

ADDING AMENITIES TO YOUR LISTING

Instructional Guide

Purpose of Amenities

Amenities are the essential features that make a listing stand out and appear in filtered search results. By clearly defining what your business offers, you directly increase your visibility and appeal to travelers on TravelWyoming.com.

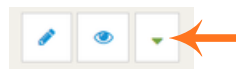
Key Benefits:

- Increased Visibility in Search Results
- Improved Guest Satisfaction
- Reduced Administrative Tasks
- Faster Decision Making
- Clearer Expectations for Guests
- Competitive Edge

Where to Add Amenities

Access the Amenities section through your **Accounts** Section.

1. **Log in** to your account. Link is on the Partner Portal Homepage: [Partner Portal Log-In](#)
2. From the home page, go to your **Accounts** sections under **Profile**.
3. In the **Actions** box, select the dropdown arrow.



4. Look for a section labeled **Manage Amenities**.

A screenshot of a button labeled "Manage Amenities" in green text on a light gray background.

5. Click on the relevant section to **view** and **edit** your amenities.

Step by Step Instructions

Follow these steps to **add** or **edit** amenities for your listing:

1. **Access the Amenities Section:** Navigate to the Amenities section as described to the left.
2. **Select Amenities:** Fill in the boxes next to the amenities that your property offers. Be accurate and honest in your selections.
3. **Save Changes:** Once you've selected all applicable amenities, click **Save** in the top **left** corner to update your listing.
4. **Verify Display:** Review your listing to ensure the amenities are displayed correctly. Expect up to 2-3 hours.

Why Amenities Matter

Completing your amenity profile is the simplest way to turn a "viewer" into a "visitor." By following these guidelines and maintaining an accurate profile, you ensure:

- **Maximized Search Visibility:** Travelers use specific filters—like "Pet Friendly" or "ADA Accessible"—to plan their trips. If these amenities aren't selected, your business will be excluded from those filtered search results.
- **Enhanced Credibility:** Detailed information builds immediate trust with visitors and ensures the inquiries you receive are from travelers who are already a perfect match for your services.
- **Higher Booking Conversions:** When travelers compare listings, your specific amenities (like "Free WiFi" or "Group Friendly") often serve as the final "tie-breaker" that leads to a booking.
- **Streamlined Communication:** Answering common questions upfront saves you and your staff time by reducing basic inquiries about your facilities and services.

Tips for Selecting Amenities

- **Provide Details:** For some amenities, you have the option to provide additional details. Use these details to provide more information to potential guests.
- **Be Accurate:** Only select amenities that are available at your property. Misleading information can lead to negative reviews.
- **Highlight Unique Features:** If you have any unique or standout amenities, be sure to emphasize them. This could include things like hours of operation, or parking.
- **Keep it Updated:** Regularly review and update your amenities list to reflect any changes at your property. This can eliminate confusion with guests.
- **Consider Your Target Audience:** Think about what amenities are most important to your ideal guest (families, business travelers, etc.).
- **Think Seasonally:** Offer amenities that are relevant to the time of year. For example, if you have a fireplace, be sure to list it during the colder months.

The Partner Portal is your One-Stop Shop for managing your digital presence and maximizing your business visibility to Wyoming Travelers. For personalized assistance, please reach out to WOT's support team at wot-listings@wyo.gov.