Destination Queenstown

Listing Portal User Guide

Contents

Login & Home Screen

Login Screen

Access the listing portal through the DQ Member Area, or at: https://QueenstownNZ.extranet.simpleviewcrm.com

Login with your email address and supplied password.
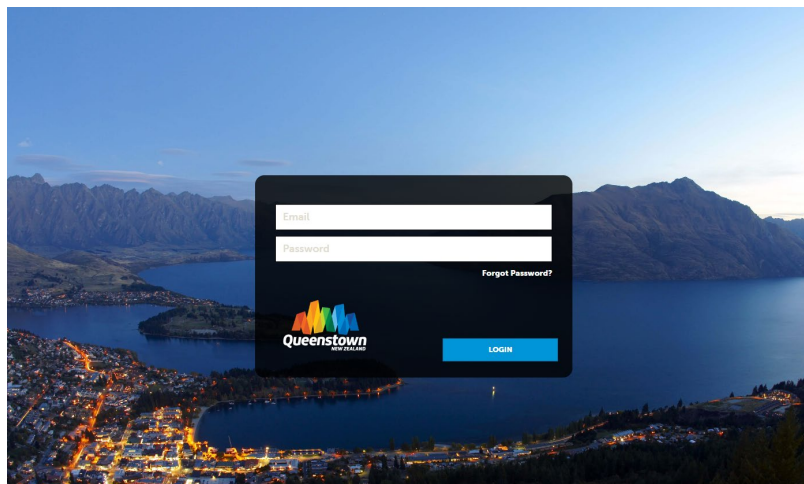
Home Screen

Partner Bulletins are important notices and useful documents posted by Destination Queenstown.

Important bulletins will be marked with a blue and white exclamation mark.
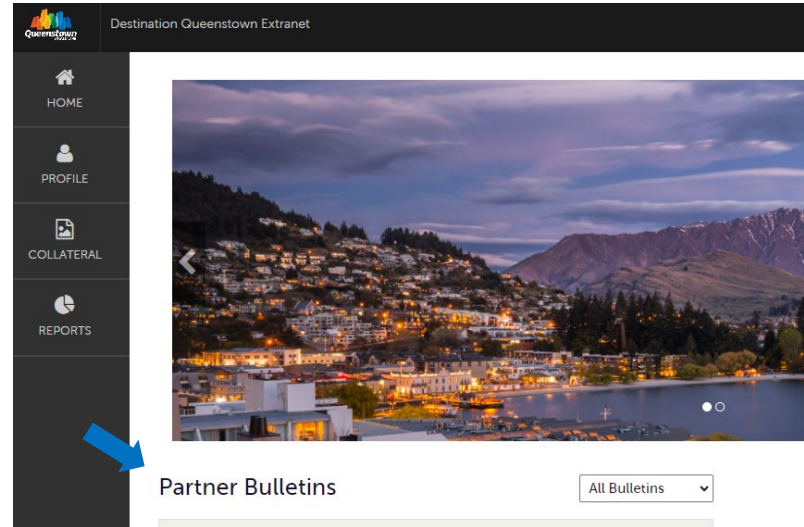
Home Screen

Click the **Collateral** icon to manage your listings and imagery/video content.

The Collateral tab provides options to create, view or edit Product Listings, Event listings, create Special Offers for product listings and manage media (i.e. listing images and YouTube videos)
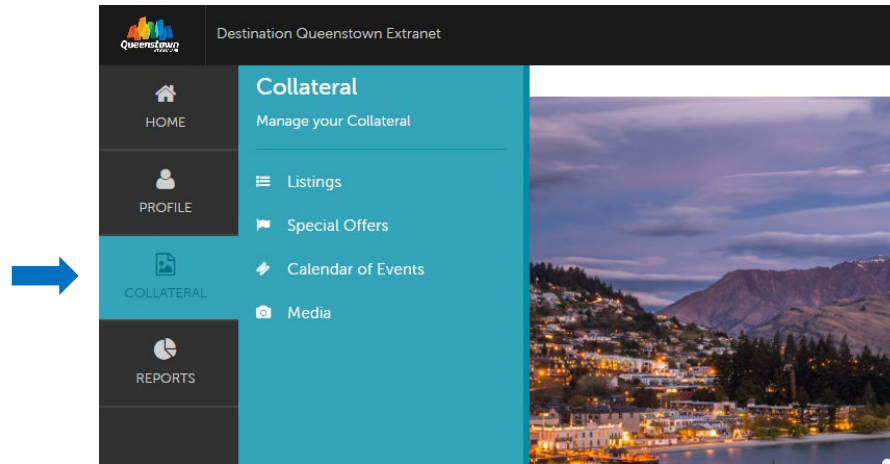
Home Screen

See the following pages for more detail about each of the different sections:
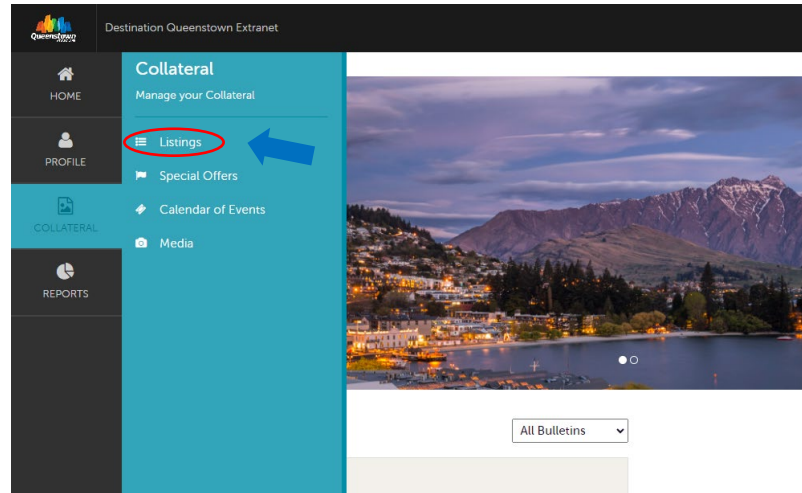
- <u>Listings</u> – Page 8

- <u>Special Offers</u> – Page 27

- <u>Calendar of Events</u> – Page 33

- <u>Media</u> – Page 20
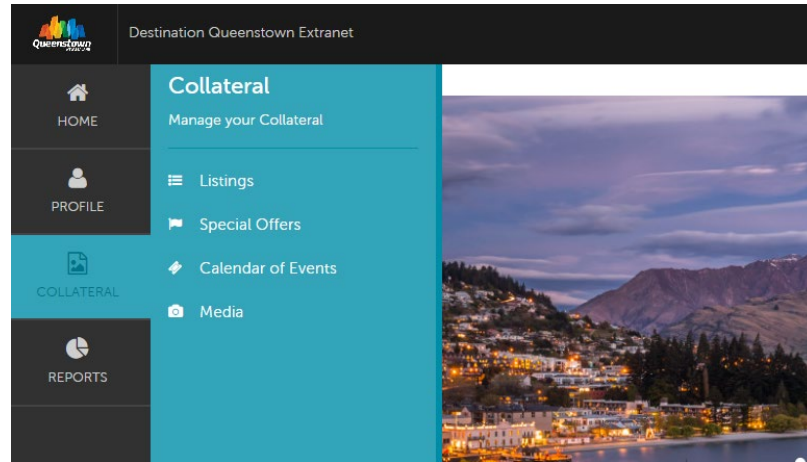
Product Listings

Product Listings

To view or create a Product Listing, select Collateral from the menu, and click 'Listings'.

Product Listings

On the Listings page you will see a table of your existing product listings.

Note: Event listings sit on the 'Calendar of Events' page, not the 'Listings' page.

There are 3 small icons to the left of the table, beside each of the listings:

1. Pencil – to edit a listing

2. Eyeball – to view a listing's detail

3. Clone – to duplicate a listing

Product Listings

The **Product Listings table is customisable** and can be altered to your preferences.

The default columns are: Listing ID, Product name, Company, Category and Pending (the approval status).

To customise what information is displayed, you can reorder the columns or add other criteria to the table, click the sprocket icon. You can reset back to the default columns (shown below) at any time.

* Any adjustments made with the sprocket apply only to the person making the changes

ADD LISTING

Page 1 of 1   Go to Page: 1

Actions	Listing ID	Product Name	Company	Category	Pending	Remove listing from website	⚙
✏ 👁	17600	Example Hotel	Destination Queenstown DQ	Accommodation	Yes	No	

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Product Listings

The 'Pending' column refers to whether or not the listing has been reviewed and approved by DQ:

- **Yes** – means we have received your submission and it is pending our review and approval

- **No** – means the listing has been approved and is live.

Tip: You can use the green 'Filters' box above to filter your listings by those approved and those pending.
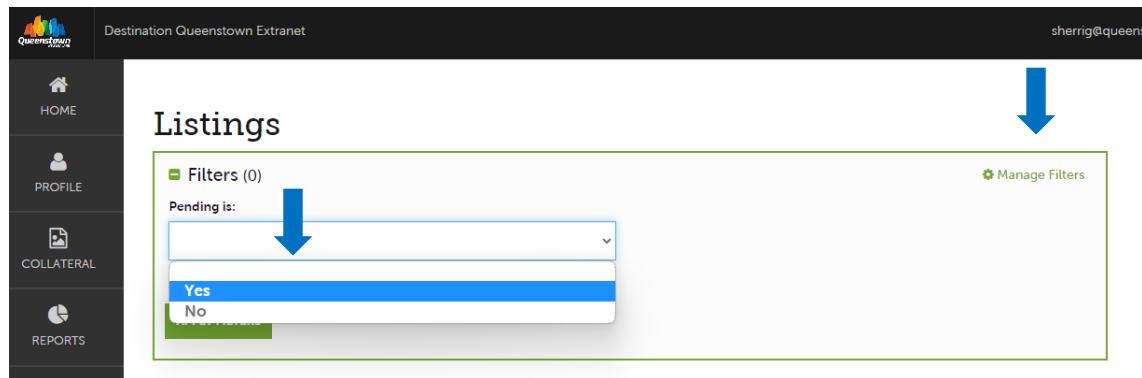
ADD LISTING

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Actions	Listing ID	Product Name	Company	Category	Pending	Remove listing from website	⚙
✏ 👁	17600	Example Hotel	Destination Queenstown DQ	Accommodation	Yes	No	

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Product Listings

The Filters box allows you to narrow down the results displayed on the page. Default filters can be adjusted by clicking the **Manage Filters** option in the top right corner of this section.

The current default filter above refers to the listing status ('Pending'). Select Yes or No to view what listings are pending approval (leave blank to see both approved and pending listings at once).

* Any adjustments made with the Manage Filters apply only to the person making the changes

Product Listings

To **add a listing:** Click the Blue 'Add Listing' button

To **edit a listing:** Click the pencil icon next to the product listing you wish to edit

Note: Images are not uploaded via the Listings page (any new imagery/videos should be uploaded under Collateral > Media) or you can choose from the existing pool of uploads within the listing form.

Product Listings

When you click 'Add new listing' or the Edit Listing icon, you will see a similar screen to below. This page displays a number of mandatory and optional fields to be completed to create your product listing.

Important: When creating or editing a listing, the top left will show a blue Save button. Clicking the blue SAVE button sends the product listing to DQ for review and approval, so make sure all fields are complete *before* hitting Save.

Product Listings

Most of the fields have visible hints or tips to guide you through the submission process – just hover your mouse over the blue '?' symbol to see the tip. Fields marked with <Required are mandatory fields.

Product Listings

To **add new images or video** to your listing, you will need to upload them via the Media tab from the main menu, or you can select from your pool of existing images shown within the listing form.

Click the image to link (or unlink) the image with your listing. Images highlighted in green will be the active images on your product listing. To add new images/video, navigate to the Media tab once you have completed your listing form. From there you can link the images/video to the relevant listing(s).

Further information on adding imagery & videos can be found on page 20

Product Listings

You may notice that some of the **'Additional Information' fields** and filters are only relevant to specific categories.
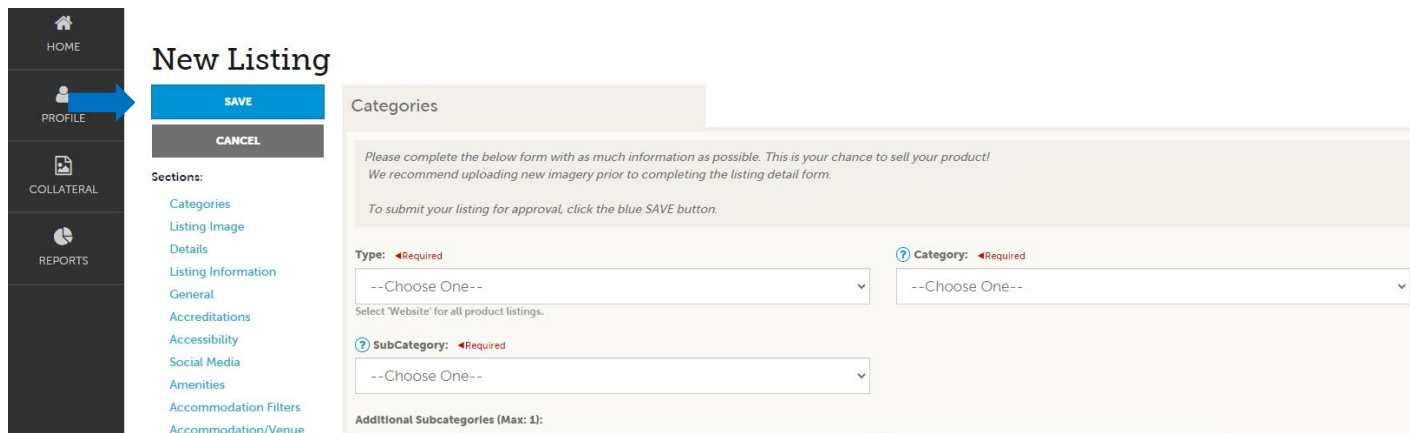
You *only* need to complete the ones that are related to your selected product category: *Accommodation, Activities, Eat & Drink, Services, Shopping or Venues.*

Product Listings

Once you've completed the applicable fields for your product listing, make sure to click **Save**.

Clicking Save will send your listing to DQ for review and approval. You will be notified via email when your listing has been approved, or you can check its status by navigating back to the Listing dashboard.

If you need to add imagery, you can do this after you click Save by navigating to the Media tab.

Media – Imagery & Video

Media

To upload new images or add a video to your listing(s), select Collateral from the menu, and click 'Media'.

Existing imagery can also be viewed under the Media tab.

Imagery/video can be uploaded before *or* after the listing form has been completed and then linked to the relevant listing. We recommend completing the listing form first, selecting from the existing pool of images on the form (if applicable) and then navigating to the Media tab to upload any additional images you may wish to add.
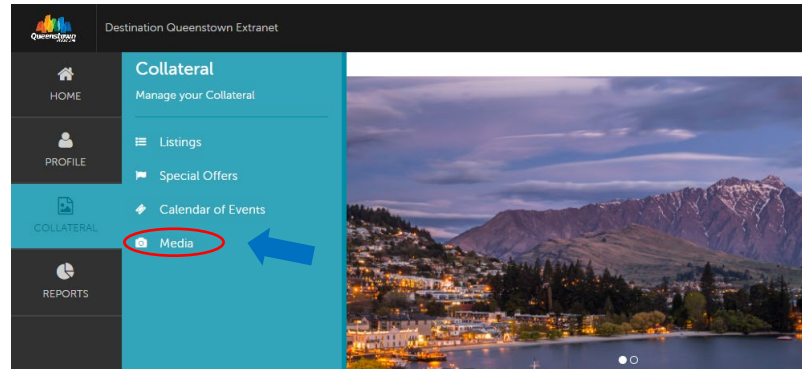
Media

On the Media page you will see a table of all of your account's images available for use on product listings and special offers, and the product listings that they are currently linked to. To add a new image or video, click the blue 'Add New Media' button.

There are 3 small icons to the left of the table, beside each of the images:

1. Pencil – to edit a listing

2. X – to delete an image

3. Clone – to duplicate an image
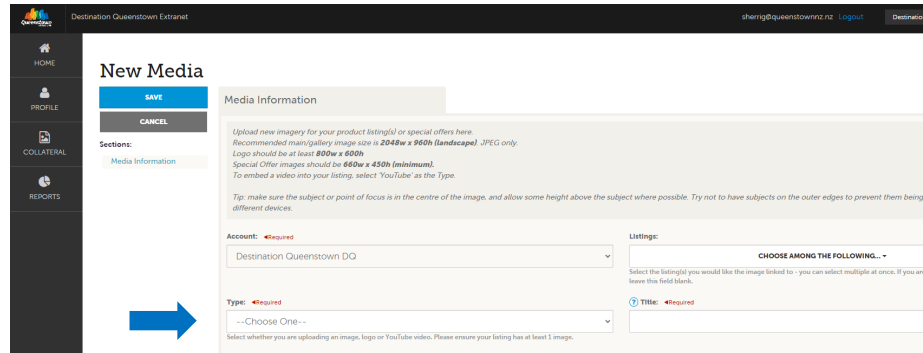
Media – Imagery

To add a new image, select 'Image' as the file type and complete the fields including Title and Description.

Recommended image size is 2048w x 960h and max file size is 500KB.

The 'Image Type' is where you select whether the image is a main image, gallery image or for a special offer. The Sort Order field is used if you have multiple gallery images and wish to determine the order they display.

Note: Save time by linking one image to multiple listings - if you have hero shots you want featured on more than one product, you can apply it to multiple listings.

Media – Logos

To **add a new logo**, select 'Logo' as the file type and complete the fields, including Title and Description. The 'Image Type' should be Main.

Note: Save time by linking one image to multiple listings! (For instance, a logo can be applied across all listings rather than uploading the logo for each individual listing).

Media – Video

To **add a new video**, select 'YouTube' as the file type and complete the fields, including Title and Description as this assists with SEO. The 'Image Type' field can be left blank. Make sure to add the YouTube video link to the 'Video Link' field.

Note: One video can be linked to multiple listings by choosing the relevant listings from the dropdown.

Media

Once you've uploaded your imagery, logo and YouTube videos, you will see them all displayed on the Media page. You can link/unlink them from your listings at any time by clicking the edit icon. When creating or editing a product listing, you will now see your uploaded imagery displayed within the Product listing form page
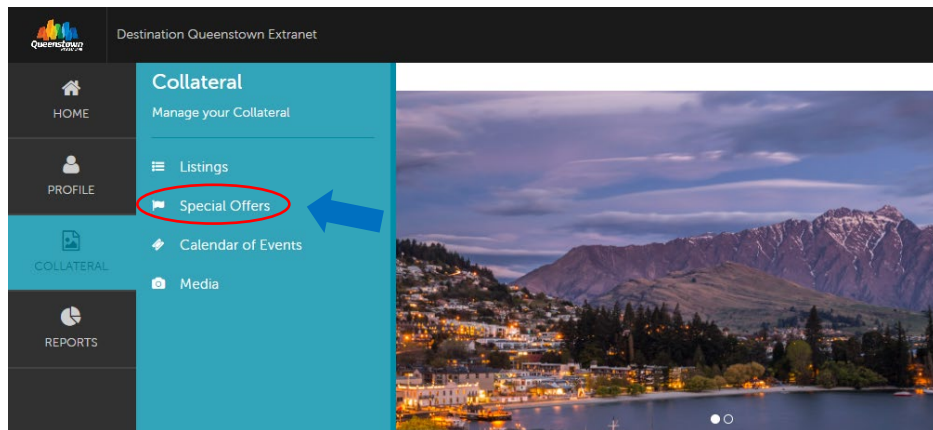
Special Offers

Special Offers

To add a Special offer to your website listing, select Collateral from the menu, and click '**Special Offers**'.

The special offer will be placed on your product listing as an incentive to encourage customers to book.

*Note: Special Offers can only be added to Product Listings and not Events.*

Special Offers

On the Special Offers page, you will see a table of all your account's offers (both current and expired). If you haven't created a special offer in the past, then this table will be blank.

There are small icons to the left of the table, beside each of the offers:

1. **Clock** – the offer has been submitted and is pending approval from DQ

2. **Eyeball** –view an offer

3. **X** – delete an offer

4. **Clone** – duplicate an offer
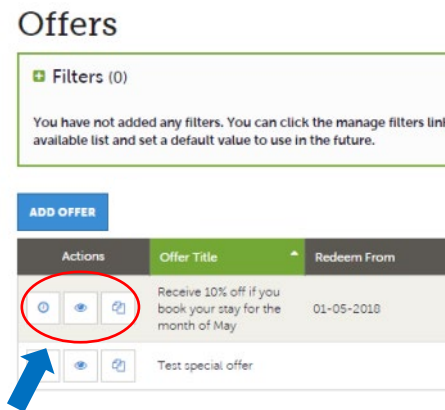
Special Offers

When **adding a new offer**, you'll see a number of required fields to be completed.

This includes what listing(s) you'd like to link the offer to (it can be more than one!) Select the applicable product listings from the dropdown. The listing will need to be created before the offer can be linked.

Special Offers

Further down the page, you can add offer **redemption dates**, as well as the dates that you'd like the offer to display on the product listing. Once that date has passed, the offer will automatically stop displaying.

Offer images are uploaded via the Media tab. When uploading the image, select 'Coupon' as the image type. It will then show up under the Offer Images pool when adding a new special offer. Click the image to add it to your Special Offer (it will highlight in green).

Special Offers

Make sure to click **Save** once you've created your Special Offer. This will send it to DQ for review and approval.

Once approved, it will be added to your product listing and you'll see it in the table on the Special Offers page

Calendar of Events

Calendar of Events

To add an event listing to the DQ website, select Collateral from the menu, and click 'Calendar of Events'.
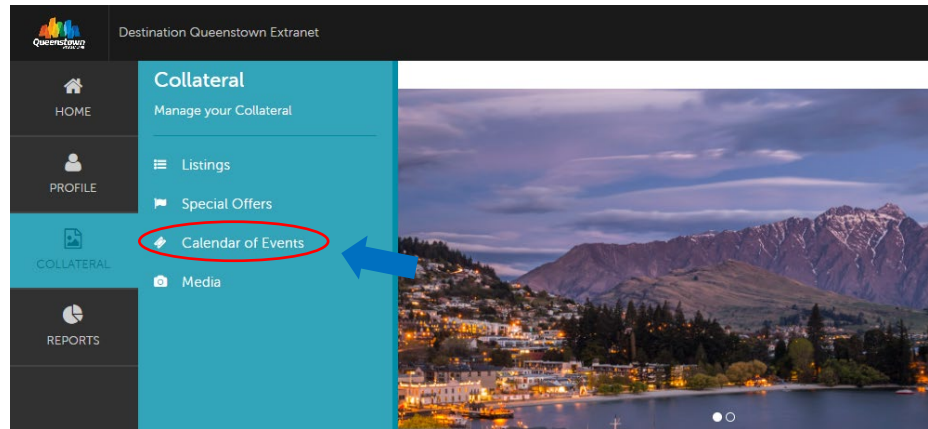
Calendar of Events

Like the Product Listings page, you will see a table of your existing events listings. To add a new Event listing, click the blue '**Add Event**' button.

There are small icons to the left of the table, beside each of the listings:

1. **Pencil** – to edit a listing
2. **Eyeball** – to view a listing's detail
3. **Clone** – to duplicate a listing
4. **Clock** – events listing is pending approval

Calendar of Events

The **Event Listings table is customisable** and can be altered to your preferences. The default columns are: Event ID, Event Title, Start & End Date, Event Category and Pending (the approval status).

To customise what information is displayed, reorder the columns or add other criteria to the table, click the sprocket icon. You can reset back to the default columns (shown below) at any time.

Any adjustments made with the sprocket apply only to the person making the changes.

Calendar of Events

The 'Pending' column refers to whether the event listing has been reviewed and approved by DQ:

- **Yes** – means we have received your submission and it is pending review and approval

- **No** – means the listing has been approved and is live.

You can use the green 'Filters' box above to filter your listings by those approved and those pending.

Calendar of Events

To add a new event, click the blue 'Add Event' button.

Note: Events listings are slightly different to Product listings and don't need the images uploaded via the Media tab. Images can be added directly within the Event listing form.

Calendar of Events

When you click 'Add new Event'. This page displays a number of mandatory and optional fields to be completed to create your event listing. You can jump to a particular section on the page by clicking the blue links to the left.

Note: When creating or editing a listing, the top left will show a blue Save button. Clicking the blue Save button sends the product listing to DQ for review and approval, so make sure all fields are complete before hitting Save.
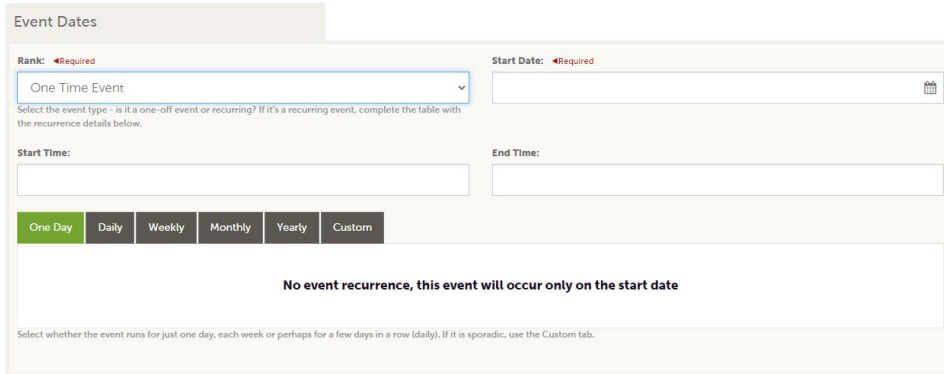
Calendar of Events

The Calendar of Events has a recurrence model built in. **You can make your event a onetime event, daily, weekly, monthly, or yearly.** If it is not a one-day event, you can choose your recurring days of the event. Depending upon if it is daily, weekly, monthly, or yearly, your recurrence may change. At the bottom of the recurrence section, you can choose to end your event after a certain number of occurrences or on a specified date.

The below example is a **one-off event**, see the next slide for an example of a recurring event.

Calendar of Events

Here is how to input a **recurring event** that occurs daily for a specified time period e.g. a multi-day festival. Select 'Ongoing event' as the Rank, and Daily as the recurrence (adding the start dates and end dates)
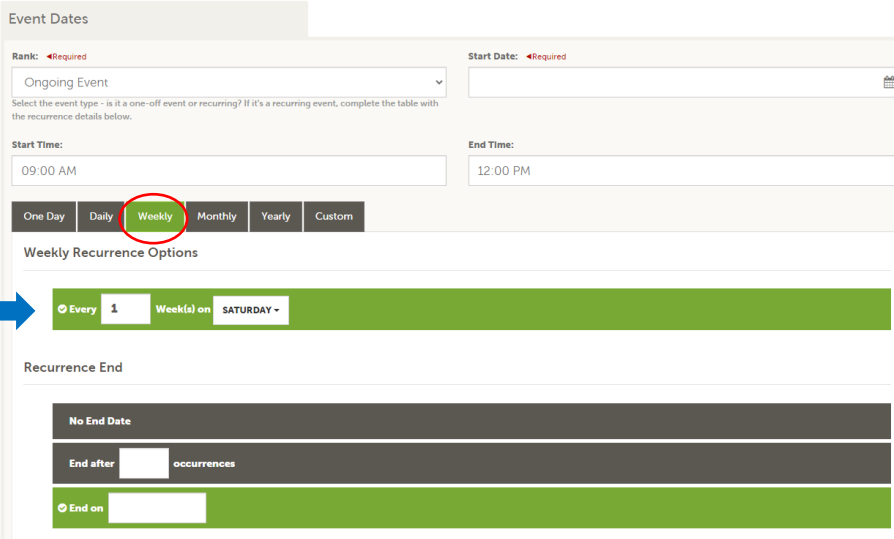
Calendar of Events

Here is an example of a **recurring event** that occurs one day every week e.g. a farmers market. Select 'Ongoing event' as the Rank, and Weekly as the recurrence. You can determine an end date or leave it open.
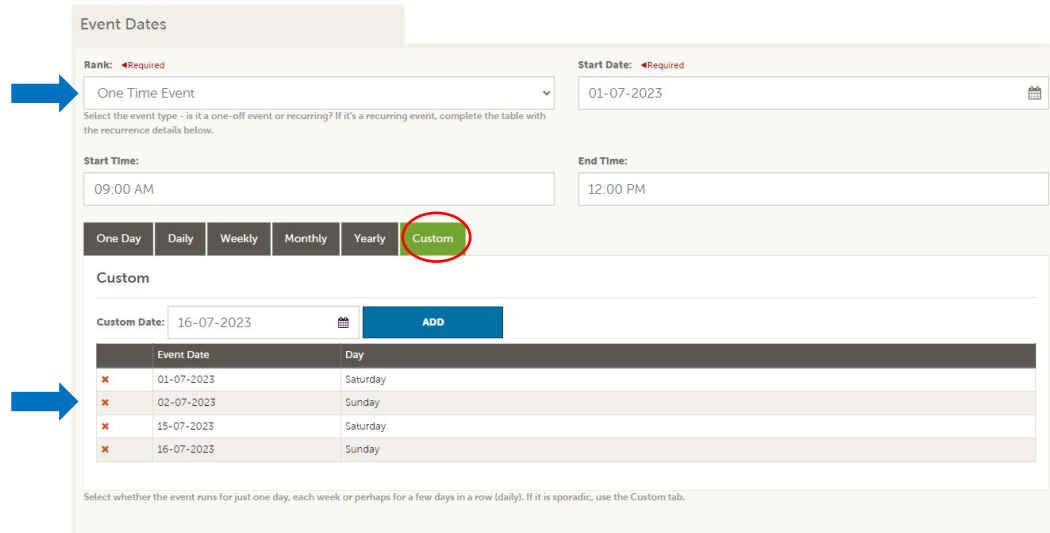
Calendar of Events

Here is an example of an event that **occurs sporadically** in no particular pattern. E.g. a show running over two weekends.

Select One Time Event as the Rank and 'Custom'. Enter the event dates into the Custom Date field.
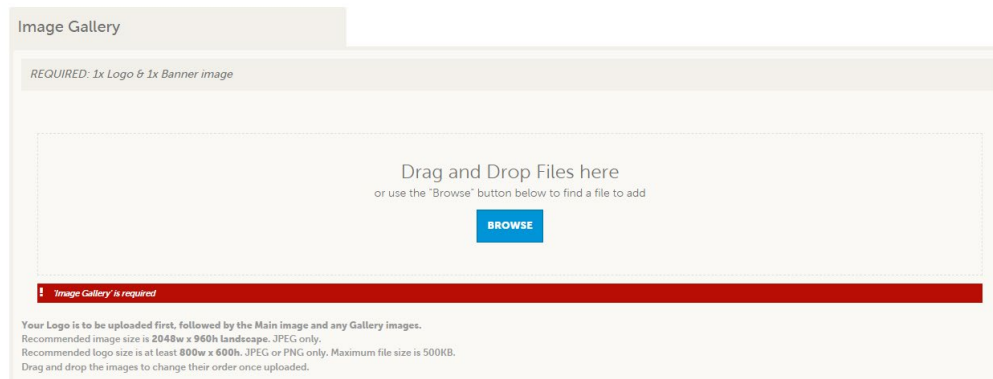
Calendar of Events

Similar to Listings and Special Offers, you can add images to your event. The process for events is a little different though. In the image Gallery section on the event, you can drag and drop an image or click the Browse button to search your computer for an image.

Hero & Gallery images should be 2048x960px and maximum file size is 500KB.

Make sure to upload images in the following order:

1) Logo 2) Hero Image 3) Gallery images

Calendar of Events

Once you've completed all the necessary fields for your event listing and uploaded your event images, make sure to click **Save**.

Clicking Save will send your listing to DQ for review and approval.

You will be notified via email when your event listing has been approved, or you can check its status by navigating back to the Calendar of Events dashboard.

Thank you

For additional questions, please contact:

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