



HELP OTA'S SELL MORE OF YOUR PRODUCT

GIVE THEM THE INFORMATION THEY NEED

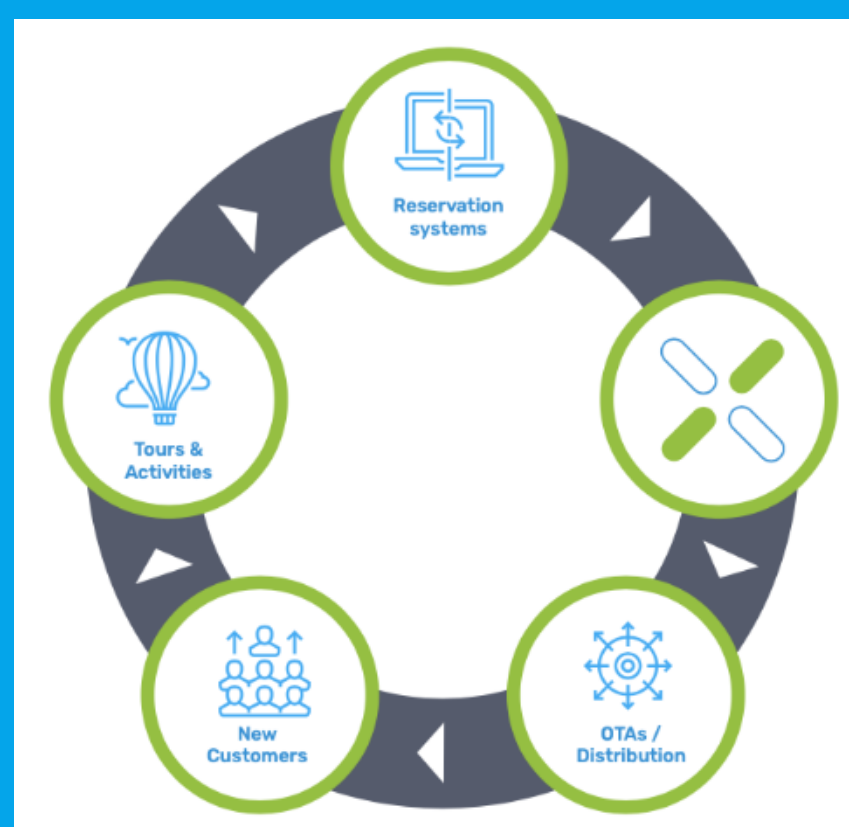


- Use up to 12 images (6 portrait & 6 landscape)
- Write tour descriptions between 250 and 500 words
- Translate content into the language of your customers
- Clearly state in what language you use on your tours
- List up to 5 unique selling points
- List what is included and excluded in your product
- Include the address of venue or tour pick up point
- Add directions to starting points for rural operators
- Highlight start or open times
- Add "good to know" information



- Ensure live availability
- Content is mobile friendly
- Provide up to 2 years availability
- Provide as the latest possible cut off time for taking bookings
- Prepare a clear cancellation policy
- Encourage guest to leave reviews

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