

Home: [Electronic Marketing: Virginia.org](#): User Manual

How to Use the

Virginia.org Website Administration Tool

The system has been optimized for use with **Microsoft Internet Explorer 6.0** or higher web browser. Go to www.microsoft.com to download the latest version.

[How to: Get Started Using the System](#)

[How to: Use the Manage Listings Page](#)

[How to: Add a New Listing](#)

[How to: Add an Event](#)

[How to: Make Changes to Existing Listings](#)

[Package Guidelines](#)

[Sports Facility Guidelines](#)

[Guidelines For Events & Festivals Listings For Virginia Tourism](#)


[Corporation Calendars](#)

[Guidelines for Group Tour Itineraries](#)

How to: Get Started Using the System

Go to www.virginia.org and click on [Add/Update a Listing](#) at the bottom of any page. A new window will open with the

Log In screen.



Virginia.org Administration Tool


Administration System Log In

Welcome to the Virginia.org Administration Tool. This tool is for use by the Virginia Tourism industry to add information to the Virginia Tourism Website.

If you wish to receive a travel guide or information about Virginia, please [click here to go to the online brochure order form](#).

LOG IN

<ul style="list-style-type: none">• New User? Click here to Register for an Account.• Forgot your ID or password? Click here to have your ID and Password emailed to you.	<ul style="list-style-type: none">• Returning Users: Please Log In With Your ID and Password
	User ID <input type="text"/>
	Password <input type="password"/>
Help Privacy Policy	<input type="submit" value="Submit"/>

Virginia is for Lovers 

Administration Tool for the Tourism Website of the Commonwealth of Virginia
© 2003 Virginia Tourism Corporation, 901 E. Byrd St., Richmond, VA 23219
Questions or comments: adminhelp@virginia.org

This admin tool has been optimized for viewing with Internet Explorer 4.0 or higher.

If you have never used the system before, click on [Click here to Register for a New Account](#) to create your own user ID and password. Fill in all fields as applicable. Your ID must be 5 characters and/or numbers. The ID and password are case sensitive. Do not use the same Password as your ID.



Virginia.org Administration Tool

Account Registration Form

Please Complete All Fields

*User ID

*Password

*Confirm Password

Personal Account/Contact Information

*First Name *Last Name

*Organization/Company

*Address1

Address2

*City *State *Zip -

*Phone - Fax -

*EMail

* Required Fields

[Privacy Policy](#)

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After filling in the form you will receive an email confirmation from a VTC Electronic Marketing staff member to let you know when your account is activated.

Once your account has been activated, Log in to the Administration Tool.

You must login before you can add or change information on the website.

Enter your user ID and password in the designated fields.

Click Submit.

How to: Use the Manage Listings Page

The screenshot shows the top navigation bar with a red heart icon and the text "Virginia.org Administration Tool". Below this is a green bar with "Manage Listings" and links for "Update User Account", "Instruction Manual", and "Log Out". A grey button labeled "Create a New Listing" is positioned to the right of the instruction text "Click on the appropriate option next to the listing name." Below the navigation is a table with columns: Listing Name, Category, Preview Listing, Make Changes, Delete Listing, Status, and Last Modified. The table content area displays "No Listings - Click on 'Create a New Listing' Above."

Listing Name	Category	Preview Listing	Make Changes	Delete Listing	Status	Last Modified
No Listings - Click on 'Create a New Listing' Above.						

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If you are a first time user, you will see the screen above. It will show that you have no listings in the system under your User ID.

Other information on this screen:

"Update User Account" lets you change any of your contact information or password, including your email address.

"Instruction Manual" takes you back to this manual.

"Log out" will close the browser window for security purposes.

Once you have listings in the system, the manage listings page will look similar to below:



Virginia.org Administration Tool

[Manage Listings](#)

[Update User Account](#) | [Instruction Manual](#) | [Log Out](#)

Click on the appropriate option next to the listing name.

[Create a New Listing](#)

Listing Name	Category	Preview Listing	Make Changes	Delete Listing	Status	Last Modified
Algonkian Regional Park and Golf Course	Outdoors/Sports	Preview Listing	Make Changes	Delete Listing	Active	5/7/2001 10:46:06 AM
Ball's Bluff Regional Park	Outdoors/Sports	Preview Listing	Make Changes	Delete Listing	Active	4/30/2004 2:06:43 PM
Brambleton Regional Park Golf Course	Outdoors/Sports	Preview Listing	Make Changes	Delete Listing	Active	5/7/2001 10:03:46 AM
Buckskin Manor	Accommodations	Preview Listing	Make Changes	Delete Listing	Active	11/13/2003 1:26:36 PM
Butt's Tubes Inc.	Outdoors/Sports	Preview Listing	Make Changes	Delete Listing	Active	8/5/2003 11:19:15 AM

You will be able to do everything in the system from the **Manage Listings** screen. Click on the appropriate highlighted link.

The status of your listing is shown in the **Status** column.

Active: your listing is live on the Virginia.org website.

New/Pending: Your listing is waiting in the queue to be reviewed by VTC Staff. You will receive an email confirmation when it is accepted to the site or rejected.

Rejected: Your listing has been rejected by VTC staff. An email will have been sent to you telling you what you need to change on the listing to make it acceptable to Virginia.org. Clicking on the word Rejected will show you the email that was sent.

How to: Add a New Listing

From the main screen, click on **Create a New Listing**. The following screen will appear:

The screenshot shows the 'Virginia.org Administration Tool' interface. At the top, there is a navigation bar with links: [Select Category](#), [Manage Listings](#), [Update User Account](#), [Instruction Manual](#), and [Log Out](#). Below this is a blue header for 'Listing Information'. A text input field for 'Listing Name' is shown with the instruction: 'Enter Name of the Listing as you want it to appear on the site.' Below that is a blue header for 'Choose a category for your listing (Select One)'. A dropdown menu is open, showing a list of categories: 'Select a Category', 'Attractions', 'Outdoors/Sports', 'Activities', 'Events', 'Exhibits', 'Accommodations', 'Travel Package', 'Promotion/Discount', 'Service Meeting Facility', and 'Visitor Information Centers'. To the right of the dropdown is a 'Next' button. Below the dropdown, there are sections for 'Sample Subcategories' for each category: 'Attractions: History & Herit...', 'Breweries ,The Arts ,Garde...', 'Outdoors/Sports: General...', 'Activities ,Winter Sports ,G...', 'Activities: Shopping ,Dining ,Nightlife', and 'Events: Events ,African-American ,Air Shows/Fly-Ins ,Antique Shows / Flea Markets ,Arts & Crafts ,Celebrate Virginia ,Children / Familv ,Fall Foliaoe ,Familv'.

Type in the name of the listing as it will appear on the website.

Next, **choose a category** for the listing from the drop down menu. Below the drop down, the subcategories included with each category is listed.

** If your listing needs to be in multiple categories, you will need to create separate listings, naming them slightly different. For example, The Marriott Hotel needs to be in the Accommodations category, but the hotel also has meeting facilities. You would create a new listing, naming it Marriott Hotel Meeting Facilities and then select the Services/Meeting Facility category.

Click **Next**.

The following screen will appear:



Virginia.org Administration Tool

Characterize Listing

Category: [Accommodations](#)

Wrong Category?

[Click to Change Category](#)

Confirm Name of Listing

Listing Name

Check the appropriate Sub-category to be listed Under - Maximum of 5

- | | |
|------------------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Bed & Breakfast / Inns | <input type="checkbox"/> Lodges & Guest Ranches |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Pet Friendly |
| Accommodations <input type="checkbox"/> Cottages & Cabins | <input type="checkbox"/> Resorts |
| <input type="checkbox"/> Handicap Accessible | <input type="checkbox"/> Vacation Homes & Rentals |
| <input type="checkbox"/> Hotels & Motels | |

Accommodation Amenities

- | | |
|--------------------------------------------------------|------------------------------------------|
| <input type="checkbox"/> Airport Shuttle | <input type="checkbox"/> Exercise Room |
| <input type="checkbox"/> Continental Breakfast | <input type="checkbox"/> Guest Laundry |
| Amenities <input type="checkbox"/> Pets Allowed | <input type="checkbox"/> Hot tub/Jacuzzi |
| <input type="checkbox"/> Refrigerator | <input type="checkbox"/> Indoor Pool |
| <input type="checkbox"/> Microwave | <input type="checkbox"/> Outdoor Pool |

Other Information

Daily Price Per Double Room Call Under \$75 \$75-\$100 \$100-\$125 Over \$125 (Excluding Tax)

Serving Breakfast Lunch Dinner Buffet

Dates of Operation Daily OR through

Family Friendly Children Welcome

Book/Reserve Online If you have an online booking/reservation option, please enter the full URL below.

Characterize your Listing








Depending on which category you choose you will see the appropriate **subcategories** to be listed under. Check the box next to the name. Handicap Accessible and Pet Friendly do not count toward the number of subcategories allowed.

For Accommodations, check off the amenities that your property has.

Under **Other information**, select pricing options if you wish to have that appear with your listing.

If you have **online reservations**, be sure to put in the website address that goes directly to the booking engine. **DO NOT put in your main website address.** Visitors do not want to have to hunt your site to find the online buying option. You can add your website on the screen that follows.


Accessibility Information

<p>Handicap Accessible</p> <p><input type="checkbox"/>  What does this mean?</p> <p><input type="checkbox"/>  What does this mean?</p> <p><input type="checkbox"/>  What does this mean?</p>	<p>Assistive Devices</p> <p><input type="checkbox"/>  What does this mean?</p> <p><input type="checkbox"/>  What does this mean?</p> <p><input type="checkbox"/>  What does this mean?</p> <p><input type="checkbox"/>  What does this mean?</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Description

Please provide a concise description for this listing below. (Max. 850 chars.)

The description currently contains characters.

Virginia is for Lovers 

Administration Tool for the Tourism Website of the Commonwealth of Virginia
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 Questions or comments: admin@vt.com

This admin tool has been optimized for viewing with Internet Explorer 4.0 or higher.

Accessibility Information: Select the options that your listing provides. If you don't know what the icon means, click on the icon or on the link to see an explanation of it.

Input your **Description** in the field provided. The maximum amount of characters is 850. The counter will count as you type in the description box.

Important: The system will time out if the **Next** button has not been clicked after 30 minutes.

You can type your description in Word or Notepad and copy and paste it into the description field to avoid spending too much time adding it while in the Administration Tool.

For **events**, be sure to check the [guidelines](#) at the end of this document. Be sure to put in the correct dates and times for Events. Events must have specific beginning and ending dates. Your event will not appear on the site without having dates attached. If it is a yearly event, make the description generic enough that it will describe it for the following year as well. You can add multiple year's dates to the listing. To add more dates, **click on the Dates/Hours button**. Another row of boxes will appear.

Before characterizing your record in the **Packages** category, be sure you meet

all [package requirements](#) listed at the end of this document. To be listed in the Packages category, it must be an actual package, not your attraction saying you have packages available.

When you are finished with the description, click Next to add your address and an image to your listing.

The following screen will appear:

Listing Name	
Listing Name: <u>Mary's B and B</u>	
Select Saved Address Information	
Select an address file to fill in the fields below:	
<input type="text" value="Marys b&b"/>	<input type="button" value="Get Address Info"/>
<input type="text" value="Select Address Info (if applicable) (ds: below)"/>	
<input type="text" value="None"/>	
<input type="text" value="Marys b&b"/>	
Location	
Region	<input type="text" value="Statewide"/> <input type="button" value="View Region Map"/>
Address1	<input type="text"/>
Address2	<input type="text"/>
City	<input type="text"/> State <input type="text" value="VA"/> Zip <input type="text"/> . <input type="text"/>
Locality	<input type="text" value="Select a Locality"/>
Phone/Website Information	
Phone Number	Phone Description
Phone1	<input type="text"/>
Phone2	<input type="text"/>
Phone3	<input type="text"/>
Fax	<input type="text"/>
Email	<input type="text"/>
Website URL	<input type="text"/>

Add an Image

No Current Image On File Press the Browse Button To Choose An Image File To Upload

Image Caption


Click Browse to Add a New Image

Do you want to save this address file to use in additional listings? Yes No

If yes, give the information a name

Note: If you have made any changes to the address file selected, saving the file with the same name will change all listings using the same address file.

Note: After submitting this listing, the information must be approved by VTC before it will appear on the website.

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If you have used the system before, you will see an option to select address information that will automatically populate the address fields. Select the address from the drop down list.

If you wish to create a new address, select none.

If this is your first time adding a listing to the site, you will be prompted to type in the address information.

You can change any of the information as necessary. For events you **MUST** add the venue where the event takes place. Do not include PO Box numbers. In order for Visitors to find your event it must have a street address that can be found with MapQuest.

If you wish to include an **image with your listing**, select the Browse button to find the image on your computer or disk. Be sure the image fits within the guidelines of the **Image Specifications**. The image must not be larger than 100k in file size. An image saved at 72dpi and 300 pixels or 4 inches wide will fit within the guidelines.

Add a caption for your image.

If you wish to **save the address information** to a file to use for other listings, select Yes and insert a name for the address file in the field provided.

Please note: If you select an address file from the drop down menu and make any changes to it in the fields, saving the address file with the same name, will make changes to any other listings on the site that use this same address file. This can be beneficial if you have many listings using the same address file and you want to change a phone number or any other address information on all of the listings. **If you do not want to change the information on each listing using this address file, select NO or change the name of the address file and select Yes.**

Click **Submit** to send your listing into the queue to be reviewed by VTC Staff. You will then be shown a preview of your listing. It is a representation of how it will appear on the website. You will be sent an email letting you know your listing has been accepted to the site or rejected. The rejection email will tell you what you need to fix to make it acceptable to the site.

[Preview Listing](#) [\[Update User Account \]](#) [Instruction Manual](#) | [Log](#)

Your listing currently appears in the following categories on the website:

Category Information		
Category	Sub-category	Website Heading
1	Shopping	Art Gallery
2	Shopping	Crafts, Gifts & Collectibles
3	Shopping	Museum Shop

[Make Changes](#)
[Return to Listings](#)

Below is how your listing appears on the website:

The screenshot shows a website header with navigation links: International Visitors, Trip Planner, Travel Packages & Discounts, Travel Guide & Publications, Virtual Virginia, Family & Kids, Virginia Map, and Virginia is for Lovers Shop. Below the header is a menu with categories: WELCOME TO VIRGINIA, ACCOMMODATIONS, ACTIVITIES, OUTDOORS & SPORTS, ATTRACTIONS, EVENTS, and MEETINGS & GROUP TOURS. The main content area features the heading 'Mary's Art Gallery' and a search bar. The listing details include: Region: Central Virginia, 901 E. Byrd St., Richmond, VA 23219. A description states: 'Mary's Art Gallery has many important and wonderful paintings.' Hours: Opens: 9:00 AM, Closes: 6:00 PM. Telephone: Phone: (804) 371-0275. Email: mshon@virginia.org. There is a photo of a group of people standing in front of a building, with the caption 'Image caption' below it. To the right of the photo is a 'Virginia is for Lovers' logo and a link to 'Sign up for our eNewsletter'. Below that is a 'RELATED ARTICLES' section with links to 'Virginia State Parks' and 'Cycling in Virginia'. At the bottom right is a small circular image of a landscape.

If you need to make any changes to it, click on **Make Changes**, or **Return to Listings** to go back to the main page.

How to: Make Changes to a Listing

From the Manage Listings Page, click on Make Changes next to the listing you wish to update. Follow through the screens as shown above.

Package Guidelines:

- A package is typically one price with a number of components.
- A package must include at least one overnight, but may include any combination of components, including lodging, sightseeing, attractions, entertainment, meals, car rental, and transportation by air, motorcoach, rail, cruise vessel, rental or private car.
- Generally, taxes, surcharges and incidentals are not included in the tour price. In addition to a predetermined price and number of features, a package tour covers a specific period of time.
- The price must be equal to or lower than the total cost of the same goods and services if purchased separately. It is advisable to list an 800 number for the USA and Canada. Also include a toll number and a fax number for overseas customers.
- A package may feature optional elements, sometimes called "add-ons" that permit the purchaser to extend the length of the package or purchase extra features, such as a kayaking trip or horseback ride. In all cases, the terms and conditions of the tour contract specify exactly what is covered by the quoted price.
- Packages may also feature "value added" incentives, which are free or discounted options to make the package more attractive.

Requirements:

- To be included in the Package category on the Virginia.org web site, your package **must include at least one overnight stay**. If the package is commissionable to registered travel agents, please indicate the percentage commissionable and check the box for "Commissionable". Travel agents must be able to furnish you with their official IATA number at the time of booking to claim a commission. Motorcoach tours may only be those tours that are bookable by consumers.
- Packages will be broken down into sub-categories which are listed on the screen in the package category
- You may include your package in a maximum of 5 different sub-categories. The checkbox for "commissionable" will be a freebie – it will not be considered one of the 5 sub-categories. Do not list your package in any other categories, like attractions/activities, lodging or events. We want our consumers to find the packages in one location on the site.
- You must add dates that the package is available. If it is available year-round then put in the dates from Jan. 1 to Dec. 31 of each year.

Sports Facility Guidelines

ONLY - Major sports venues that are available for outside groups to rent or use for competitions (please no elementary school yards etc).

In addition to major venues the following organizations can list themselves:

Parks & Recreation departments can complete a general listing highlighting their facilities only if outside groups can use facilities.

Colleges & Universities can complete a sports venue listing only if outside groups can use facilities

Hotels should not list themselves on this form unless they have a major sports venue such as golf course or large tennis facility. Hotels should list themselves on www.Virginia.org under accommodations as they will also be linked from the new www.SportsVirginia.org website.

CVB's (that are actively marketing to sports event rights holders) and Sports Commissions will be listed under a special "Local Sports Marketing Contacts" tab. Listing will include contact information, link to your website and a short 75 word maximum description. Please send your information to [Joni Johnson](mailto:Joni.Johnson@virginia.org) to be included in this special section. Do not submit it as a listing on www.Virginia.org.

If you need assistance with adding your listings, please contact Casey Higgins at 804-545-5557 or chiggins@virginia.org

Guidelines For Events & Festivals Listings For Virginia Tourism Corporation Calendars and Virginia.org:

- All events must be submitted through the Administration Tool on the virginia.org website. Events are pulled from the database listings on Virginia.org for possible inclusion in the Virginia is for Lovers Travel Guide. Events are also sent monthly to more than 2,000 media nationwide. For media consideration, all events must be added to the Virginia.org website 90

- days prior to the month of the event.
- Events must be open to the public. Only events with confirmed dates will be accepted. An exact date must be given (not the "third Saturday in August" or "Labor Day Weekend.") Events must have the place where it will be held in the Venue field and its physical address (no P.O. Boxes) in the Address field to avoid rejection. Example: If the event is held at the Richmond Coliseum, enter "Richmond Coliseum" in the Venue field and enter the coliseum's street address in the Address field. Our MapQuest mapping feature must have the physical address in order to find the exact location of the event. Events must be open to the public.
 - Location of events should reflect cities or towns shown on the official state transportation map published by VDOT.
 - Due to space limitations, VTC reserves the right to edit and/or eliminate events from inclusion in the Travel Guide.
 - Phone numbers must be for public contact. **This phone number will appear in newspapers and magazines throughout the U.S.** Try to list a phone number that is convenient for the traveling public. For example, if a home number of an event volunteer is listed and no one is home in the daytime, this is inconvenient to visitors and could affect attendance at your event. Contact the local tourism office or chamber of commerce and determine if their number can be listed rather than a private number. Make sure the office staff is knowledgeable about your event and can answer inquiries from the public.
 - Web addresses and links on VTC's website should go directly to the page on the website where event information is located.

Guidelines For Itineraries:

[See a Sample Itinerary](#)

Each itinerary should include the following:

Day Trips

Length – half day or full day

Attractions to be visited

Lunch location if available

Multi-Day Trips

Include the length of the trip. For example – 2 days 1 night; 3 days 2 nights; 4 days 3 nights; or one overnight

Description of tour should be in the following order:

Day One

Attractions to be visited - for the description use two lines max, complete sentence please.

Lunch

Attractions to be visited - use two lines, same as above

Dinner

Evening entertainment

Lodging

Day Two

Same as day one

Day Three

Same as day one

Day Four

Same as day one

Itineraries should be linked to your website for the expanded version.