Tour Quality Guidelines

If you are a tour operator, the TourCMS Marketplace gives you the opportunity to connect and sell your products through travel agents and Online Travel Agencies (OTAs) worldwide.

In your tour setup, if you select to distribute tours the TourCMS Marketplace takes your tour data directly from your account and, via the API, feeds that data into your travel agent connections. When a change is made, it only takes a few minutes for it to show on your website and travel agent websites (depending on how often they refresh the data feed to reflect changes).

With travel agents and OTAs demanding increasingly high quality tour data and images, TourCMS wants to ensure that our customers' products reach a certain standard in order to grasp wider distribution opportunities.

All tour content that is in need of quality improvements is highlighted in your TourCMS account.

Go to: **'TourCMS Marketplace'** and click on the number of tours in the **'Can be made better'** column. This will show you what needs to be improved.

Homepage > **TourCMS Marketplace**

ID	Company name	Channel status	Fully setup tours	Can be made better	Need fixing Incomplete data	Connected travel agents	
3930	**JetSki Tours Worldwide** (example.com)	✔	4	4	9	111	Configure
6479	**Example Tours** (French Channel)	✔	3	3	10	2	Configure
6519	**Example Tours** (USD Channel)	✔	-	3	13	1	Configure
7248	**spanish**	✘	-	-	13	-	Configure

Please note that some online travel websites may choose not to distribute your products if they do not meet the quality criteria.

The following guidelines are designed to both support and empower you to make your tour descriptions and images as good as they can be:

http://www.tourcms.com

In 'Descriptions & Images' > 'Text Descriptions & Video' tab

Do not put the following into a tour name:

- A tour code
  - A tour code is defined as being characters of 6 or less long that appears in brackets. For example, (JSM1)
- % symbol
  - For example, tour names like " Jet Ski Magic 10% off!" as when distributed, agents may do their own retail pricing
- Any of these characters in the tour name - $, £, €, ¥, ¢
  - For example, "Booze Cruise - 35€

Retail agents may wish to sell at different prices or in different currencies. Additionally your tour codes may not make sense on their site. If you put any of the above in your tour names, it will restrict their ability to do that and it may put them off distributing your tours.

- Short description must be 100 characters or more
  - Unless it is a transfer, in which case it must be more than 40 characters

- Summary must be 40 characters or more

- Duration description must be 2 characters or more
  - For example, *1 week*

- Primary location must be 2 characters or more
  - For example, *Barcelona*

- Available description must be 2 characters or more
  - For example, *Every day March - December*

If you distribute tours in other languages, please send us your feedback on how the character limits work for you.

The more non-mandatory description fields you fill in for your tours, the more complete they will look on travel agent sites.

- Using commas, line breaks or bullet points (see HTML code in screen grab) is a good way to make the non-mandatory fields clear and standout
- HTML can be used in all multi-line description fields except 'short description'

Contact us
email: support@tourcms.com

http://www.tourcms.com

In 'Descriptions & Images' > 'Images' tab

Great photos really help sell a tour and increasingly partners are looking for larger photos for display on photo-driven websites, iPad apps, smartphones etc.

- The photos you upload to TourCMS should be at least 1500 pixels wide and be landscape orientation (i.e. they should be wider than they are tall)
- Large images (up to 9MB in size!) can be uploaded
- If you switch on "Best images" for your account, we provide a nice tool to crop the images to our standard shape (technically a 3:2 aspect ratio) and the setting forces you to upload images that are at least 1500 pixels wide
  - o Switch it on in Configuration and Setup > Tours general settings (this is on by default in accounts created since June 2013)
- TourCMS will automatically create several alternative smaller versions of each image, allowing Marketplace Agents / Affiliates (and your own web designers) to use the image size that best fits

TIP: If you are working with a designer on a new website, do suggest they design for landscape images, ideally 3:2 aspect ratio and let them know that TourCMS will generate various image sizes for them to use (specifically 1500, 800 and 342 pixel wide).

In 'Setup' > 'Rate types' tab

- Rate labels have to be 2 characters or more and not all upper case
  - o For example, Adult is fine, Ad is not, ADULT is not

In 'Dates & Prices' / 'Setup' > 'Money' tab

- For all distributed tours, the price has to be more than 1
  - o Distributed tours cannot be free nor "get quotation" because there is no incentive for an agent to sell unless there is a set price for their commission
  - o Make sure the 'Lead in price' in Setup is correct because this dictates the 'From price' on the Tours table

- No duplicate dates
  - o If you **do** have tours on the same dates - they need to have different start/end times, dates **or** different product notes
  - o They need to have something that differentiates them so that the customer knows which one to pick

We are happy to receive feedback on these guidelines. Please email us and let us know your thoughts.

About TourCMS

Since 2003, TourCMS has made booking and availability management easy for those who create, operate, distribute and sell tours and activities. Now used by more than 400 companies in more than 60 countries and 20 languages, TourCMS is a simple web-based, cloud-hosted and affordable solution for local and global tours & activities suppliers, distributors and agents of all sizes. Enabling same-day and online booking, tailor-made quotes and itineraries, auto-generation of communications, distribution opportunities, marketing tracking and single availability and customer views, TourCMS makes a real difference to tours & activities business management and customer experiences worldwide.