

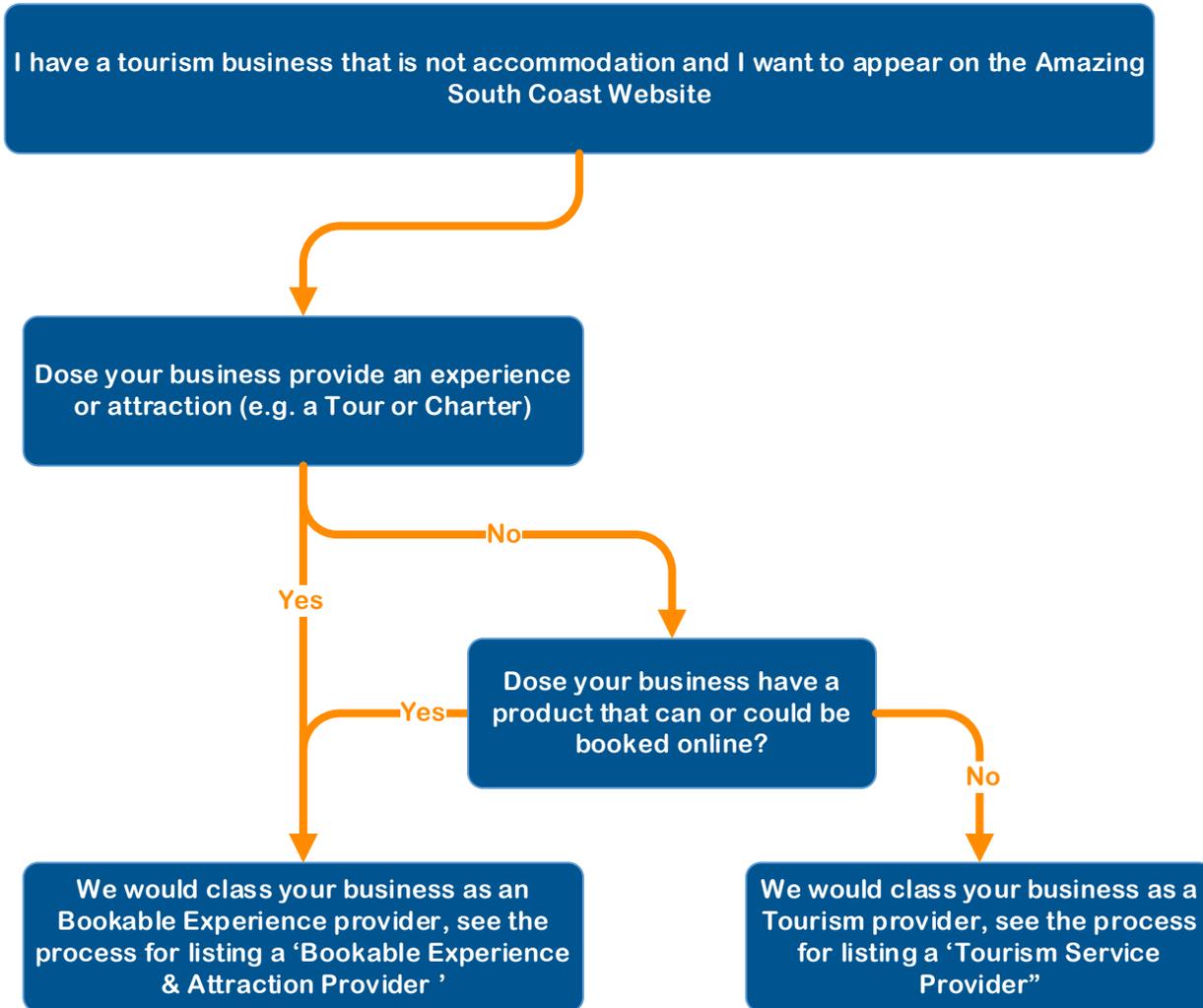


# NON-ACCOMMODATION PROVIDERS

THE AMAZING SOUTH COAST WEBSITE FAQs

# Am I a Bookable Experience Business or a Tourism Service Provider?

Use this flow chart to find out





## Bookable Attractions and Experiences Providers

**(E.g. tours, attractions, visitor experiences)**

The Amazing South Coast Destination Marketing Strategy provides a succinct, cohesive action plan for the implementation of the Amazing South Coast brand and destination marketing campaigns through four strategies;

1. Advertising Campaign Plan
2. Trade Engagement Plan
3. General Marketing Activity Plan
4. Website

As part of the delivery of the Amazing South Coast Website, the vision is to provide a single platform that will provide visitors with the ability to book all tourism product in one place.

The goal is to make all **bookable experiences and attractions** on the Amazing South Coast Website available with live inventory. Expedia will provide the platform for this live inventory. As such, to become listed on the Amazing South Coast website, all bookable product must be listed with Expedia.

However, given that there are some difficulties in regard to experiences and attractions being loaded onto Expedia, a **twelve month grace period** has been implemented. Experience and attraction products that aren't currently bookable with Expedia, may be listed directly on the Amazing South Coast during this period whilst they organise their Expedia listing.

## **FAQs**

### **Why is the Amazing South Coast partnering with Expedia?**

Expedia is one of the largest global online travel agents, encompassing multiple brands with well-developed programs for integrating with third party websites, such as the Amazing South Coast Website. Products listed through Expedia on the Amazing South Coast website will have global exposure.

### **Can I be listed on the Amazing South Coast website without being on Expedia?**

Yes, but only for the 12 month grace period. After this, all bookable product must be on Expedia to be listed on the Amazing South Coast website.

### **How much will it cost me to have my accommodation listed on the Amazing South Coast Website?**

There are no upfront costs to list on the Amazing South Coast website, you will have to provide Expedia a commission for taking bookings, and this is generally between 20% and 25%. If you elect to use a channel manager there will be costs associated with using the services of a channel manager.

### **What is a channel manager and do I have to use one?**

A channel manager is a service provider that allows you to distribute your accommodation to a variety of Online Travel Agents, they allow you to manage your room availability and pricing for each channel (e.g. retail travel agencies, online travel agencies, inbound tour operators and wholesalers) that you distribute to. You do not need to use a channel manager if you only want to distribute to Expedia.

**My experience/attraction is already listed on Expedia already, do I have I have to do anything to be listed on the Amazing South Coast website?**

Great news, you are all set, you don't need to do anything to appear on the Amazing South Coast website. Your business will be listed automatically on the Amazing South Coast website.

**Do I have to pay the Amazing South Coast?**

Other than the commission charged by Expedia and any Channel manager costs, accommodation providers will not have to pay any monies to the Amazing South Coast.

**What is live inventory?**

Live inventory allows users to confirm their booking in real time.

**Why do I need to have live inventory?**

Live inventory provides the best user experience for our target audience.

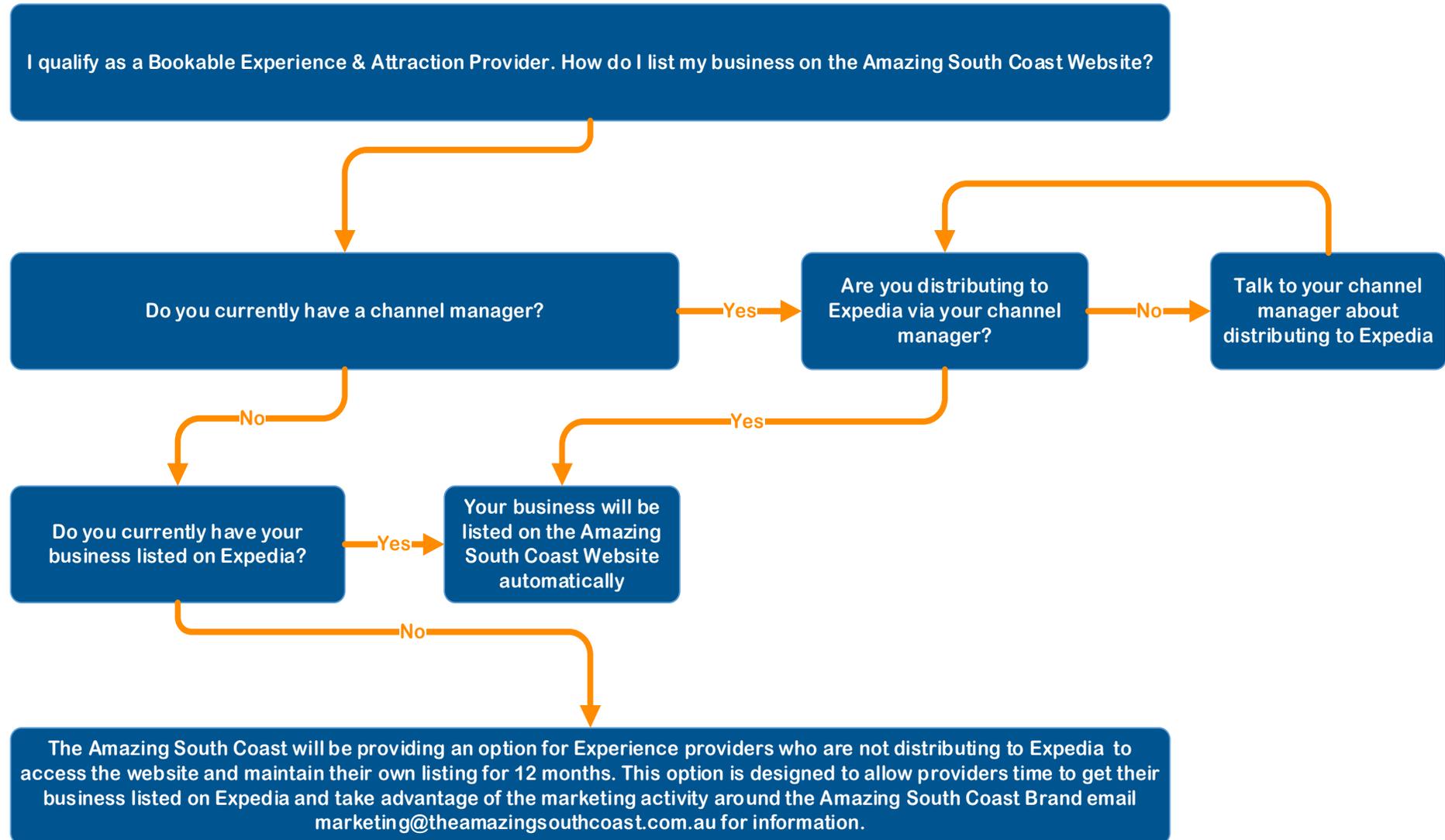
**Are there any restrictions on listing my business elsewhere?**

No, the Amazing South Coast website will list all accommodation that Expedia has listed within the region. You are free to list your business elsewhere.

**Still having issues?**

The flow chart on the following page may provide you with answers to your queries. If you have issues with Expedia or your Channel Manager please contact them directly. However, if you experience issues with information not pulling through correctly to the Amazing South Coast website contact us on [marketing@theamazingsouthcoast.com](mailto:marketing@theamazingsouthcoast.com)

## Experience and Attraction Flowchart



## Tourism Service Providers

(E.g. cafes, restaurants, breweries, wineries, distilleries etc.)



### Background

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4. Website

As part of the delivery of the Amazing South Coast Website, the vision is to provide a single platform that will provide visitors with the ability to book all tourism product in one place.

### How do I get onto the Amazing South Coast website?

First, claim and update your Google My Business listing. Once all your details are up to date, email [marketing@theamazingsouthcoast.com](mailto:marketing@theamazingsouthcoast.com) to let us know and we will pull your listing through to the Amazing South Coast website.

### How do I claim and update my Google My Business listing?

Refer to the Google My Business Guide.

**What if my business name or business model changes?**

Simply update your Google My Business listing. This will automatically pull through to the Amazing South Coast website.

**What if I don't want to be listed on the website?**

Our goal is to create a comprehensive regional website that lists as many businesses as possibly. Being listed on the Amazing South Coast website is free marketing for your business, so we would advise all businesses to be included. However, to remove your business from the website simply email [marketing@theamazingsouthcoast.com](mailto:marketing@theamazingsouthcoast.com)

**When will the information from my Google My Business Listing pull through to the Amazing South Coast website?**

Usually only a few minutes, but allow up to an hour.

**Still having issues?**

The flow chart on the following page may provide you with answers to your queries.

If you are having trouble with your Google My Business listing, please directly contact Google.

However, if you have issues with information not pulling through correctly to the Amazing South Coast website, contact us on [marketing@theamazingsouthcoast.com](mailto:marketing@theamazingsouthcoast.com)

## Tourism Business Provider Flowchart

