, email, phone number, physical, billing, and shipping addresses, and links to your social media channels.

KELOWNA Tourism Kelowna Extranet

tyler@tourismkelowna.com Logout Tourism Kelowna

Update Account

SAVE **CANCEL**

Sections:
Account Information
Phone Information
Address Information
Social Media

Account Information

Account: Tourism Kelowna Region: **required** Within Kelowna and Area

Website: http://www.tourismkelowna.com Email: info@tourismkelowna.com

Phone Information

Primary: (250) 861-1515 Ext: Alternate:

Toll Free: (800) 663-4345 Ext: Fax:

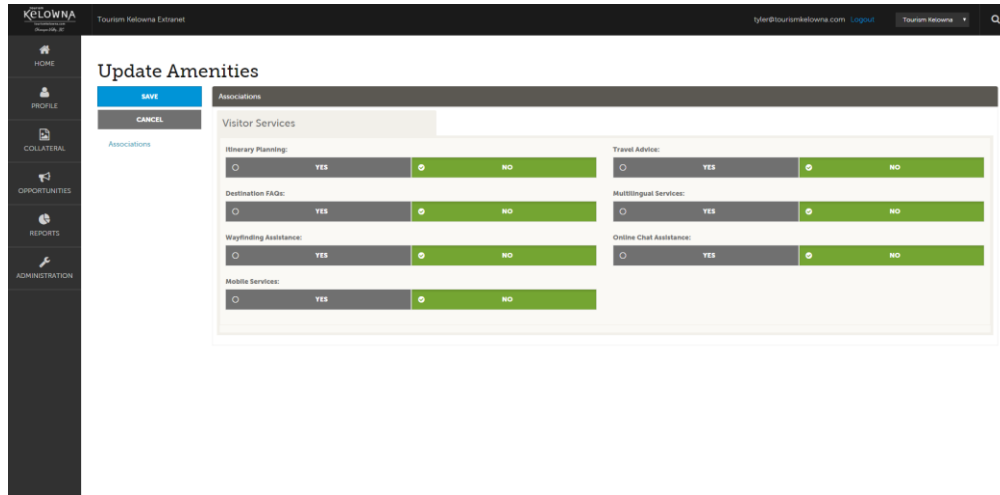
Address Information

Physical Address:

Address 1: 544 Harvey
City: Kelowna
State/Province: BC

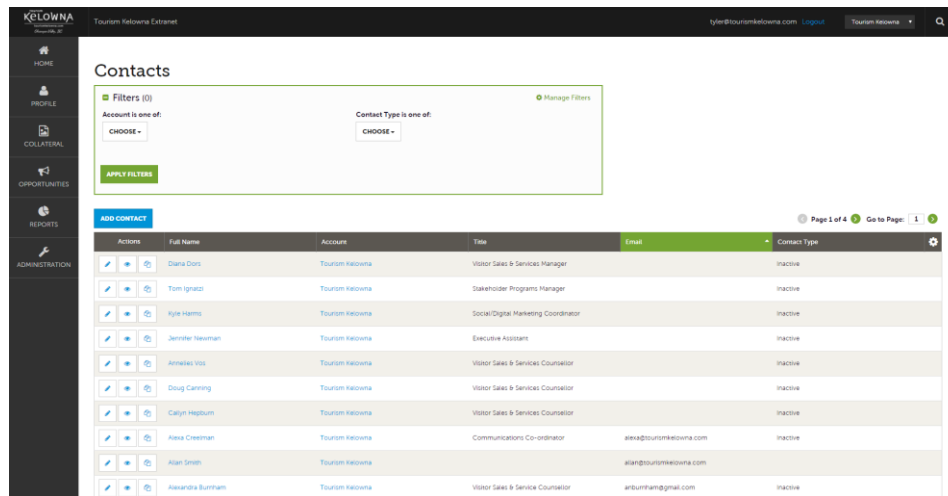
a. Amenities:

- To update your account information, click “Profile” icon and select “[Accounts](#)” from the side navigation.
- Click the [small eye](#) icon to navigate to the Account Detail page. Once on this page, click the “[Manage Amenities](#)” link on the left side.
- Please note that only amenities relevant to your listing category will display. Amenities display on your online listing.



b. Contacts:

- To update your contact records, click “Profile” icon and select “[Contacts](#)” from the side navigation.
- To add a new Contact, click the “Add Contact” button located at the top of the page.
- You can make edits to existing contacts by clicking the [small pencil](#) shaped icon to the right of a contacts name.
- Contacts may also be cloned by clicking the icon depicting [two pages](#) on top of one another. Cloning offers a way to quickly add new contacts – simply clone and update the relevant information to save time over creating a new contact.
- When adding or editing a contact, please note that all fields denoted with the “[Required](#)” tag are needed in order to save. Once all required fields are complete, be sure to click “Save” in the top left corner.



2. Listings:

- To update your website listing, click the “Collateral” icon and select “[Listings](#)” from the side navigation.

- Once on the listings page, you will see an overview of all currently active web listings. To edit your listings, click the [small pencil](#) icon.
- Any changes made to your listing will enter a pending status until reviewed and approved by Tourism Kelowna. You will be notified of approved changes. Please allow 1-2 hours for changes to show online.

a. Edit a Listing Description and Social Media:

- Once within your listing page, you may start to edit some basic information.
- **Keywords:** Enter several related keywords for your business. If you have a unique business name or one that is frequently misspelled, entering alternate spellings for your business is recommended. This field is not displayed on the website but offers increased search engine optimization making your listing easier to find.
- **Book Now:** If your site features online booking or you utilize a 3rd part booking engine, copy the appropriate URL into this field to have a “Book Now” button populate on your listing.
- **Category & SubCategory:** This field is for your reference and cannot be edited. Please contact Tourism Kelowna if you feel this should be changed.
- **Social Media** Add all applicable social media channels for your business into these fields to have the corresponding links display on your listing.

The screenshot shows the 'Update Listing' interface. On the left is a navigation menu with icons for Home, Profile, Collateral, Opportunities, Reports, and Administration. The main content area is titled 'Update Listing' and contains several sections:

- Listing Information:** Includes a dropdown for 'Account' (set to 'Tourism Kelowna'), a dropdown for 'Type' (set to 'Website'), a dropdown for 'Address Type' (set to 'Physical'), and a text field for 'Keywords'.
- Description:** A large text area containing the following text:

The Kelowna Visitor Centre is Kelowna's official travellers' resource. Tourism Kelowna operates two locations for your convenience. One is located on the Hwy at 544 Harvey Avenue, the second location is located at Kelowna International Airport (YLW).

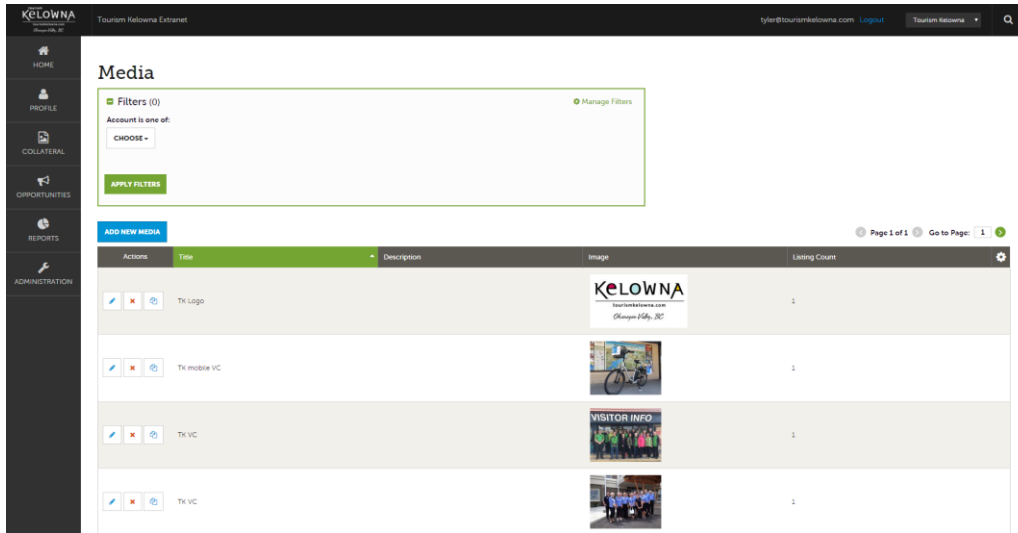
The Visitor Centre team can assist you with many services including making reservations for accommodations, attractions and tours. The Visitor Centre staff can also offer suggestions and insider tips for local 'must-sees' to make your visit in Kelowna unforgettable.

Prefer real-time information? Visit our virtual Visitor Centre through Twitter @Tourism_Kelowna or tweet us your questions using #AskKelowna on twitter. You can also like us on facebook and get insider-tips from locals. Give us a call or send us an email.
- Listing UDF Group:** Includes a 'Book Now' field with a text input area.

b. Managing Listings Photos:

- To update the images that display on your listing, click the “Collateral” icon and select [“Media”](#) from the side navigation.
- You may have up to 6 images and 1 logo files for each listing.
- To add a new image, click the “Add New Media” button on the top right of the page.

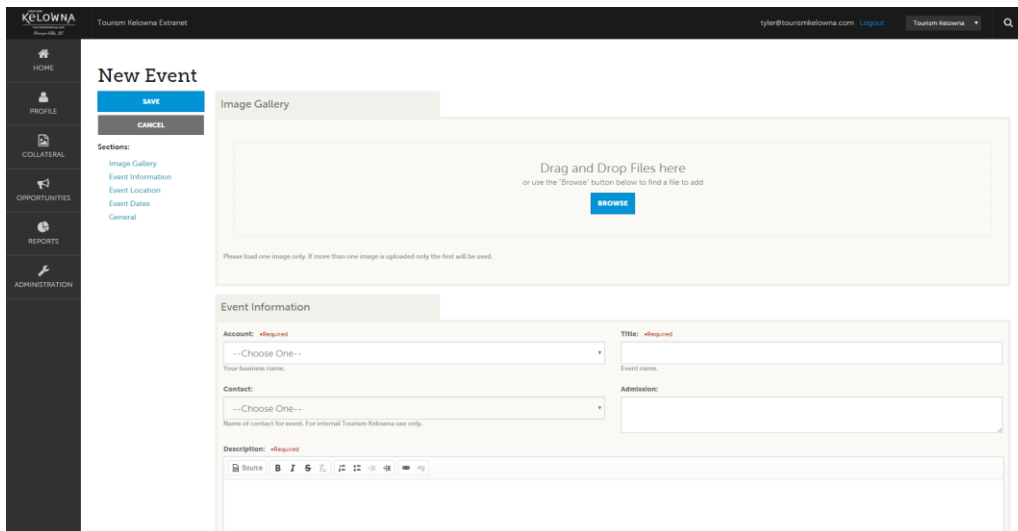
- **Title:** This field is for back end organization and will not display on your listings
- **Type:** Only 1 logo file may be displayed. Make sure to select “[Image](#)” from the drop down.
- **Sort Order:** Adjust the display order of your images starting with 1, will display first, and 6, will display last.
- **Listings:** A listing must be selected for the image to display. For businesses with more than one listing, you must select all listings you wish the image to display on.



3. Submit an Event

New in the Extranet is the ability for you to add events hosted at or by your business. These events will display on your listing and appear within Tourism Kelowna’s [Calendar of Events](#). Please note that events are moderated by Tourism Kelowna. You will receive an email when your event has been approved.

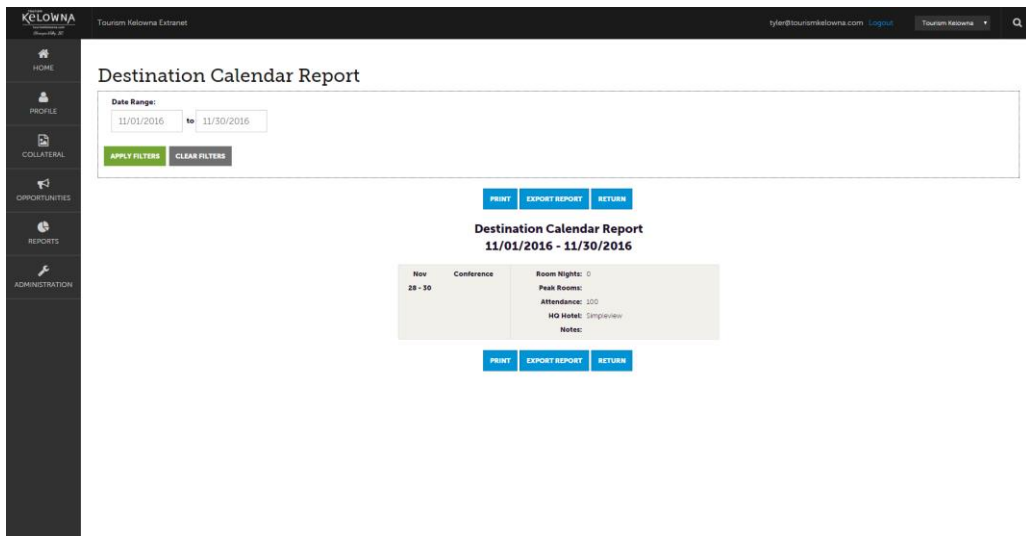
- To add an event, click the “Collateral” icon and select “[Calendar of Events](#)” from the side navigation.
- Click the “[Add Event](#)” button on the top left of the page.
- Fill out event details ensuring all fields marked with the “[Required](#)” tag are populated. Review the event details and click “Save” in the top left to submit your event.
- Please note that events are moderated by Tourism Kelowna. You will receive an email notification when your event has been approved.



4. Destination Calendar Report

This report is new for the upgraded Extranet. Intended to give a heads up to Tourism Kelowna stakeholders, the Destination Calendar Report utilizes information provided by local hotels to provide a look into how many conferences are in town. Hopefully this simple report will prove valuable for staffing your business accordingly.

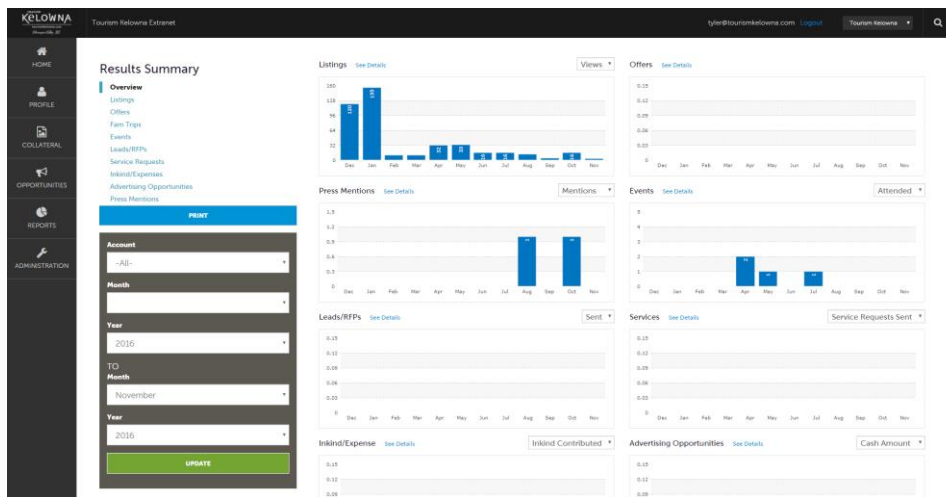
- To access the report, click on “Reports” on the left side navigation.
- Click the “[Destination Calendar Report](#)” link underneath the Leads section.



5. Results Summary

This section will can be accessed by clicking “Profile” display reporting information associated with your account. As Tourism Kelowna works on your behalf, statistical information will be populated providing you with relevant and timely overview of all the exposure generated by Tourism Kelowna to assist your business.

- Leads are only shown to those that offer room nights to groups.
- Service Requests are shown to those that offer services to groups.
- Listing category displays web traffic and click through statistics.
- Press Mentions include all Tourism Kelowna driven articles mentioning your business



a. Leads/RFPs:

This section will display a detailed list of all Leads that were sent to your business by Tourism Kelowna. The list is broken down by department and shows the number of Leads in a particular status during the selected time frame.

- *Total* is the number of leads sent to your business during the selected time period.
- *Pending* is the number of leads that have been sent and the winning property has not been selected.
- *Assists* are the number of leads where Tourism Kelowna aided in the booking. This means Tourism Kelowna was notified by the clients who already knew they wanted to stay at your property.
- *Lost-City* reflects the number of leads lost to competing city.
- *Lost-Property* reflects the number of leads confirmed for Kelowna but selected a property other than your own.
- *Cancelled* is the number of leads originally marked as won where the client eventually cancelled.
- *Won* is self explanatory.

Results Summary

Leads

Conversion Analysis

The following is a conversion analysis of all leads that you were sent during this time period. It will help provide some insight as to where in the process you are losing out on these opportunities.

- RFPs Sent: 0
- Did Not Respond: 0
- Turned Down: 0
- Decision Pending: 0
- Lost to Another City: 0
- Lost to Another Property: 0
- Booked: 0
- Cancelled: 0

Leads Sent - Conversion
Breakdown of Leads Sent During This Period

Period Summary

Unlike the conversion data above, the following is a full summary of updates for the time period. In this section, you will see how many you won or lost during this time period, regardless of when the lead was sent.

Total	Sent	Responded	Pending	Won	Lost - City	Lost - Property	Cancelled	Assist
0	0	0	0	0	0	0	0	0

M & IT	Company	Sent	Responded	Pending	Won	Lost - City	Lost - Property	Cancelled	Assist
Tourism Kelowna	0	0	0	0	0	0	0	0	0

Sports & Events	Company	Sent	Responded	Pending	Won	Lost - City	Lost - Property	Cancelled	Assist
Tourism Kelowna	0	0	0	0	0	0	0	0	0

b. Service Requests:

This section works similarly to the Leads/RFPs section but offers a more detailed look of all Service Requests that were sent to you property.

- *Sent* is the number of requests submitted by Tourism Kelowna for your property.
- *Responded* is the number of requests you have replied to.
- *Won* is the number of service requests where your business was selected by the client.
- *Referrals* is the number of times Tourism Kelowna recommended your business to a traveler.

Results Summary

Service Request Benefits

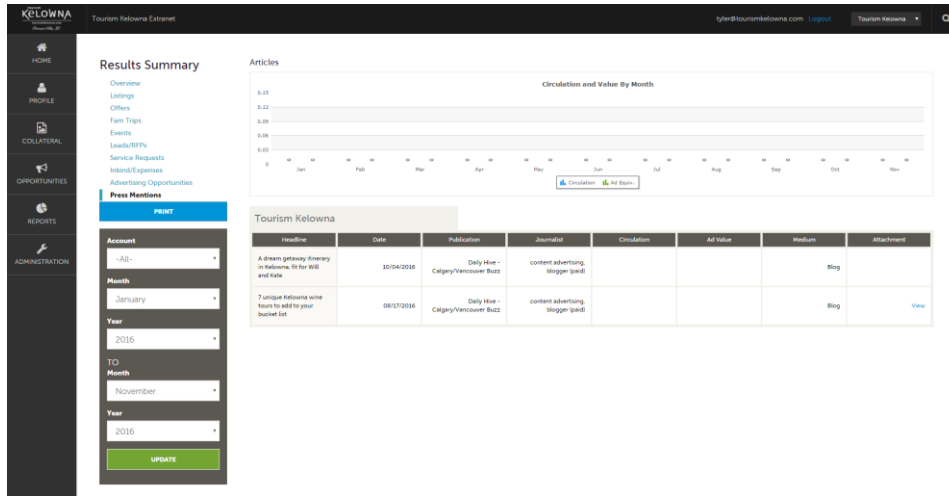
Total Referrals and Service Requests Sent

Tourism Kelowna

Department	Service Request			Referrals
	Sent	Responded	Won	Sent
M & IT	0	0	0	0
Sports & Events	0	0	0	0
Your Travel	0	0	0	0
Consumer	0	0	0	0
Events/FAANG	0	0	0	0
Media/PR	0	0	0	0
Misc Leads	0	0	0	0
Miscellaneous	0	0	0	0
Stakeholders	0	0	0	0
Total	0	0	0	0

c. Press Mentions:

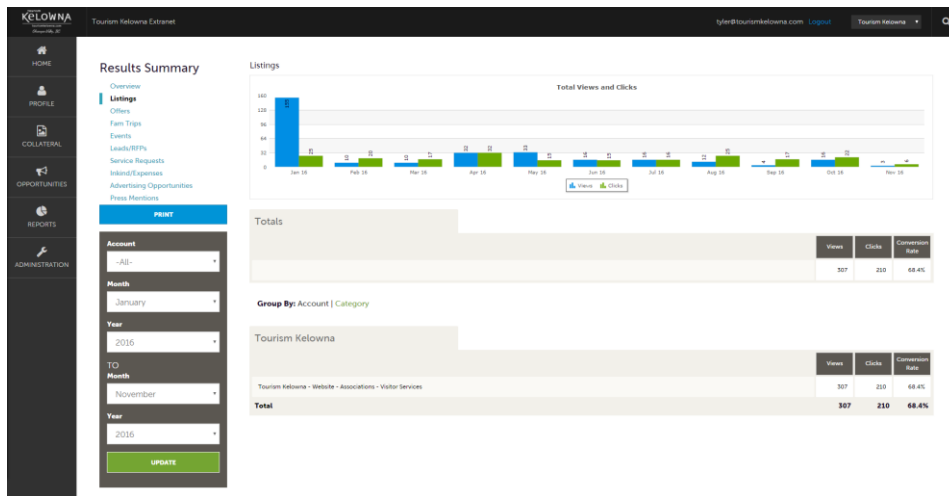
This section displays the number of Tourism Kelowna driven articles your business appeared in. All articles contained within this section were published. Headline, date, publication, medium, and attached copy of the article will appear here.



d. Web Listing Statistics:

Interested in monitoring the performance of your listing on Tourism Kelowna’s website? By navigating to the “[Listings](#)” section within “[Results Summary](#)”, you can view a simply breakdown of the traffic your listing has received.

- *Views* reflect the number of times your listing was clicked on by consumers within the given time period.
- *Clicks* reflect the number of consumers navigated to your business website from within your listing on Tourism Kelowna’s website within the given time period.
- *Conversion Rate* reflects the ratio of consumers finding your listing and navigating to your website within a given time period. Represented as a percentile.



Questions? Please contact tyler@tourismkelowna.com