



"A Better Way to Stay"

Hosted Accommodation Australia Ltd

PO Box 422

Eltham Victoria 3095

QUERIES: [admin@hostedaccommodationaustralia.com.au](mailto:admin@hostedaccommodationaustralia.com.au)

1300 664 707

## CONSUMER WEBSITE GUIDELINES FOR MEMBERS

Hosted Accommodation Australia Ltd maintains two websites.

**Consumer Website:** [www.australianbedandbreakfast.com.au](http://www.australianbedandbreakfast.com.au)

**Corporate Website:** [www.hostedaccommodationaustralia.com.au](http://www.hostedaccommodationaustralia.com.au)

*If you are a new member, information that you provided in your membership application form has been entered automatically into the relevant fields of your online listing. You now need to log in to check that the information is correct and to upload other information and images to make your listing as effective as possible.*

The colour coding of the subjects on these pages will correspond with coloured sections in your editing page.

**Please Note:** *These guidelines only apply to the editing screen that governs your online listing. Visit "Taking Care of Business - Update your business details" in second column of your member page to edit the information that is for office use only.*

The Editing Screens for your listing are arranged under five sections, dealing with all the features available to you to effectively promote your business. Give careful thought to the words and phrases you enter, as all words in your listing are searchable. To assist in keeping our website safe from hackers, when you have completed your editing tasks please click on logout. Detailed information is given on the following pages. Here is an overview of each section.

**BASIC** - *the minimum your listing will need for people to lodge an enquiry and make a booking*

**Contact Details:** Telephone number, email address, website address

**Accommodation Details:** Style of accommodation, number of rooms, number of guests, catering options

**Description:** Clear, comprehensive and factual information that will incite the interest

**Tariff:** Rack rate, variations of weekly and weekend tariffs, concessions for seniors or children

**VITAL** - *enhancements that may be the crucial factor in securing a booking - particularly good images.*

Google Maps

Symbols of Quality: Accreditation, STAR rating

### **EXTRAS** -

Online Booking Button: If you display your online booking button, visitors to your page can check availability

Member to Member deals:

Agents Commissionable: You need to opt in to ensure your business is included in the commissionable lists

Tourism Awards: Upload the logo of your latest tourism award and this will appear on your home page

### **WINNERS** -

Special Offers. Including Last Minute Vacancies: By offering a special deal, your business will be listed under one of the buttons on the home page

Own Special Package: Your business will be listed under the appropriate button on the home page

Social Media Links:

Guest Reviews

What's On - Local Events

**IMAGES** - Please adhere strictly to the guidelines when loading your images to ensure they display correctly.

# CONSUMER WEBSITE - EDITING GUIDELINES FOR MEMBERS

## GENERAL INFORMATION

### Primary Listing and Additional Listings

- If you have a property or properties at addresses other than your primary location, we recommend that you subscribe to an additional listing. The fee for an additional listing is \$55 inc GST per additional listing. You can apply for a new supplementary listing at any time.

If you wish to create an additional listing, simply click on the "Add a Property" link on your editing page. On approval of your application for an additional property listing, HAA will issue an invoice for payment of the fee.

### Login and Password

- Your Login is the e-mail address listed in your Business Details.
- Go the [Edit Your Property Listing](#) link on the left of the screen under the image.
- You may change your email address and/or password at any time. Details of your password are in your Business Details section.
- If you forget your password go to the member login page and follow the directions to have it emailed to you.

**State and Region** fields are set when the listing was first created, these are the regions determined by your State Tourism Authority. If your state or region is incorrect or if your property is better promoted by being listed under the nearest neighbouring region please advise the office. You have a second region field where you can enter a sub-region or local marketing region.

### Guidelines for entering data

- Do not use apostrophies, brackets and other punctuation (e.g.: ! @ # / ) in your business or address details as this may interfere with the correct display of your listing.
- The use of ampersands (&) to replace the word *and* should be restricted to the business title.
- Please pay close attention to spelling and grammar in your description. We recommend that you write your description on your word processor where you can use the spell checker, before cutting and pasting the copy into your listing. Also, you can take as much time as you need to get it right without the risk of the editing page timing out.
- Do not use ALL CAPITALS LETTERS (UPPERCASE) in your business name, contact details or copy. The look is unprofessional and capital letters are best left for their intended usage. Hosted Accommodation reserves the right to edit your text if you fail to adhere to our guidelines.

## CONSUMER WEBSITE - EDITING GUIDELINES FOR MEMBERS

### B A S I C

#### CONTACT DETAILS

**Sub Region:** Your main tourism region, as designated by your State Tourism Authority will remain the same, but you can enter your local or sub region.

**Property name:** This is the name that you have registered for your business, i.e. *Pansy Cottage*

**Property address:** The physical street address of the property

**Suburb/Town:** The suburb or town of your property

**Postcode:** The postcode

**Hosts:** The first names and surnames of the hosts. The names of the owners (if different from the hosts) are to be listed on the Business Details information which does not appear in your online listing.

#### Bookings E-mail and Bookings Telephone Number

These may be different from the email and telephone number given in your business details.

#### Website Address

**Please note that members who do not have a website may not use a third party website, nor a sub-domain of a third party website if it also contains listings of accommodation providers who are not members of HAA (e.g. a management service or booking service website).**

If you do not have your own website listing, utilise your listing on the HAA website to the fullest extent with an excellent description and images and all the other enhancements. Your individual listing will be fully optimised with up to 7 unique pages.

**Search Keywords:** Enter any extra keywords that you know work for you. These should be additional to any words that already appear in your listing.

### B A S I C

#### ACCOMMODATION DETAILS

If you offer two distinct types of accommodation on one property, e.g. bed and breakfast in your residence and a self catering cottage elsewhere on your property, you can describe them separately as Accommodation Type 1 and Accommodation Type 2.

#### Select Accommodation Type One

Complete all the information offered regarding catering, number of guests etc. Repeat for Accommodation Type Two, if applicable.

*This information will appear on your Accommodation page together with:*

**'Activities on or near the property'** - Select up to 12

#### Farmstay

If you select that your property is a farmstay that information will appear next to your business name on the overview page of your listing.

If your business is not a farmstay, the type you select, such as B&B, will appear next to your business name.

Select which markets are most suited to your accommodation. *NB: You cannot discriminate between the type of guests you will or will not accommodate, this is just to indicate which markets your business is most suited to.*

**Wi-Fi Access:** You can indicate if you provide Wi-Fi Access for your guests

## CONSUMER WEBSITE - EDITING GUIDELINES FOR MEMBERS

### B A S I C

#### DESCRIPTION (1,000 characters, including spaces)

**The first two lines of text entered here will be displayed as a 'lead-in' to encourage visitors to visit your page. This 'lead-in' will appear in several areas of the website and on the internet so choose your opening lines carefully.**

Please make sure that your description is relevant and non-discriminatory. Include words, phrases and sentences that people will use to search for and find your property.

There is no need to include the number of guests you can accommodate or catering options as these will be displayed on the accommodation page within your listing.

Include information about any special feature of your business or guest services. Sell your best features.

Keep the wording succinct and to the point and pay close attention to grammar and spelling. Proof read carefully for errors. It's a good idea to draft your description on your word processor and cut and paste it into your editing page when you are completely satisfied with it. That way, your page is unlikely to time out while you are composing it.

You will increase your search engine rankings if your description is well written.

Do not use a standard description that appears exactly the same on your own or any other marketing websites because that inhibits the number of times your business will be found by search engines.

If your listing goes live without a description, the words 'Description coming soon' will appear. Until you have entered a description and uploaded images, your listing will not be working for you.

The second, smaller description box of 250 characters can be used for listing nearby attractions or a brief cancellation policy, etc.

### B A S I C

#### TARIFF – Expressed as the per night rate for a couple.

**Keeping your tariff up to date on the website is essential. You should honour the tariff you advertise and provide your accommodation at that price, for this reason we recommend you enter 'from \$...' An automatically generated reminder email will be sent to you if your tariff listing is not displaying a current date range.**

##### Tariff Range

This is a mandatory field.

Visitors can search for properties within a tariff range. This is particularly useful for people who hold gift vouchers of certain values.

##### Actual Tariff as it will appear on Listing

This is your actual tariff equivalent to a per night rate for a couple.

You can publish any conditions you place on your tariff in the next field.

##### Tariff Conditions

Enter details of conditions attached to the tariff quoted on your listing.

This may include 'An extra charge applies for long weekends'; 'two nights minimum stay'; 'weekly rates available', etc

##### Tariff Validity

Use the Calendars to enter the start and finish dates for the tariff rates quoted above.

You can update your tariff at any time, but please remember to update this field if necessary at the same time.

**Payment Facilities:** Tick the type of payment you accept.

### B A S I C

### B A S I C

## CONSUMER WEBSITE - EDITING GUIDELINES FOR MEMBERS

V  
I  
T  
A  
L

### GOOGLE MAPS

**Please check that your google map is displaying your correct location.**

**Google Map GPS:** These correct coordinates can be found on the link given under the editing field. If your Google Map does not appear correctly, please contact the office.

**Kilometres for your State or Territory Capital City's GPO.** The kilometres from your Capital City GPO to your property can be found using the following website <http://www.travelmate.com.au/MapMaker/MapMaker.asp>

#### **Kilometres from the nearest town**

This is an optional field. Members in small towns or suburbs of regional towns who will benefit from being 'found' under their nearest better known town will find this field useful.

Access to the kilometres from your nominated nearest town can be found using the following website <http://www.travelmate.com.au/MapMaker/MapMaker.asp>

**NB: If your property has its own airstrip, please put the co-ordinates in your main property description.**

V  
I  
T  
A  
L

V  
I  
T  
A  
L

### SYMBOLS OF QUALITY

**The home page of the marketing website displays quality symbols that relate to our industry with details of the programs they represent.**

#### **AAAT star rated now with TQUAL Accreditation**

Use the dropdown box to enter your STAR rating

If your business ceases to be STAR rated, or if the rating changes you should amend this entry immediately.

The STARS will appear on your listing and on the small thumbnail entry when your property appears in a list.

Only tick the TQUAL box if you have signed a sub-licence agreement with AAA Tourism.

#### **Are you accredited? And Accreditation Type**

Indicate if you are accredited under any of the other tourism accreditation programs

Select the program from the drop down box, e.g. ATAP, Eco Accreditation

The logo for that program and the TQUAL icon will appear in your listing

If you cease to be accredited, you should amend your listing immediately

V  
I  
T  
A  
L

## CONSUMER WEBSITE - EDITING GUIDELINES FOR MEMBERS

### EXTRAS

#### TOURISM AWARDS

Due to space limitations, only your latest Award can be displayed at this time.

Save the graphic depicting your Tourism Award to a file on your computer. Click on 'browse' next to the field in the editing page, find the image on your computer that you have saved and upload the image. Check that it is displaying correctly. Contact the office if you require assistance.

### EXTRAS

#### ONLINE BOOKING SYSTEM

**Only use this section if you have independently subscribed to online booking services** such as V3 Frontdesk, Resonline, Roamfree or Bookeasy etc.

*This link is only for online inventory. Members should not use this field to enter a link to their own website or their own enquiry page and we will remove all non compliant links. (There is a standard link to the member's website displayed in the column with the other contact details)*

Members who subscribe to V3 should enter their shortname into the appropriate field. Members who subscribe to other online booking programs should enter the link provided to them by their program..

Hosted Accommodation Australia only endorses online booking programs that are linked to ATDW's Tourism Exchange Australia (TXA).

Please contact us on [admin@hostedaccommodationaustralia.com.au](mailto:admin@hostedaccommodationaustralia.com.au) if your Book Now button does not display.

### EXTRAS

#### MEMBER TO MEMBER DEALS

If you would like to offer your fellow members a discount or special deal for staying with you, enter the details here.

### EXTRAS

#### AGENTS COMMISSIONABLE

Tick (Domestic) if you want your business to be found in a list by domestic travel agents. Their commission of 10% per booking applies.

Tick (International) if your business is internationally ready and your tariff and package have been set to absorb commissions of between 15% and 35%.

Information about the Hosted Accommodation Australia international marketing program will be coming in the new year.

## CONSUMER WEBSITE - EDITING GUIDELINES FOR MEMBERS

### WINNERS

#### **SPECIAL OFFERS – Appearing as HOT DEALS on the home page of the consumer website**

There are four set special offers on the website and you can join into any or all of them and enter your own terms and conditions and an end date to your offer. Special 5 in this section is for you to advertise any last minute vacancies you may have.

**Special 1:** 3 Nights for the price of 2

**Special 2:** 15% reduction in your tariff

**Special 3:** Family Offer for two adults and 2 children 10 years old and under. Stay 2 nights and the children stay for free.

**Special 4:** Added Extra Package = Add an extra, such as a bottle of wine, chocolates, flowers or restaurant voucher to your normal package. Add the details of your offer into the Terms and Conditions field.

**Special 5:** Last Minute Vacancies. The button has two purposes:

#### **Tailor your own special offer:**

*Click on the link at the foot of this screen to enter details of your own special offer*

#### **INSTRUCTIONS FOR 'LAST MINUTE VACANCIES' LISTING:**

**SPECIAL EVENT:** You can advertise your vacancy for up to 30 days prior to a high season (Christmas, Easter, etc) or leading up to an event for people seeking last minute accommodation.

**ORDINARY WEEKEND:** If you have availability for a forthcoming ordinary weekend, you can advertise up to 7 days prior.

Go to the Member Login and enter your email address and password.

1. Click on the 'Edit Your Property Listing - Winners' link in the left column
2. Scroll down to Hot Deal 5 "Last Minute Vacancies"
3. Tick Yes
4. Select either Event or Ordinary Weekend
5. If you are advertising availability for a high season or Event, enter details in the first field
6. Enter the details of your availability in the Terms and Conditions field, e.g. the dates of the nights available and how many rooms available. You may also opt to add a discounted rate for the last minute availability. That's your choice.

If you have selected Ordinary Weekend the end date will automatically be a maximum of 7 days. If you have ticked an Event you enter the final date you have availability or of the event, or for Christmas that would be the date of Boxing Day, for Easter that would be Easter Tuesday. For events you will not be able to advertise beyond 30 days.

An icon for each of the special offers and last minute vacancies are displayed on the home page of the website. Once clicked on, a list of members (displayed by state and region) who have opted into the special offer will be displayed. The Special Offers you have chosen to participate in will also be displayed on your own listing under the page named 'Hot Deals'.

### WINNERS

### WINNERS

## CONSUMER WEBSITE - EDITING GUIDELINES FOR MEMBERS

W  
I  
N  
N  
E  
R  
S

### SOCIAL MEDIA LINKS

Provide links if you have any of the following for your business:

Facebook  
Twitter  
Flickr  
Google+  
TripAdvisor

Also, your own Youtube or Virtual Tour. The appropriate icon will appear on the home page of your listing.

W  
I  
N  
N  
E  
R  
S

### REVIEWS

Under the Winners button you can also add :

**Guest Reviews:** Maximum of 8

**Media Reviews** Maximum of 8

**What's On:** Add local events that are held in proximity to your location, e.g. annual festivals, sporting events, cultural events etc. (Maximum of 8). These will display as date and year and will sort by date automatically.

**Check Availability.** Guests can email you direct to check your availability.

The information you receive will be:

the date they wish to stay  
the number of nights  
number of adults and children, and  
special requirements.

There is also a box for them to tick to let you know if their enquiry is for a booking using a Hosted Accommodation Australia gift voucher.

The number of emailed enquiries you receive will appear on your website statistics. You can verify these by clicking on the blue button under 'view your website statistics'.

### Queries or Problems

Don't get frustrated, we are here to help

Just contact the Office on

[admin@hostedaccommodationaustralia.com.au](mailto:admin@hostedaccommodationaustralia.com.au)



## CONSUMER WEBSITE - EDITING GUIDELINES FOR MEMBERS

### GALLERY (IMAGES)

Your listing can display up to 15 high-quality, low-resolution images of your property. *We recommend that you load your description separately, press submit and then your images.* The first image loaded will also be used as a large image (320px) on your landing page, a small thumbnail (180px) image of your property when it appears in a list and enlarged to 720px in the gallery.

**The images must be horizontal/landscape, in jpg format.**

**For a crisp image it should be a minimum of 750 x 1,000 pixels wide and approximately 1MB**

#### **How do I load my photos on to the webpage?**

You will need to have your images saved to a file either in your computer or on a disk.

- Click "Browse"
- Double click on the file containing the image that you wish to load.
- The file name of the image should appear in the "change picture" box.

Tick the Disclaimer and click the Submit Button **once and wait for it to upload.**

#### **Add a caption.**

It will increase your website ranking if you put the name of your property and then describe the image, e.g. *Pansy Cottage guest lounge*

#### **Is it normal for a photograph to take a long time to load?**

If you have a slow internet connection then large photos may take a long time to load and you would be advised to load your images one at a time. Submit the change and go back into the editing screen after uploading each image to avoid the screen timing out.

#### **How do I change photos on the website?**

Follow the same instructions as for loading a photo.

#### **What format and size should my photos be?**

Our system is designed to automatically upload .jpps. You do not normally need to resize photos as our system does this automatically. If you have a slow internet connection it may be best to keep file sizes smaller (files greater than 1 meg (1000k) may take a quite long while to load on a slow connection).

#### **I only have printed photographs how do I load these?**

The photograph will need to be scanned to a file. It can then be uploaded in the usual way.

#### **Updating listings carried over from the old website**

Members who had listings on the previous website are advised to remove and reinstate their former 3 images to a minimum of 720px so that they display correctly.

#### **Trouble Shooting**

- Is your image the correct shape? Vertical or portrait shapes should not be used as they will not display correctly on your listing or in your state e-brochure.
- Is your image in jpg format?
- If your image is over 1,000 pixels it is too big to load and your page will time out. We recommend between 750px and 1,000px as the optimum size and approximately 1MB in size.

If you are unsure how to resize your image, the office can assist.

If you experience any problems uploading your images, please ask us for assistance at [admin@hostedaccommodationaustralia.com.au](mailto:admin@hostedaccommodationaustralia.com.au).