



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

If you should have any questions or issues accessing your account, please contact Steve Cruz at steve@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 Portal Account**. This includes notifying [Steve Cruz](#) 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 Portal 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 Portal?

Any Visit Hershey & Harrisburg partner contact may have access to the portal. Visit Hershey & Harrisburg staff will determine what you can access on the portal through security settings. If you need to change security settings for a particular contact, please contact Steve Cruz.

VISIT HERSHEY & HARRISBURG Partner Portal 2023
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 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: Visit Hershey & Harrisburg Partner Portal Access Granted from steve@hersheyharrisburg.org)
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: Visit Hershey & Harrisburg Partner Portal Access Granted

Welcome (your name),

You have been added as an official user to your Partner Portal Account!....

Your login information:

Username: aproudpartner@hersheyharrisburg.org

Temporary password: partnersrock!

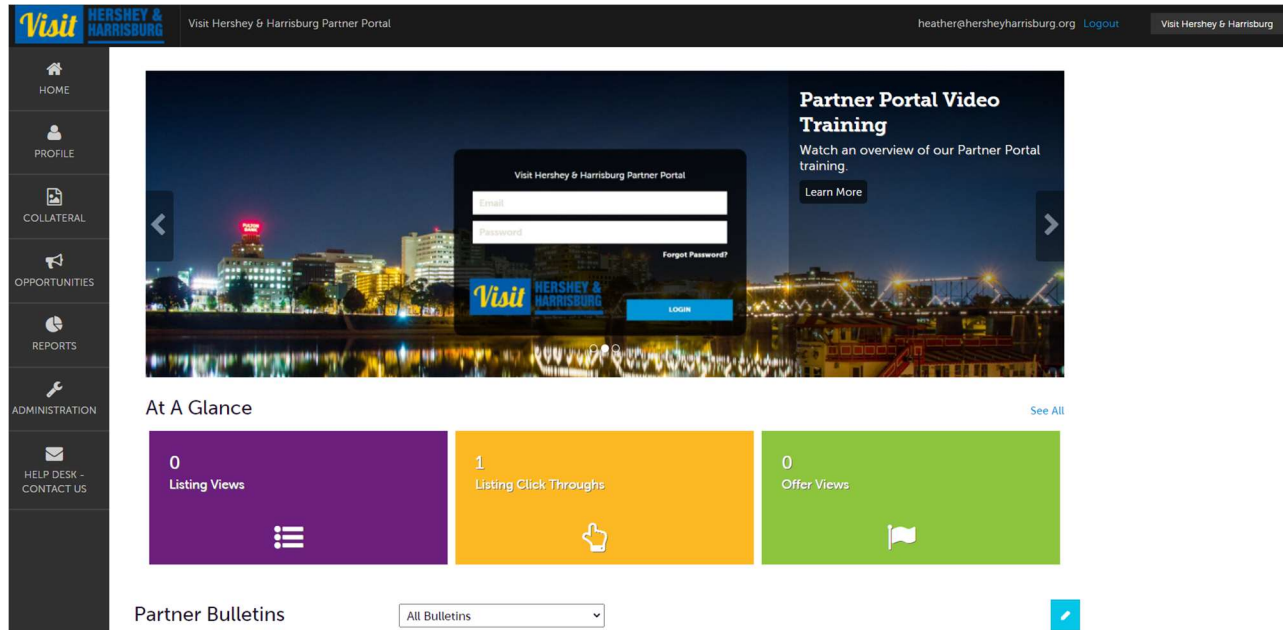
Once you log on you will be prompted to change your password.

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

VISIT HERSHEY & HARRISBURG Partner Portal 2023 User Guide



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

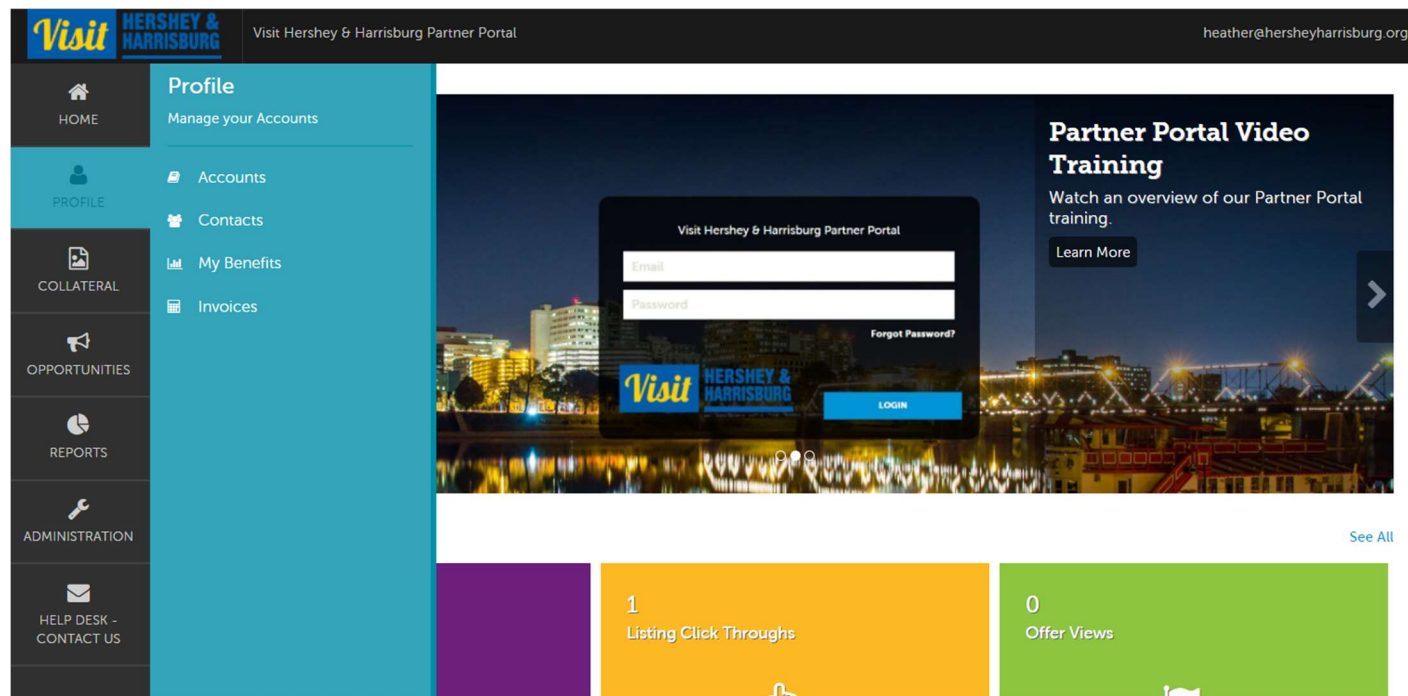
View important bureau news and announcements, reports and as well as partner happenings and opportunities taking place in the local tourism community. Need to get the word out to your fellow partners about your special promotion, announcement or event? Submit your Partner Bulletin details to [Steve Cruz](#).

VISIT HERSHEY & HARRISBURG Partner Portal 2023 User Guide



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.

VISIT HERSHEY & HARRISBURG Partner Portal 2023
User Guide



Make necessary changes and click Save. You may also manage your available meeting space information under Manage Meeting Space.

A screenshot of the "Accounts" page in the Visit Hershey & Harrisburg Partner Portal. The page has a dark sidebar on the left with navigation links: HOME, PROFILE, COLLATERAL, OPPORTUNITIES, REPORTS, and ADMINISTRATION. The main content area is titled "Accounts" and contains a "Filters (0)" section with a "CHOOSE" dropdown and an "APPLY FILTERS" button. Below this is a table with two columns: "Actions" and "Account". The "Account" column has a green header and a row with the text "Visit Hershey & Harrisburg". A red arrow points to the "Account" header. The "Actions" column contains icons for edit, view, and a dropdown menu.

Visit Hershey & Harrisburg Partner Portal




Accounts

Filters (0)

Account is one of:

CHOOSE

APPLY FILTERS

Actions	Account
  	Visit Hershey & Harrisburg

VISIT HERSHEY & HARRISBURG Partner Portal 2023 User Guide



A screenshot of the "Account Details" page in the Partner Portal. The page has a dark sidebar on the left with navigation links: HOME, PROFILE, COLLATERAL, OPPORTUNITIES, REPORTS, ADMINISTRATION, and HELP DESK - CONTACT US. The main content area is titled "Account Details" and includes an "EDIT" button (in blue) and a "RETURN" button (in grey). Below these are sections for "Sections:" (Account Information, Phone Information, Address Information, Invoices, Social Media, General) and "Related Details:" (Manage Amenities, Manage Meeting Space). The "Account Information" section shows details like Status (Active), Account (Visit Hershey & Harrisburg), Extranet Parent, Region (Harrisburg), Email (info@hersheyharrisburg.org), and Website (http://www.visitthersheyharrisburg.org). The "Phone Information" section shows Primary, Alternate, Toll Free, and Fax numbers. The "Address Information" section shows Physical Address details including Address 1, Address 2, City, and State/Province.

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

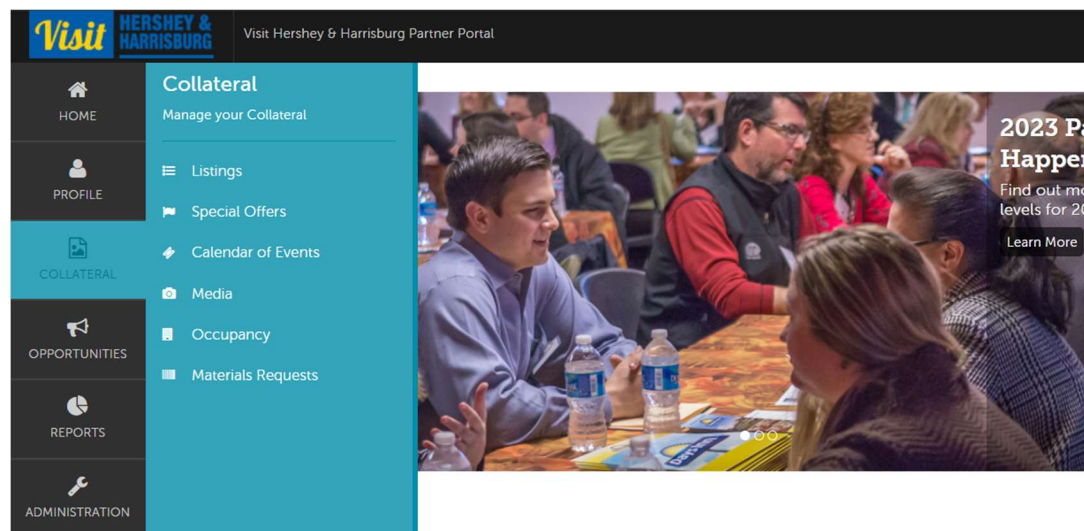
My Benefits - Full overview of your partner listings and other benefits – i.e. Leads/referrals, website listing views, press mentions, bureau events you’ve attended.

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



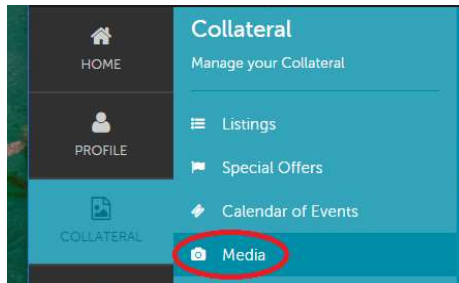
Listings – View or Edit each of your online and print listings. **Please make sure to review and confirm details for your website listing annually.*

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

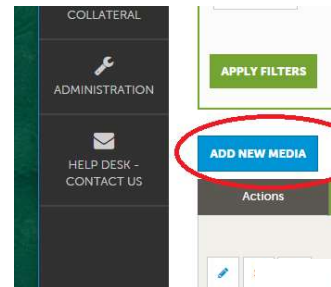
💡 Remember – a picture is worth a thousand words! Great photos help show visitors what they will experience. Are you a restaurant? Show us food and people enjoying their meal. Attraction? We want to see all the fun we can have on your property! Remember, high quality photos are best. **Use an aspect 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.

VISIT HERSHEY & HARRISBURG Partner Portal 2023 User Guide



2. Click on Add New Media



3. 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.



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

5. Select the listing name again.

VISIT HERSHEY & HARRISBURG Partner Portal 2023 User Guide



New Media

SAVE
CANCEL

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

Your Business name here

Type: Required Sort Order: Required

--Choose One--

Description:

Type: Required

--Choose One--

Logo
Image
YouTube

File: Required

Drag and Drop File To Page
or use the "Browse" button below to find a file to add

BROWSE REMOVE

You can drag a file to the page to replace this file or use the "Browse" button

Choose among the following...



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

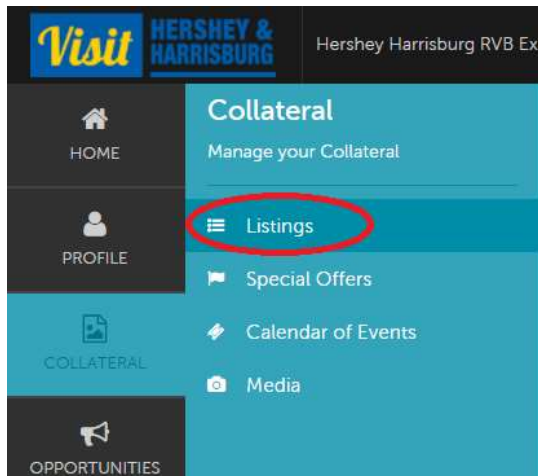
Listing Image

Select one or more images



 

Active Active

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3. Click on the pencil in the row of the Website type to edit your website listing.

Actions	Company	Listing Type	Category
 	your name here	Website	Restaurants

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!

VISIT HERSHEY & HARRISBURG Partner Portal 2023 User Guide



Update Listing

SAVE
CANCEL

Sections:

- Listing Information
- Categories
- Details
- Website Notifications
- Listing Image

Listing Information

Account: Required

Your business name here

Type: Required

Website

Address Type: Physical

Description: Required

Source B I G L

Harrisburg's new and exciting restaurant. Our menu is robust and has flavor added with my own interpretation of contemporary, rustic American dishes. Are you desiring a unique experience that is rooted in our carefully crafted environment, ambience, and delicious food? Come and

Keywords:

Categories

Selection of categories are established by HHRVB Admin. Print Listings receive one main Category selection as part of your partner benefits.

Category: Required

Restaurants

SubCategory: Required

Casual Dining

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 account updated frequently, add the links under Profile – Accounts. (not in the listing part)

VISIT HERSHEY & HARRISBURG Partner Portal 2023 User Guide



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 making sure you specify how it can be redeemed, Text, select an image

Update Offer

SAVE

CANCEL

Sections:

[Offer Information](#)
[Offer Image](#)
[Offer Dates](#)
[Offer Categories](#)
[Offer Listings](#)

Offer Information

Account: Required

Pennsylvania Farm Show Complex & Expo Center

Offer Link:

Offer Title: Required

Save \$2.00 on Parking at PA Farm Show Complex & Expo Center

Offer Text:

Source

B **I** **S** **I** **X**

Present this coupon to save \$2.00 on parking at the PA Farm Show Complex & Expo Center. Printed paper coupon must be presented upon entering the parking lot to redeem discount.

Valid through 12/31/22.

visithersheyharrisburg.org

Offer Image

Select an image

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.

VISIT HERSHEY & HARRISBURG Partner Portal 2023 User Guide



Offer Dates

Redeem From:	<input type="text" value="01/17/2022"/>		Redeem To:	<input type="text" value="12/31/2022"/>
Post From:	<input type="text" value="01/17/2022"/>		Post To:	<input type="text" value="12/31/2022"/>

Offer Categories

Offer Categories:

Offer Listings

Offer Listings:

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 Portal following these steps below:

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.)

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** **S** *I_x*

Email:

Rank: Required

--Choose One--

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”

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Website:		<input style="width: 90%;" type="text"/>	
Phone:	<input style="width: 90%;" type="text"/>	Categories: *Required	<input style="width: 90%;" type="text" value="CHOOSE AMONG THE FOLLOWING..."/>
Primary Category: *Required	<input style="width: 90%;" type="text" value="--Choose One--"/>	Host Organization Listing:	<input style="width: 90%;" type="text"/>
Host Organization Name:	<input style="width: 90%;" type="text"/>		

Event Location

Venue Listing:	<input style="width: 90%;" type="text"/>		
Address 1:	<input style="width: 90%;" type="text"/>		
Address 2:	<input style="width: 90%;" type="text"/>		
Address 3:	<input style="width: 90%;" type="text"/>		
City:	<input style="width: 90%;" type="text"/>		
State/Province:	<input style="width: 90%;" type="text"/>		
Zip/Postal Code:	<input style="width: 90%;" type="text"/>		
Location:	<input style="width: 90%;" 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-2023 ✓
- **Categories** – Choose all categories that apply.
- **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: 02/01/2023 ADD

	Event Date	Day
✖	02/01/2023	Wednesday
✖	01/31/2023	Tuesday



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.** If the image is not 3:2, it can get cropped and may remove important details.
- **Site Location** – Choose “Primary”. If your event is within the Harrisburg City Limits, you can also choose “HBG”.

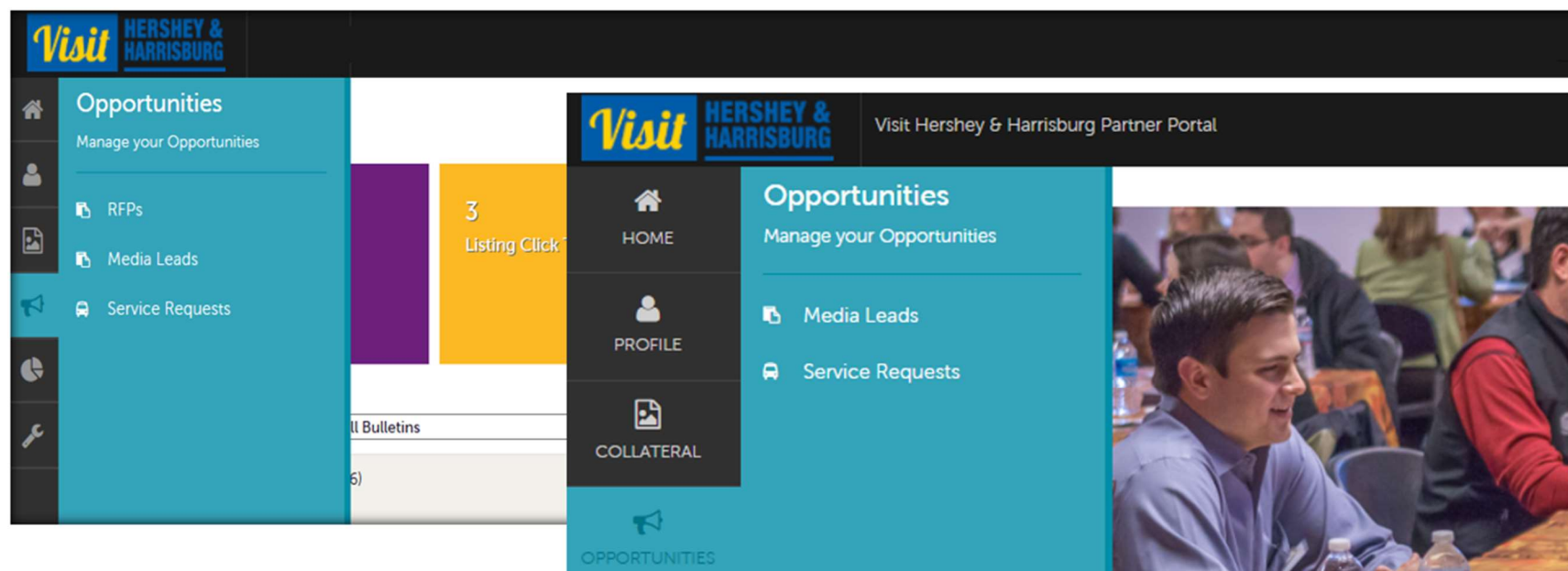
Once you’ve entered your event details, go back to the top and click Save.

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 RFP (hotels) and or Service Request opportunities. **)

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?

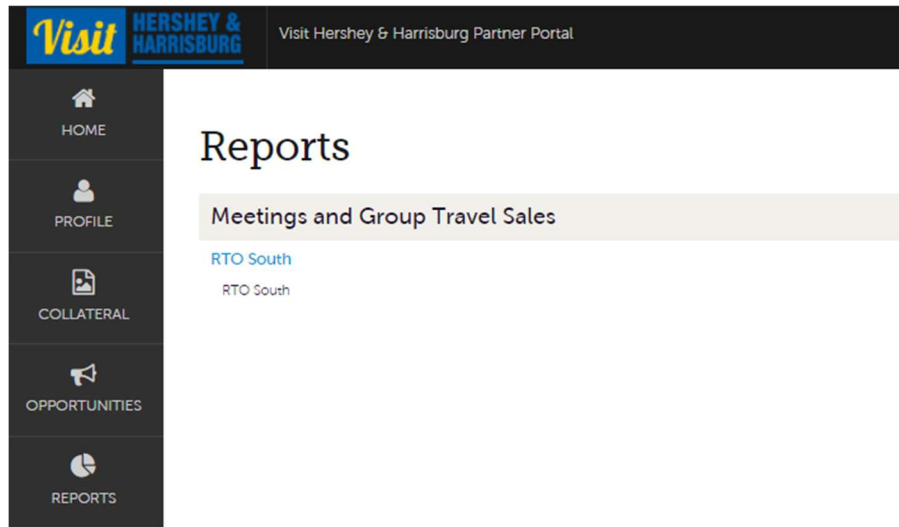
Leads are divided into groups: Tour/Travel, Meeting Sales, Media/PR and Sports. There are filters to help sort leads, or you can choose to display leads from all groups.



REPORTS

Special Industry Reports and Travel Research

Under the Reports tab, we publish from time to time notes from our trade shows (if your partnership package get these) and other industry reports.



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updated 1.9.23