



ACCOMMODATION PROVIDERS

THE AMAZING SOUTH COAST WEBSITE FAQs

How to Become Listed on the Amazing South Coast Website

Accommodation Businesses



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 **accommodation** on the Amazing South Coast Website available with live inventory from the launch of the site. Expedia will provide the platform for this live inventory.

As such, to become listed on the Amazing South Coast Website, accommodation providers must be listed with Expedia.

The following FAQs should help answer any question that you may have in regard to this.

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.

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 pay Expedia a commission for taking bookings, and this is generally between 12% and 15%. 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 Accommodation 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.

I do not want to list with Expedia, is there another way to list my accommodation on The Amazing South Coast Website?

The Amazing South Coast Website only displays bookable product from Expedia.

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.

The flow chart on the next page will provide more insight into where you fit into the process. If you have queries in regard to Expedia please contact them directly. If you are having issues with information not pulling through correctly onto the Amazing South Coast website, contact us on marketing@theamazingsouthcoast.com.

Accommodation Provider Flowchart

