

[traveltrade.visitwales.com](https://traveltrade.visitwales.com)  
[meetinwales.com](https://meetinwales.com)  
Top tips for an epic listing



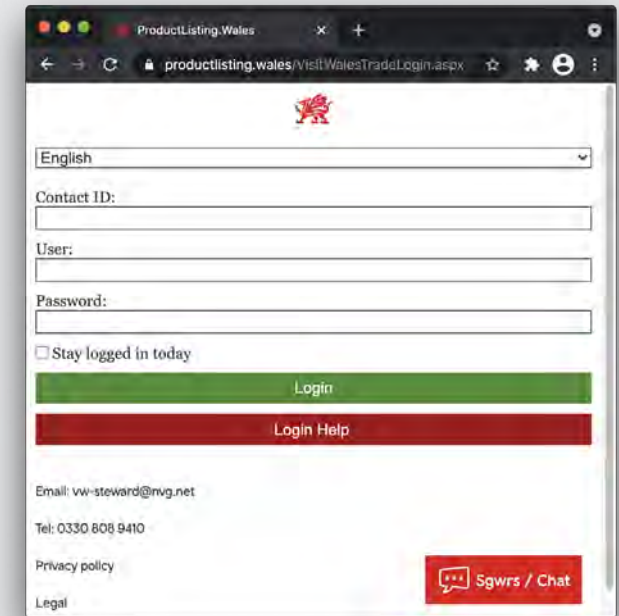
## 1.1 — How do I update my information on [traveltrade.visitwales.com](https://traveltrade.visitwales.com) and [meetinwales.com](https://meetinwales.com)?

You need to log into <https://productlisting.wales> to update your business listing including description, images and facility details.

You will need your Contact ID, username and password. Complete each section of your entry with your secure login without the support of Data Stewards, although they are on hand to assist you when you need it.

If you have not yet registered for a Travel Trade and/or Business Events listing please contact: [traveltradewales@gov.wales](mailto:traveltradewales@gov.wales) or [meetinwales@gov.wales](mailto:meetinwales@gov.wales)

If you have multiple product listings you can switch easily between them from the one account using the drop down at the top of the screen.



## 1.2 — Support

For general queries contact Visit Wales Data Steward [vw-steward@nvg.net](mailto:vw-steward@nvg.net) | 0330 808 9410 or using live chat on the product listing tool.

If you spot an issue, follow these steps:

**01**

Business checks entry in Product Listing

**02**

Business contacts Data Steward using above contact details

**03**

Data Steward investigates and liaises with business

**04**

If unresolved issues, Data Steward identifies circumstances of issue

**05**

If a new issue Data Steward forwards to Visit Wales database executive to be handled

**06**

If you have forgotten your password click on the forgotten password button and this will send a new password for you to login with

## — Getting Started

### 01

When you have logged into your account, use the menu on the left-hand side to check and update your business details.

### 02

If your business has more than one function, for example accommodation and an attraction, you will see a drop-down option on the top left-hand side of your screen where you can select each part of the business in turn. You can have a listing for the Visitor (V), Travel Trade (T) and/or Business Events (B). You will need to update details for all listings on your account to ensure that you have the best chance of engaging with each audience.

### 03

Make sure you complete all sections to ensure you're giving your business the best chance to engage your potential customers. If your answer should be no or not applicable please ensure that you do select as appropriate (do not leave blank). This will ensure that the audience will be able to search and find specifically what they require.

**Travel Trade Operator/Handler**

Please complete each section, these details may all be displayed on Visit Wales Travel Trade. It is your responsibility to ensure content is up to date, accurate and not misleading.

**Details**

**Business Name**

**Classification**

**Town / City**

**Country**

**Operator/Handler Type (select up to 3)**

Accommodation Agency  Adventure Tours  
 Coach Holidays  Cruise Operator  
 Cycling Tours  DMC / Wholesaler / Ground Handler  
 English Language Learning  Entertainment  
 Golf Tours  Incoming  
 Online Travel Agent  Sightseeing and Tours  
 Special Interest Tours  Tour Operator  
 Transport  Walking Tours

**Offer Activities Requiring Quality Assurance**  
 Quality assurance related to the following activities is being reviewed: bushcraft, foraging, horse riding, skiing, snowboarding, paragliding, guided biking or cycling, abseiling, caving, potholing, climbing, scrambling, canyoning, zip wire, high ropes, guided walking, orienteering, canoeing, coasteering, kayaking, kite surfing, power water sports, sailing, scuba diving, stand up paddleboarding, surfing, whitewater rafting or windsurfing. Do you offer any of these activities? If we require further information we will contact you.

Yes  No  N/A

**Operating Regions**

All Wales  North Wales  
 Mid Wales  South West Wales  
 South East Wales  Cardiff  
 Other Parts of UK

**Actively Selling In**

Wales  England  
 Scotland  Northern Ireland  
 Republic of Ireland  USA  
 Canada  Germany  
 Austria  Switzerland  
 Belgium  Spain  
 France  Netherlands

+ Travel Trade Contact

+ Assurance

+ Information

+ Languages

+ Tour Details

+ Special Rates

**Information**

The full description should highlight the features of the business which will encourage visits from travel trade and, if applicable eventually, consumer users of the Visit Wales website such as activities available/private tours, frequency of tours, etc. Please write your description in short paragraphs, avoid block capitals and repeating information included in other fields. The short description should summarise the full description not merely repeat it.

**Full Description**

(0 characters - no limit)

**Short Description**

(0 characters - maximum 240 characters)

**Selling B2B**  Yes  No  N/A

**Selling B2C**  Yes  No  N/A

**Cater for Groups**  Yes  No  N/A

**Cater for FIT**  Yes  No  N/A

+ Languages

+ Tour Details

+ Special Rates

### 04

Additional users can be added to the profile to complete different business entries. To do this go to the Productlisting.wales account under My Logon > Users.

## —Top Tips

### 01

Have up-to-date listing details and make sure everything's filled out.

### 02

Get a second pair of eyes to double check spelling and grammar.

### 03

Show the most important information at the top of your entry and remember to mention your nearest town/area/region; capacities; tour group numbers; room breakdown – double, twin and single beds; parking detail.

### 04

Keep it concise to maintain the attention of the reader.

Adventure Parc Snowdonia is the perfect venue for corporate groups and agencies looking for unique experience packages and high quality hospitality to offer their clients and teams.

**Business events Activity**

**Get in touch**

Conwy Wales, LL22 6QZ  
01248 751111  
info@adventureparcsnowdonia.com  
www.adventureparcsnowdonia.com

**Follow us on social**

**Getters for**

- Corporate Events
- Parties
- Meetings
- Team Building

**Activities offered**

- Biking
- Food and Drink
- Other Activities
- Snow activities
- Making and doing
- Workshops

**Take a look around**

Do it like you do it at Adventure Parc Snowdonia

**About Adventure Parc Snowdonia**

Adventure Parc Snowdonia in North Wales is a destination that has it all: world class facilities, any-weather adventures, high quality hospitality and a truly epic location.

With a slick corporate events offering, and easy access from the North West and Midlands, it's no wonder that the award-winning adventure hub is fast becoming one of the most popular venues for MICE travel in the UK.

From surf lessons on world-famous inland waves, to high-thrill challenges at Adrenaline Indooors, these adventures will invigorate, exhilarate and pump up your team.

Guests can expect high quality hospitality, options, meeting rooms, conference and event spaces have been designed to make the most of the natural backdrop: enjoy views across the surf lagoon to the mountains and fescers beyond.

### 05

Some generic descriptions are probably best avoided, for example, rolling hills and hidden gems.

**RESPIRE TEAM CHALLENGES**

The Adventure Parc Snowdonia team will create bespoke activity challenges which meet your specific team objectives – designed to improve communication, wellbeing, leadership and self confidence. Most of all though, they're designed to be fun.

**SURF IN THE MOUNTAINS**

Surfing that everyone can get on board with, and a great introduction to the sport. Learn how to catch a wave on a world-famous inland surf lagoon. An unforgettable and exhilarating group activity in a stunning, world-class environment.

From March – December

**PUSH YOUR BOUNDARIES AT ADRENALINE INDOORS**

Activities include indoor and outdoor climbing walls, an exhilarating ninja assault course, team-pace circuits, a high ropes course, artificial caving, extreme kayak slides and a zip line over the surf lagoon. High-thrills fun and games. Weatherproof, all year round.

**EXPLORE THE LOCAL LANDSCAPES**

Enjoy exhilarating fresh-air challenges in the magnificent Snowdonia landscapes that are right on the doorstep. Activities include instructive led gorge walking in the nearby Afon Ddu every gorge and mountain biking on the nearby Morfa Trail.

From March – December

**MEETING ROOMS AND EVENTS SPACES**

There are reception facilities for up to 150 delegates, a Tipi party space overlooking the surf lagoon, private meeting rooms with full AV, and free private parking for over 300 cars. Wi-Fi access throughout.

**HOSPITALITY**

The food at Adventure Parc Snowdonia is all freshly prepared at the surf-side kitchen, with an emphasis on locally sourced produce complemented by an impressive collection of local gins and beers. From six-days dinners to relaxed barbecues, buffets and drinks, the dedicated corporate hospitality team will design a menu that suits you and your budget.

**EXCLUSIVE HIRE**

Exclusive use of the whole venue is available whereby you can hire the surf lagoon, Adrenaline Indooors as well as other indoor and outside spaces to create an unforgettable show-stopper event.

**STAYING OVER**

There is very little light pollution in the Conwy Valley, which is on the edge of the Snowdonia Dark Sky Reserve. When you head to bed in one of the park's cosy woodland glamping pods (which have underfloor heating), you can see all the stars on a clear night.

Number of bedrooms/pods: 27

**HILTON GARDEN INN, SPA & CONFERENCE FACILITIES – LAUNCHING IN 2020**

In autumn 2020, Adventure Parc Snowdonia will open a 100-bedroom Hilton Garden Inn. With unparalleled views across the park's world-famous surf lagoon and adventure hub towards the mountains and forests beyond, the hotel will include a wellbeing spa, corporate conference facilities for up to 230 delegates, and a destination dining restaurant.

**Facilities**

Car Parking, Coach Parking, All facilities

**Location**

Like what you see at Adventure Parc Snowdonia? **Book direct**

### 06

For help/guidance and useful hints/tips on how to make the best use of the 'Wales Brand': <http://bit.ly/CWcpWB19>

### 07

If a user is using Google or site search, keywords are essential for Search Engine Optimisation (SEO) purposes. Put the most important keywords in the short description as this has precedence in hierarchy on the page and follow with any additional use of keyword in the long description. However, try to avoid repeating words too often as Google is clever and will know what you're up to. Remember your keywords will be different depending on which listing you are completing.

### 08

Think of words that potential customers would search for, better still, ask your previous customers how they would describe your business.

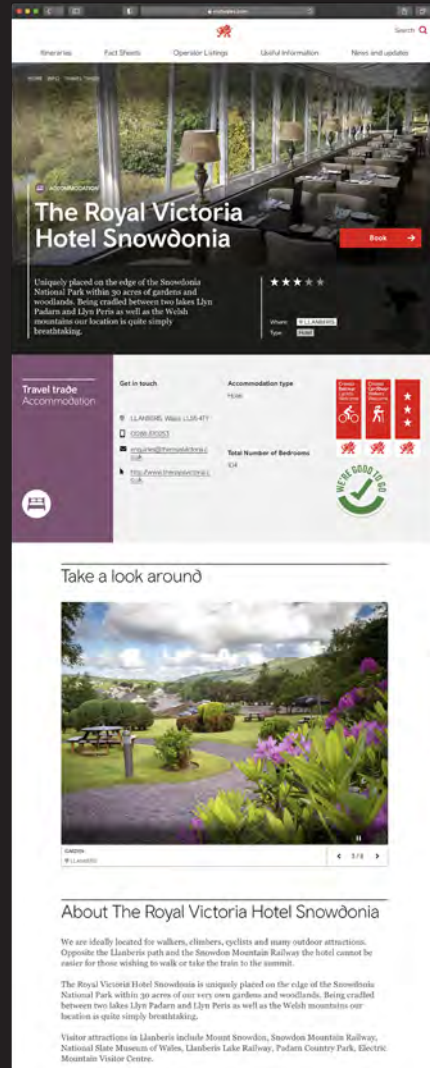


## 09

Remember to adapt your company description for the Travel Trade and Business Event audience and include all relevant information whilst keeping concise. Remember that the reader of your listing will most likely not be travelling to Wales themselves, your copy should reflect this, i.e. your clients will visit Snowdonia National Park rather than you will visit Snowdonia National Park.


## 10

The Travel Trade and Business Events will be a professional audience from both domestic/international markets, therefore, language should be more formal i.e. 'Business English' with no slang or colloquialisms.



The screenshot shows the website for The Royal Victoria Hotel Snowdonia. The top navigation includes 'Itineraries', 'Fact Sheets', 'Operator Listings', 'Useful Information', and 'News and updates'. The main header features a large image of a dining room with the text 'The Royal Victoria Hotel Snowdonia' and a 'Book' button. Below this is a description: 'Uniquely placed on the edge of the Snowdonia National Park within 30 acres of gardens and woodlands. Being cradled between two lakes Llyn Padarn and Llyn Peris as well as the Welsh mountains our location is quite simply breathtaking.' There are four stars and a 'Book' button. A sidebar on the left has 'Travel trade Accommodation' and 'Get in touch' with contact details. A 'Wales Good Trip' logo is also present.

**Take a look around**

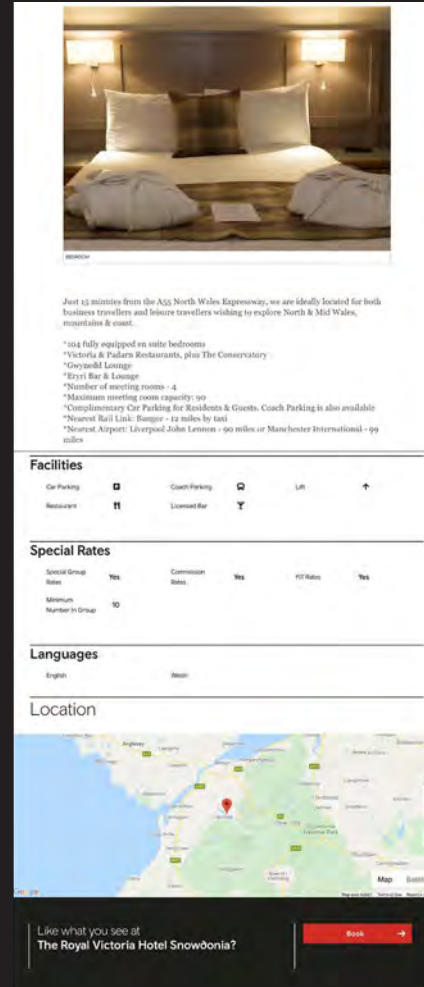


**About The Royal Victoria Hotel Snowdonia**

We are ideally located for walkers, climbers, cyclists and many outdoor attractions. Opposite the Llanberis path and the Snowdon Mountain Railway the hotel cannot be rarer for those wishing to walk or take the train to the summit.

The Royal Victoria Hotel Snowdonia is uniquely placed on the edge of the Snowdonia National Park within 30 acres of our very own gardens and woodlands. Being cradled between two lakes Llyn Padarn and Llyn Peris as well as the Welsh mountains our location is quite simply breathtaking.

Visitor attractions in Llanberis include Mount Snowdon, Snowdon Mountain Railway, National Slate Museum of Wales, Llanberis Lake Railway, Padarn Country Park, Electric Mountain Visitor Centre.



The screenshot shows a bedroom with a large bed and a 'Facilities' section. The bedroom image is at the top with a 'Book' button. Below it is a description: 'Just 11 minutes from the A55, North Wales Expressway, we are ideally located for both business travellers and leisure travellers wishing to explore North & Mid Wales, mountains & coast.' A list of facilities follows: '\*104 fully equipped en suite bedrooms', '\*Victoria & Padarn Restaurants, plus The Conservatory', '\*Dayside Lounge', '\*Tavern Bar & Lounge', '\*Number of meeting rooms - 4', '\*Maximum meeting room capacity: 50', '\*Complimentary Car Parking for Staffbars & Guests. Coach Parking is also available', '\*Nearest Rail Link: Bangor - 12 miles by fast', '\*Nearest Airport: Liverpool John Lennon - 90 miles or Manchester International - 99 miles'.

**Facilities**

- Car Parking
- Restaurant
- Guest Parking
- Licensed Bar
- Lift


**Special Rates**

Special Group Rates	Commission Rates	Yes	Yes	Yes
Maximum Number In Group	10			

**Languages**

- English
- Welsh

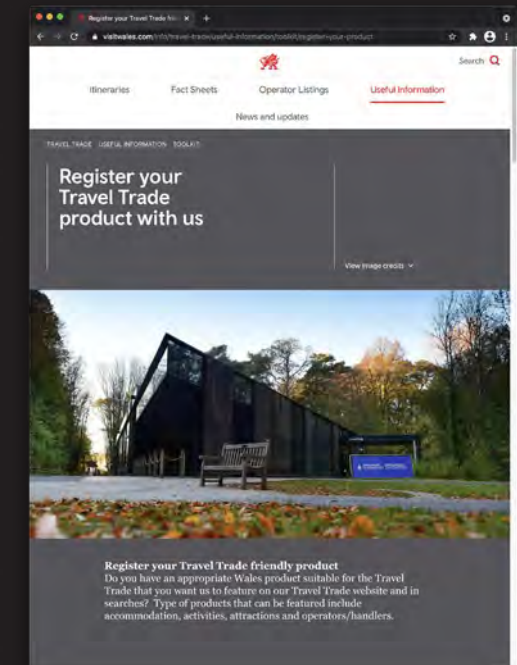
**Location**



Like what you see at The Royal Victoria Hotel Snowdonia? [Book](#)

## 11

For further information regarding your Travel Trade listing, including operator type definitions visit <https://www.visitwales.com/info/travel-trade/useful-information/toolkit/register-your-product>



The screenshot shows the 'Register your Travel Trade product with us' page. The top navigation includes 'Itineraries', 'Fact Sheets', 'Operator Listings', and 'Useful Information'. The main heading is 'Register your Travel Trade product with us' with a 'View image credit' link. Below the heading is a large image of a building with a sign that says 'PODOL, SNOWDONIA'. At the bottom, there is a section titled 'Register your Travel Trade friendly product' with a description: 'Do you have an appropriate Wales product suitable for the Travel Trade that you want us to feature on our Travel Trade website and in search? Type of products that can be featured include accommodation, activities, attractions and operators/handlers.'

## 1.5 — Images and video

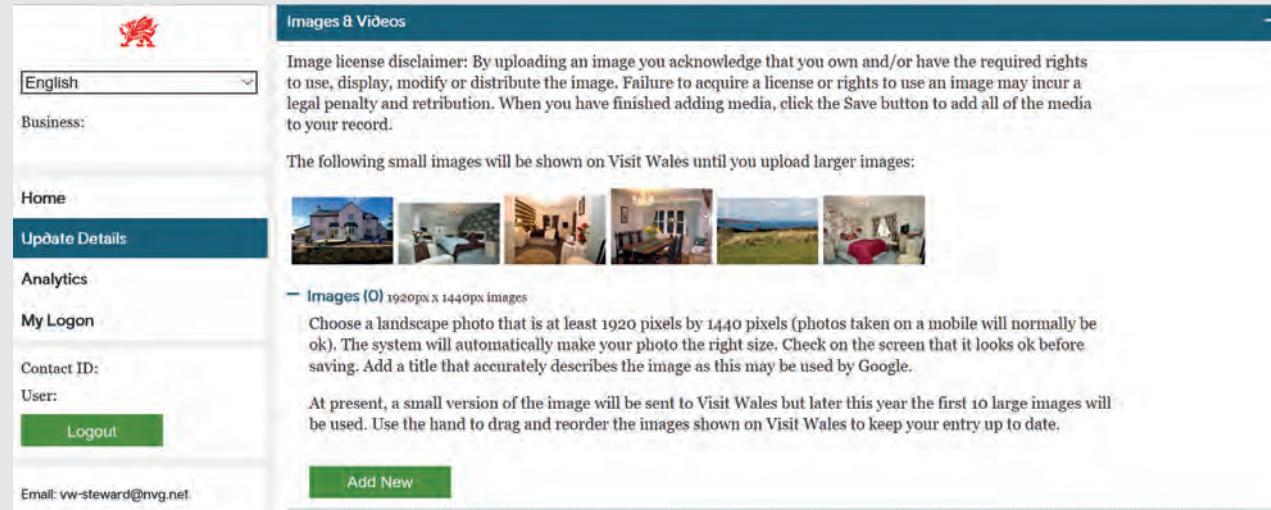
### How to upload images and videos

#### 01

If you have a Visitor listing there is an option to copy new images to Travel Trade and Business Events records. Remember you will still need to amend any that are not appropriate for the audience i.e. for Business Events you may wish to highlight your meeting spaces and/or team building offer and not have children in the images.

#### 02

As mentioned within the product listing tool system choose a landscape photo that is at least 1920 pixels by 1440 pixels (photos taken on a mobile will normally be ok). The system will automatically resize your photo the right size. Check on the screen that it looks ok before saving.



#### 03

Add a title and descriptive alt text that accurately describes the image. This is used by Google and other search engines.

#### 04

Ensure the file size is no bigger than 4 megabytes. It's best practice to keep image size as low as possible.

#### 05

Take the picture in landscape, not portrait format.

#### 06

The first 10 large images will be used. Use the hand icon to drag and reorder the images shown on Visit Wales. Think about the order the images are displayed, the image you place at the top of your image list will display first in the header.

#### 07

If all images aren't in the large format, the first image in your list will render in large format in the header section. The remaining images will all render in a small carousel format further down the page.

#### 08

Utilise the 10 images you are able to publish as it provides your clients the most reference with which to make their decision, and allows them to spend more time on your listing. Try not to photograph the same thing but add a variety of subjects.

#### 09

Find the video you want to use on YouTube and copy the reference code and add a title that accurately describes the video (it may be indexed by Google). Click on the play button to check the reference is correct. One video will display on your product listing page in a future update.

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## 1.6 — Images and video

### Image guide

You want the Travel Trade/Business Events market to select your business and click through to view your details. Try to imagine your business listing from their perspective. Would you book accommodation based on text alone?

Therefore, think about which one you would chose:

- a) The one with poor quality/no images
- b) The one with a range of high-quality images

The decision is easy but you have to ensure your images are the very best you have available and true to reality. Consider a professional photographer if budgets allow as you will be able to use these on your own website, social media channels and other marketing activity you do.

If not and you have a smart phone, the easiest way is to take photographs on this and upload them directly.

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### 01

Take pictures at different times of the year and change the order of the pictures regularly to keep the entry looking up-to-date. For example, a picture of a cosy lounge with a log fire is great for winter breaks.

### 02

Keep it bright by taking the photos during the day – let the natural light in and even turn on the lights.

### 03

Showcase elements that are unique to your business for example, a great view.

### 04

If you live close to a local attraction, post some photos of it ensuring you obtain permission so you have the copyright to do so.

### 05

If you have images of previous business events or group visits taking place and have permission to use them then include these as a human element can really help.

### 06

Consider how an audience will perceive images in a different world where safety and reassurance are important; carefully select images to make clients and their guest feel comfortable to choose your business.

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**1.7** — **‘External Links’ section**  
**Social media**

External links are now available to add to your listing:

- Facebook
- Instagram
- Twitter
- Pinterest
- YouTube

All you need to do is add your social media address and it will link through to the account.

Therefore, keeping on top of your social media presence is also vital to market yourselves and your listing.



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**1.8** — **‘External Links’ section**  
**Booking links**

To complete the ‘booking links’ section which can be found under ‘external links’, change between ‘social media links’ and ‘booking links’ by selecting the drop down.

Only complete the ‘Book Direct’ field, unless you have a B2B distribution platform. It is advisable for you to include here the most appropriate website link for the audience e.g. your Travel Trade information page, group booking information page, conference/meeting and/or incentive information page or your most appropriate contact page which includes the details of your group booking or events sales advisors.

Travel Trade and Business Events companies are unlikely to book via an on-line booking portal either direct or 3rd party, unless it’s a B2B distribution platform, therefore please do not include these links on your listing.



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## 1.9 — Language options

There is a language translation option for Welsh and German.

Note that this is not relevant to Travel Trade and Business Events listings as these websites are English only for a global audience.

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## 1.10 — Access to analytics/website stats

If you're a 'quality assured business' (Visit Wales or AA Schemes only) you will automatically receive an entry onto [visitwales.com](https://www.visitwales.com) (the visitor website) but you will need to request to be featured on the Travel Trade and Meet in Wales websites by contacting [traveltradewales@gov.wales](mailto:traveltradewales@gov.wales)/[meetinwales@gov.wales](mailto:meetinwales@gov.wales)

The Analytics menu will show monthly statistics about the views of your business on Visit Wales.