



<https://harrisburg.extranet.simpleviewcrm.com>

9.22.20

If you should have any questions or issues accessing your account, please contact Sue Kunisky at sue@hersheyharrisburg.org.

Visit Hershey & Harrisburg
3211 North Front Street
Suite 301A
Harrisburg, PA 17110
www.visithersheyharrisburg.org

MANAGING YOUR ACCOUNT

As the primary contact, **you** (or others you delegate access to) **will be responsible for maintaining current information within your Partner Extranet Account**. This includes notifying [Sue Kunisky](#) directly when Account details (such as company name, partnership levels and contact information) need to be adjusted to your account.

Please note:

Contact information provided within your Partner Extranet Account(s) is used only by our internal staff to connect your organization with clients requesting specific information or services. It is also used to deliver partner meeting notices, bureau related items and other opportunities directly to you. Information entered in the Listings/Amenities sections appear on our website and other promotional resources.

Who can have access to the EXTRANET?

Any Visit Hershey & Harrisburg partner contact may have access to the extranet. Visit Hershey & Harrisburg staff will determine what you can access on the extranet through security settings. If you need to change security settings for a particular contact, please contact [Sue Kunisky](#).

VISIT HERSHEY & HARRISBURG Partner Extranet 4.0 User Guide



New Account Users

You will be sent an email from Visit Hershey & Harrisburg with the link and a temporary password. **You may need to check your junk folder for the message if you don't see it in your inbox.**

2. Click on the [link](#), which will take you to a "HersheyHarrisburg RVB extranet partner login" screen.
3. Your username is your full e-mail address.
4. Your password is a temporary password that was e-mailed to you. (Subject: Hershey Harrisburg Partner Extranet –Set-up and Login)
5. Upon logging in with your temporary password (type it in manually, as it may not work if copied please do not copy and paste password/case sensitive), you will be prompted to change your password to one of your preference.

SAMPLE EMAIL:

Subject: VHH Partner Extranet - Set-up and Login

Dear Valued Partner,

You have been added as an official user to your VHH Partner Extranet!

Your login information:

Username: aproudpartner@hersheyharrisburg.org

Temporary password: partnersrock!

Once you log on you will be prompted to change your password.

To log into your Visit Hershey & Harrisburg Extranet Account, please click on the link: <https://harrisburg.extranet.simpleviewcrm.com>



MAIN PAGE – AT A GLANCE & BULLETIN BOARD

At A Glance

Offers a quick snapshot of views for your Website Listing(s) and online Coupon offers. Select [See all](#) for a full overview of your partner listings and other benefits – i.e. Leads, Press mentions, events you’ve attended.

Partner Bulletins

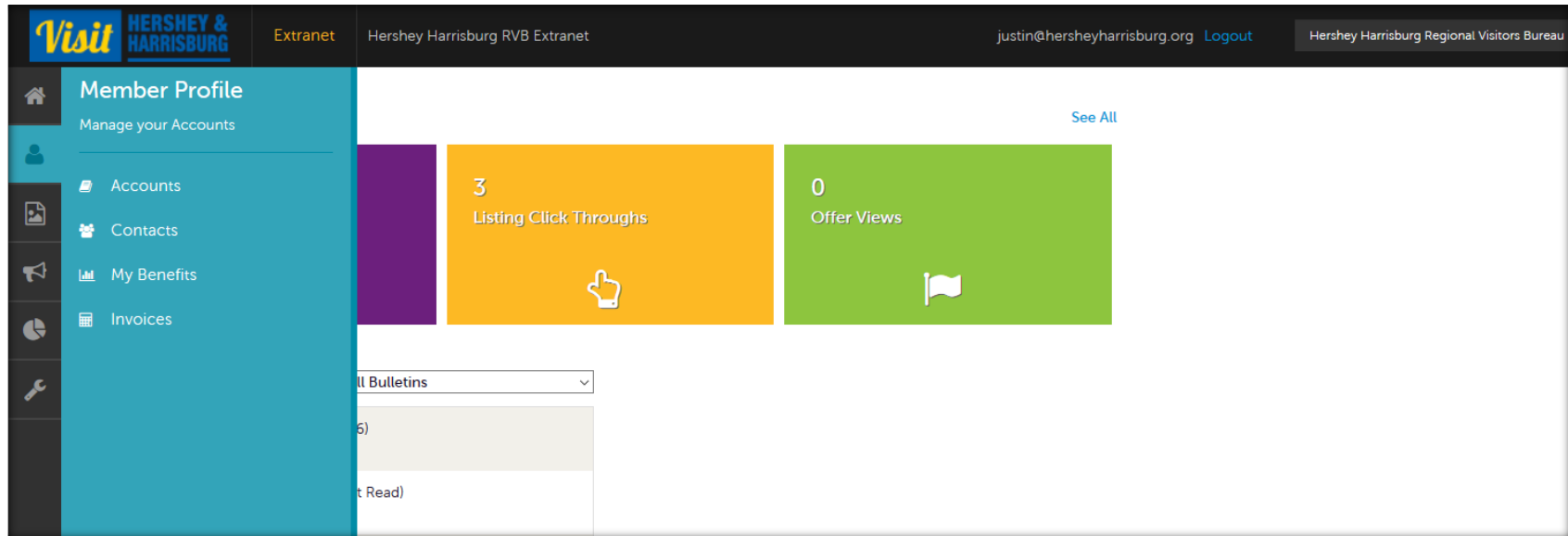
View important bureau news and announcements, reports and as well as partner happenings and opportunities taking place in the local tourism community. Need to get the word out to your fellow partners about your special promotion, announcement or event? Submit your Partner Bulletin details to [Sue Kunisky](#)

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MEMBER PROFILE

Manage your Account



Accounts - View your partnership account(s) information such as your business's addresses on record (mailing/shipping/physical), website, telephone #'s, main email address, location amenities, social media links, etc.

*Please Note: The information within the AMENITIES section (Under your Account details) appears on our web site at www.visithersheyharrisburg.org. To ensure our site displays the most accurate information, it is critical for you to update Amenities for your organization's account.

To update Amenities, click on your Partner Account  and select Manage Amenities under Related Details. 
Make necessary changes and click Save. You may also manage your available meeting space information under Manage Meeting Space. *See screenshots on next page.*

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Visit HERSHEY & HARRISBURG Extranet Hershey Harrisburg RVB Extranet justin@hersheyharrisburg.org




Accounts

Filters (0) Manage Filters

Account is one of:

CHOOSE ▾

APPLY FILTERS

Actions	Account
  	Hershey Harrisburg Regional Visitors Bureau

Visit HERSHEY & HARRISBURG Extranet Hershey Harrisburg RVB Extranet

Account Details

EDIT RETURN

Sections:

- Account Information
- Phone Information
- Address Information
- Invoices
- Image Gallery
- Social Media

Related Details:

- Manage Amenities
- Manage Meeting Space

Account Information

Account ID	847
Status	Active
Account	Hershey Harrisburg Regional Visitors Bureau
Extranet Parent	
Region	Harrisburg
Email	info@hersheyharrisburg.org
Website	http://www.visitshersheyharrisburg.org

Phone Information

Primary	(717) 231-7788
Alternate	
Toll Free	(877) 727-8573
Fax	(717) 231-2808

Address Information

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Contacts - View/Add/Edit all contact and contact information associated to your partner account

My Benefits - Full overview of your partner listings and other benefits – i.e. Leads/referrals, website listing views, press mentions, bureau events you've attended.

Invoices – Pay annual partnership Dues online, view/print your current Invoice and; review Package Level with list of benefits and services purchased.

COLLATERAL

Manage your Collateral

The screenshot displays the 'Collateral' section of the Visit Hershey & Harrisburg Partner Extranet 4.0. The interface features a dark blue header with the 'Visit HERSHEY & HARRISBURG' logo, the word 'Extranet', the text 'Hershey Harrisburg RVB Extranet', the user email 'justin@hersheyharrisburg.org', a 'Logout' link, and a dropdown menu for 'Hershey Harrisburg Regional Visitors Bureau'. A teal sidebar on the left contains navigation icons and links: Home, Collateral (Manage your Collateral), Listings, Special Offers, Calendar of Events, Media, and Occupancy. The main content area shows three colored boxes: a purple box, an orange box with '3 Listing Click Throughs' and a hand icon, and a green box with '0 Offer Views' and a flag icon. A 'See All' link is visible in the top right of the main area. Below these boxes is a 'All Bulletins' dropdown menu and a list of bulletins, each with a truncated title and a 'Read' link.

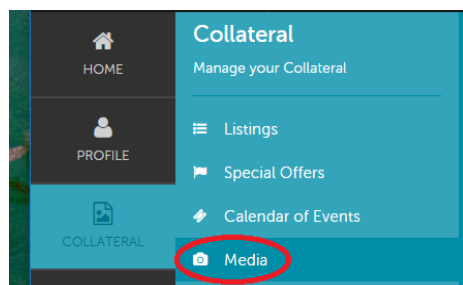


Listings – View or Edit each of your online and print listings. **Please make sure to review and confirm details for your annual Travel Guide print listing and your website listing annually.*

Updating/Adding Photos – do this first so they are available to select for your listing.

💡 Remember – a picture is worth a thousand words! Great photos help show visitors what they will experience. Are you a restaurant? Show us food and people enjoying their meal. Attraction? We want to see all the fun we can have on your property! Remember, high quality photos are best. Use an aspect ratio of 3:2. The minimum dimensions to upload is 566 x 377 pixels. 1200 x 800 is also a good size. Please stick to horizontal formats and don't use text or copy in the photo. For a free and quick resizing tool, please use the Paint program on your computer.

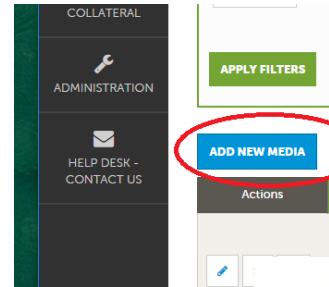
1. To add photos, click “collateral” back on the left sidebar menu and then click Media.



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- Click on Add New Media



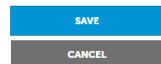
- Add information – select your account (if there are multiple ones), give the photo a Title (this shows up when you hover over the photo in the listing). This is your place to caption your photos. *See partner listing “2909 B&B” as an example of good title descriptions.*



- Then choose Image for type and sort order and drag your picture file into the designated area.

- Select the listing name again.

New Media



Sections:

[Media Information](#)

Media Information

All images on the web site are meant to help convey the beauty of our destination. Photos must adhere to the following requirements, or else they will not be accepted: The minimum dimensions to upload is 566 x 377 pixels or use an aspect ratio of 3:2 • Horizontal format (no vertical images) • No text or copy in the photo • For a free, online resizing tool, please visit www.fotor.com

Account: Required

Title: Required

Type: Required

Sort Order: Required

Description:

File: Required

Listings:

File: Required

Listings:

File: Required

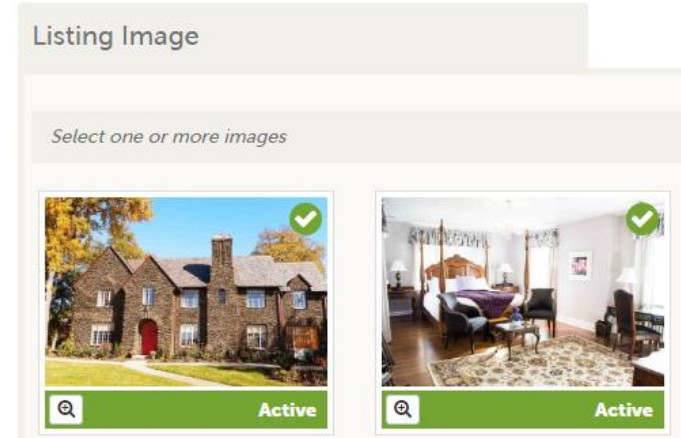
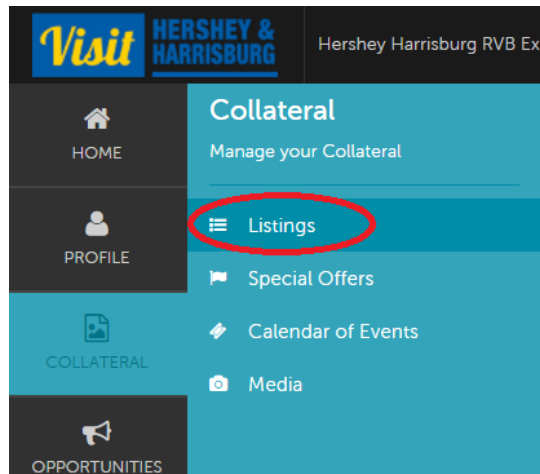
Listings:



6. Click on the blue save in the top left.

Editing your Visit Hershey Harrisburg website listing





1. Log on: <https://harrisburg.extranet.simpleviewcrm.com>
2. On the left hand side menu, click on Collateral and then click on Listings



3. Click on the pencil in the row of the Website type to edit your website listing. (To update your Travel Guide (print) listing, click on Travel Guide instead of Website.)

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Actions	Company	Listing Type	Category
 	your name here	Website	Restaurants
 		Travel Guide	Dining

4. Then edit your listing text in the description field.



Write a thorough, exciting description of your business that is at least 100 words. Why should visitors come to you? What unique offerings do you have? Are you family-focused or do you cater to adult couples and friends? The more a visitor knows about your business ahead of time, the more likely they are to stop by!

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Update Listing

Fill in your Listing Description.

5. Scroll down to the bottom of the listing. Your image(s) should show up in the Listing Image section and you will need to click on them to get them to show as active.

6. Click on the blue Save button on the top left to save your work.

*If you keep a Facebook or Twitter account updated frequently, add the links under Profile – Accounts. (not in the listing part)

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Special Offers/Coupons/Packages – View/Add/Edit your online special offers, coupons, travel packages or hotel deals.

Collateral – Special Offers. Add Offers. Fill in the Offer Title, Text, select an image

Update Offer

SAVE

CANCEL

Sections:

- Offer Information
- Offer Image
- Offer Dates
- Offer Categories
- Offer Listings

Offer Information

Account: Required
Susie's Shoes - TEST

Offer Link:
<http://www.pageturnpro.com/Today-Media-Inc/88067-Visit-Hershey-Harrisburg>

Offer Title: Required
2019 Travel Guide

Offer Text:

Source B I S Ix [List Bulleted] [Link] [Image] [Video]


View our 2019 Travel Guide online now!


Please print this out or show it to our staff.


Not valid with any other offers.

Offer Image

Select an image





Active

Select the offer dates; when it can be redeemed and when it should show on the website.



Select the category (Discounts/coupons is the catch-all)

Select the listing where this should show up.

Click the Blue Save to save.

Offer Dates

Redeem From	01/22/2019
Redeem To	01/25/2019
Post From	01/15/2019
Post To	01/25/2019

Offer Categories

Offer Categories	Discounts/Coupons
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Offer Listings

Offer Listings	Susie's Shoes - TEST (Website: Things to Do: Covered Bridges)
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Calendar of Events – We host more than 10 million visitors each year and they’re always looking for things to do.

Add events through this online form: <https://www.visithersheyharrisburg.org/events/submit-an-event/>

You can also View/Add/Edit your events online through the extranet following these steps below:

As a Partner, you can post your public events so our calendar is always up to date with exciting activity options for our visitors. We review them first before they go live.

1. Log on: <https://harrisburg.extranet.simpleviewcrm.com>
2. On the left menu, click on Collateral and then Calendar of Events.
3. Click on Add Event.
4. Complete the form. Here’re some tips and directions on how to maximize your event listing. (Required fields are marked in red on the form.)

New Event

SAVE

CANCEL

Sections:

Event Information

Event Location

Event Dates

Image Gallery

General

Event Information

Account: Required

Midtown Scholar Bookstore & Café

Title: Required

Contact:

--Choose One--

Admission:

Description: Required

Source

B

I

U

Email:

Rank: Required

--Choose One--

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- **Admission** – We suggest leaving this blank unless the event is Free. Interested visitors can learn about pricing/ticket information on your event page.
- **Description** – Tell the potential visitor about your event and why it's a must-see while they're in town. Be descriptive, enthusiastic, and inclusive, with just enough detail to generate interest! They can gather the specifics, like parking and directions on your event page (we'll provide a link).
- **Rank** – Choose "Special Event"

Website:	
<input type="text"/>	
Phone:	Categories: <small>Required</small>
<input type="text"/>	<input type="text" value="CHOOSE AMONG THE FOLLOWING..."/>
Primary Category: <small>Required</small>	Host Organization Listing:
<input type="text" value="--Choose One--"/>	<input type="text"/>
Host Organization Name:	
<input type="text"/>	

Event Location	
Venue Listing:	Address 1:
<input type="text"/>	<input type="text"/>
Address 2:	Address 3:
<input type="text"/>	<input type="text"/>
City:	State/Province:
<input type="text"/>	<input type="text"/>
Zip/Postal Code:	Location:
<input type="text"/>	<input type="text"/>

- **Website** – Include a link to your site's event page or Facebook event page for visitors to learn more. Wherever possible, help the visitor navigate directly to the event details, rather than taking them to your web site or events calendar.
 - www.susiesshoes.com ✗
 - www.susiesshoes.com/events ✗
 - www.susiesshoes.com/events/spring-concert-2018 ✓
- **Categories** – Choose all categories that apply.

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- **Primary Category** – Choose just one of these that best describes your event.
- **Host Organization Listing** – Begin typing your business name here and click on your name when you see it. This will ensure that your event is associated with your business listing on VisitHersheyHarrisburg.org. Your name is also repeated in the Host Organization Name field.
- **Venue Listing** – Your business name and address is auto populated here. If you're only the host and your event takes place somewhere else, put the venue's name and address here.

Event Dates

Start Date: Required

Times:

Start Time:

End Time:

One Day

Daily

Weekly

Monthly

Yearly

Custom

No event recurrence, this event will occur only on the start date

- **Start Date** – Enter the day of your event (or first day).
- **Times** – Include the time here
 - 9 PM
 - 10 AM – 1 PM
 - Doors at 6 PM; Show at 7 PM
 - You don't need to complete Start Time or End Time fields.
- **Recurrence** – If your event is a one day occurrence, no need to change anything there. If you have a weekend event that's less than a week, input the dates under Custom. Events that occur over several weekends can use Weekly. If you're not sure, it's best to input each of the days individually under Custom, that way there's no confusion.
 - To enter Custom dates, click in the field to display the calendar. Pick the day and choose Add. Do this for each of the days.

One Day

Daily

Weekly

Monthly

Yearly

Custom

Custom

Custom Date: 11/19/2017

ADD

	Event Date	Day
✕	11/18/2017	Saturday
✕	11/19/2017	Sunday

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Image Gallery

Drag and Drop Files here
or use the "Browse" button below to find a file to add

BROWSE

General

Video URL: <input type="text"/>	Site Location: ⚠Required <input type="text" value="CHOOSE AMONG THE FOLLOWING..."/>
Category 2: <input type="text" value="CHOOSE AMONG THE FOLLOWING..."/>	Featured Story URL: <input type="text"/>

- **Image Gallery** – We encourage you to submit a photo! The ideal size ratio is 3:2, landscape orientation.
- **Site Location** – Choose “Primary”. If your event is within the Harrisburg City Limits, you can also choose “HBG”.

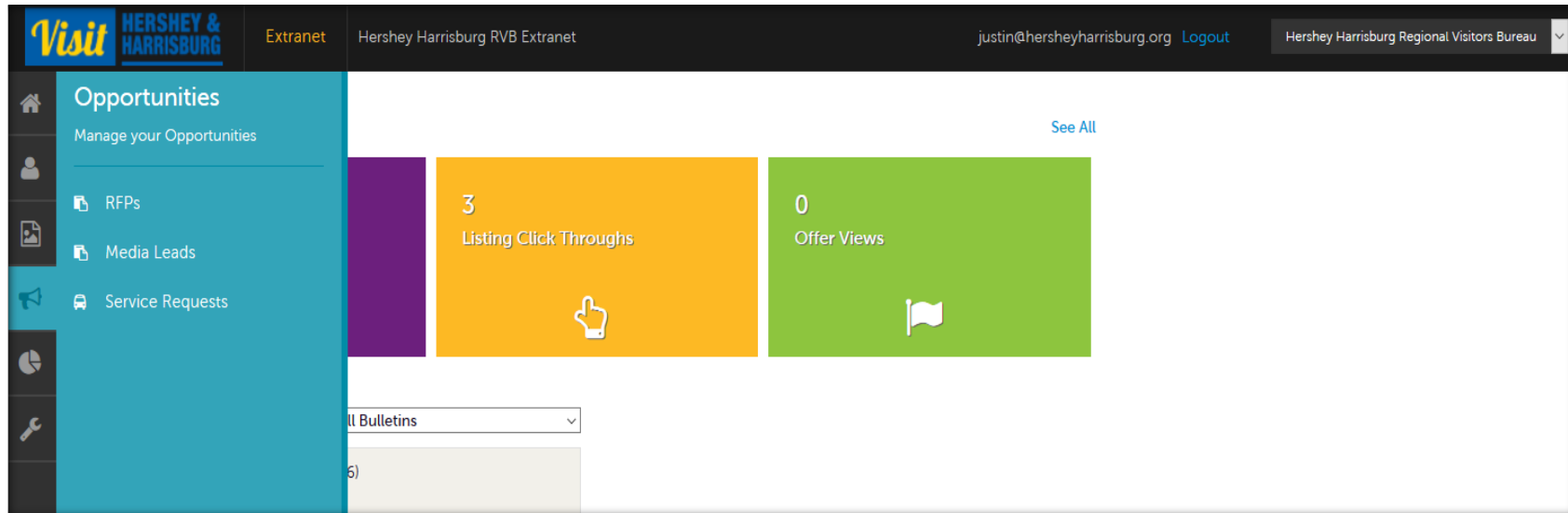
Once you’ve entered your event details, go back to the top and click Save.

Visit Hershey & Harrisburg (events@hersheyharrisburg.org) will receive an email when you’ve entered an event and we’ll review your submission. We update our calendar weekly with new events, so it may several days for approved events to appear.



OPPORTUNITIES

Manage your Opportunities: SALES LEADS & SERVICE REQUESTS



RFPs - Review/Open/Respond to bureau generated sales leads from group tour, international, meetings, sports and events travel markets. *(Some Partner Package levels do not include the sales leads benefit)*

Media Leads - Review/Open/Respond to bureau generated media leads and travel writer inquiries/requests

Service Requests - Review/Open/Respond to bureau generated requests from catering, transportation, meeting space or venues inquiries.



How to Manage my Leads and Requests?

What is the difference between leads and service requests?

Service requests are requests not requiring room nights, for items such.

Leads are inquiries from clients looking for overnight rooms and circulated by Visit Hershey & Harrisburg to facilities capable of servicing a group/event with room nights.

Where do the leads & service requests come from?

Sales calls, prospecting, trade show attendance, referrals, client phone/email inquiries... any way the Visit Hershey & Harrisburg Sales Team has contact with clients.

How many leads or service requests will my property receive?

This number will vary for every member/partner. The leads are customer-centric, meaning the Visit Hershey & Harrisburg Sales Team tries to match the needs of the client with members who can serve those needs – on as broad a basis as possible.

How are leads categorized?

Leads are divided into groups: Tour/Travel, Meeting Sales, Media/PR and Sports. There are filters to help sort leads, or you can choose to display leads from all groups.

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REPORTS

Special Industry Reports and Travel Research

A screenshot of the "Reports" page in the Partner Extranet 4.0 interface. The page has a dark header with the "Visit HERSHEY & HARRISBURG" logo on the left, "Extranet" and "Hershey Harrisburg RVB Extranet" in the center, and user information "justin@hersheyharrisburg.org Logout" and "Hershey Harrisburg Regional Visitors Bureau" on the right. A left sidebar contains icons for home, user, documents, announcements, and reports. The main content area is titled "Reports" and features a section "Bureau News & Announcements" with three links: "HHRVB FY14 - 15 Annual Report", "Competitive analysis of the PA Tourism budget by the pr6la presented June 2016", and "Fiscal Year 2016-2017 Business Plan Sneak Peek June 2016". A tooltip for the "Reports" link shows the text: "Reports includes a review of highlights, plans and goals from each HHRVB department, plus the announcement of the creation of the new Hershey Harrisburg Sports and Events Authority."

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