TRAVELOK.COM DATA ENGINE USER GUIDE:
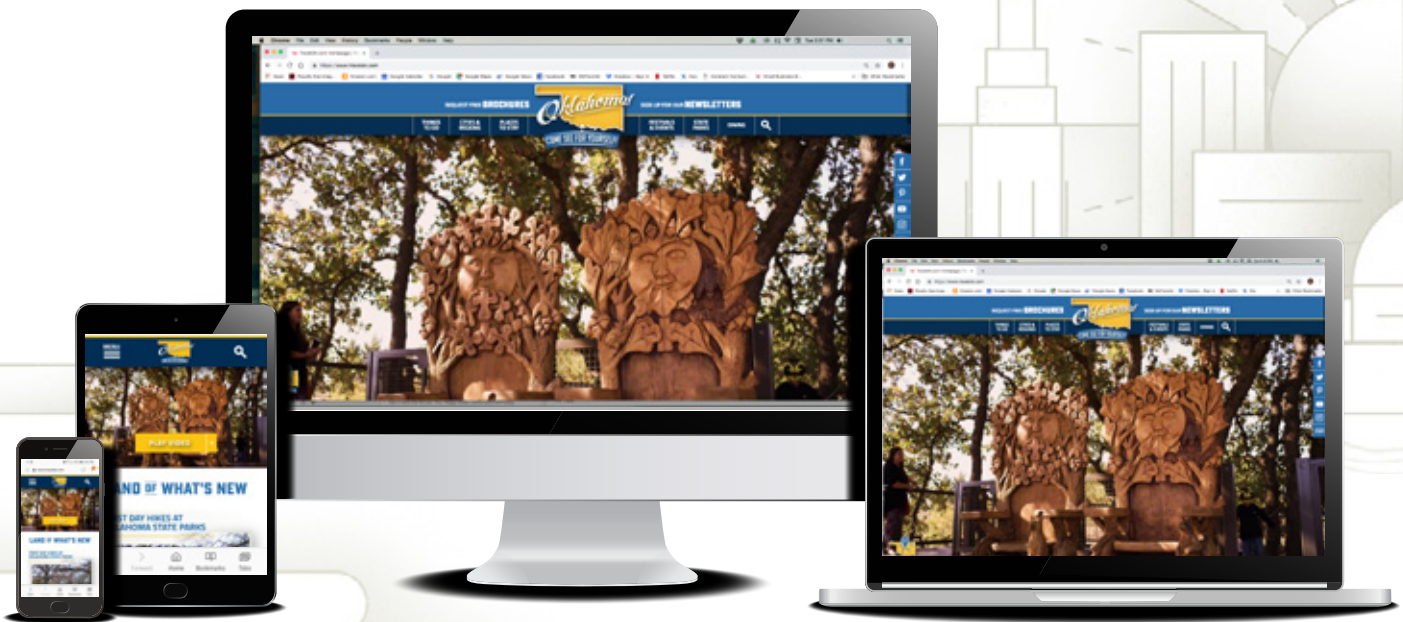# FESTIVALS & EVENTS

Are you making the most of your free listing on TravelOK.com?
Let OTRD help you today!

OKLAHOMA TOURISM & RECREATION DEPARTMENT

TravelOK.com, Oklahoma's Tourism & Recreation Department website, consistently ranks among the Top 10 tourism websites in the nation for unique visitors and page views. Since its debut in January 2010, virtual tourists have used the many tools available on the site to plan their trip to Oklahoma. On TravelOK.com, potential guests are invited to view videos and photo slideshows, read articles and plan their vacation at the click of a button. While learning what our great state is all about, they can also visit our popular Festivals & Events section to view event dates and times, event locations, driving directions, festival photos, social media links and more.

None of this would be possible without you, the tourism industry professionals that fuel TravelOK.com with your listings. We hope this Data Engine User Guide will help you build the most beneficial listing possible. We are here to help, so feel free to contact us with your concerns or questions. As always, we'll do our best to help you get those visitors to your event.
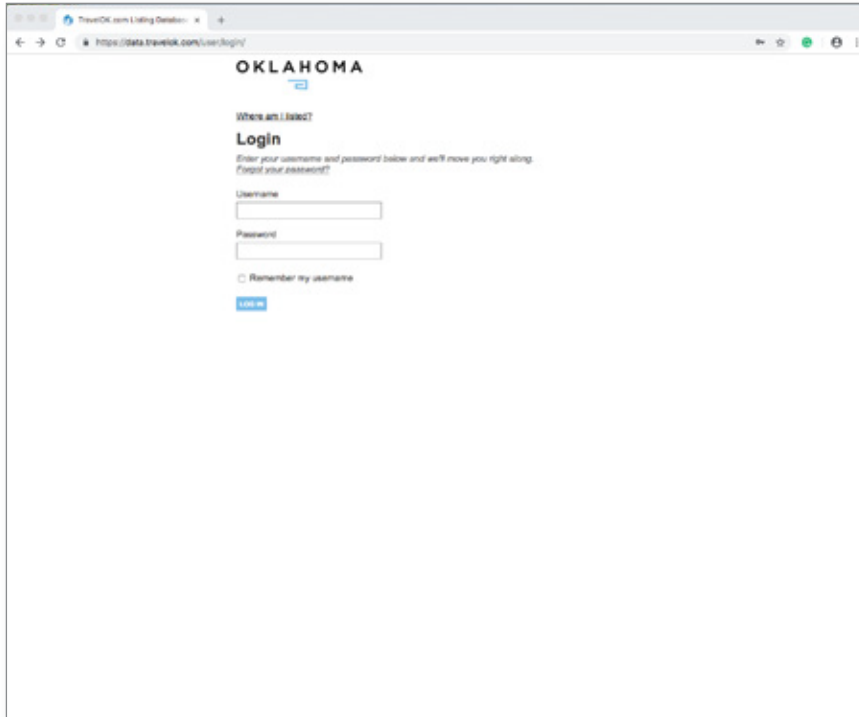
Best Wishes,
The TravelOK.com Interactive Team
Adam Jewell, Digital Content Editor: Adam.Jewell@TravelOK.com
General Information: Update@TravelOK.com

Signing In Using Your Username and Password

To access your listing in the TravelOK.com Data Engine, go to http://data.travelok.com and login. If you need your login credentials, email Update@TravelOK.com.

ADD THIS PAGE TO YOUR FAVORITES LIST TO EASILY UPDATE YOUR LISTING ANYTIME.
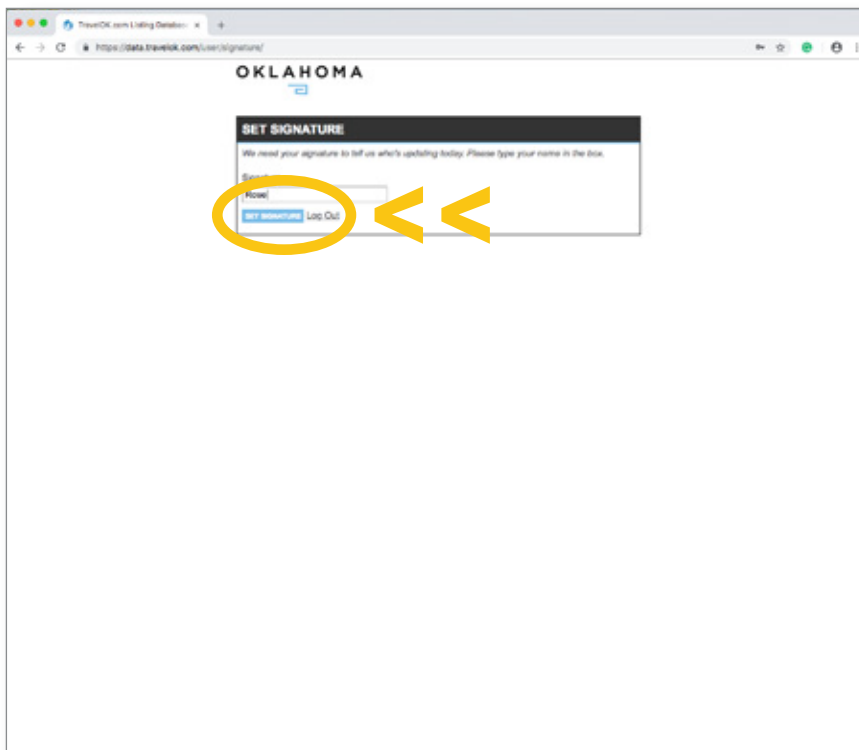
SIMPLY TYPE IN YOUR NAME AND CLICK SET SIGNATURE.

Changes made to your listing do NOT automatically appear live on the site, but are processed as soon as possible. If you need an immediate change, please email Update@TravelOK.com.
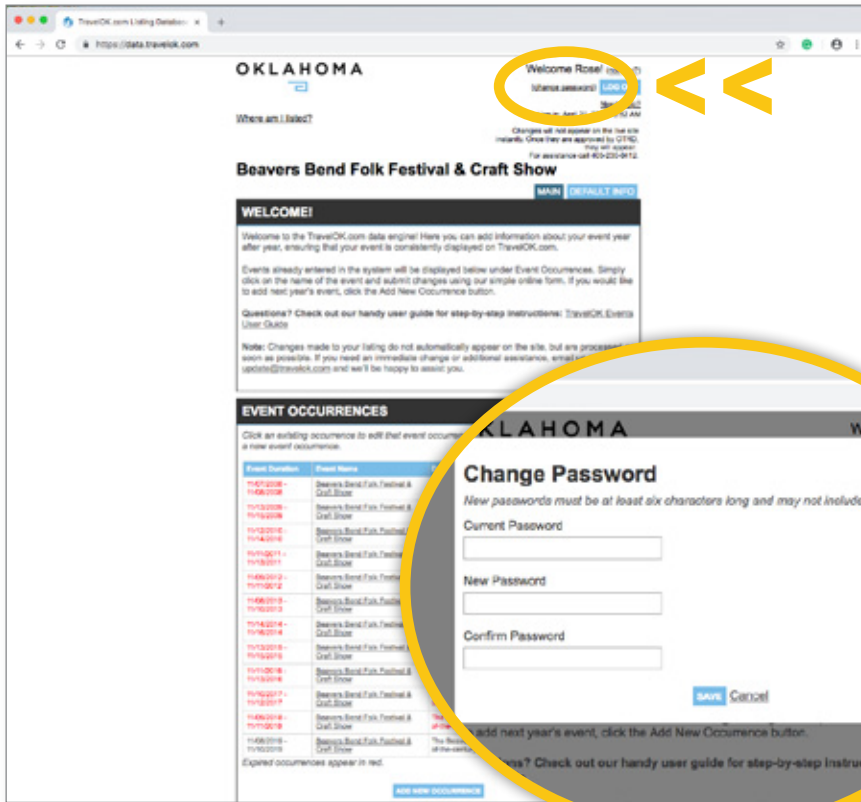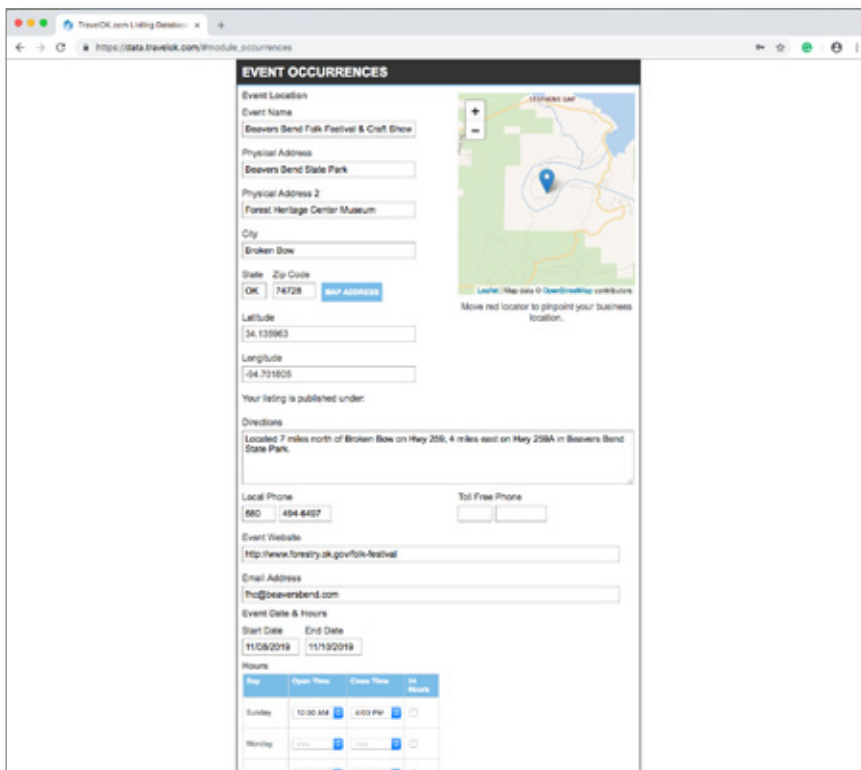
Tip: For security purposes, passwords should be updated if there is a change in staffing within the organization.

Editing Your Event's Information

Once you've signed in, start reviewing your event's information for accuracy and add any missing details that you want your listing to have on TravelOK.com.

Notice that outdated events are displayed in red. These will automatically fall off TravelOK.com when the event date passes, so you'll never have to go back and delete them.

Let's get started!

1. Event Occurrences Module

This module contains the core event information that is displayed on TravelOK.com. To begin your review, click the name of the event you want to edit.

**<< CLICK THE NAME OF THE EVENT YOU WANT TO EDIT.**

The Event Occurrences module will expand and you'll see the most current information we have for your event.

Here you can edit your event's name, the event address, driving directions and more!

Tip: If your map is not accurate based on your physical address, just click on the map marker 📍 *and move it to the correct location.*

Tip: A valid email address is important to keep in contact with our office and will help potential travelers contact you for additional information!

Change of date? Log in and change it anytime! Edit your event's start date and end date by clicking on the date boxes. Calendars will appear and you simply select the correct date.


CHANGE OF DATE? LOG IN AND CHANGE IT ANYTIME!
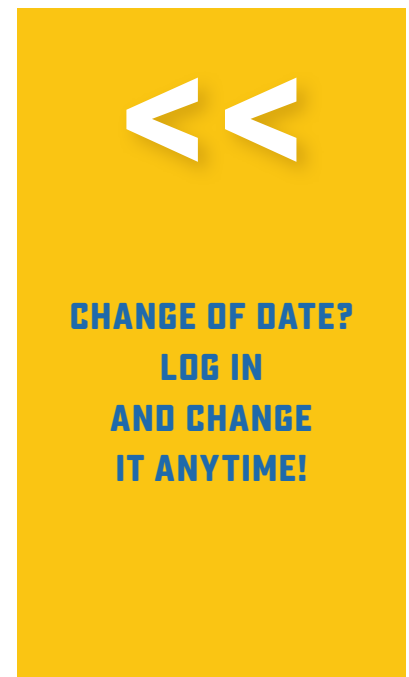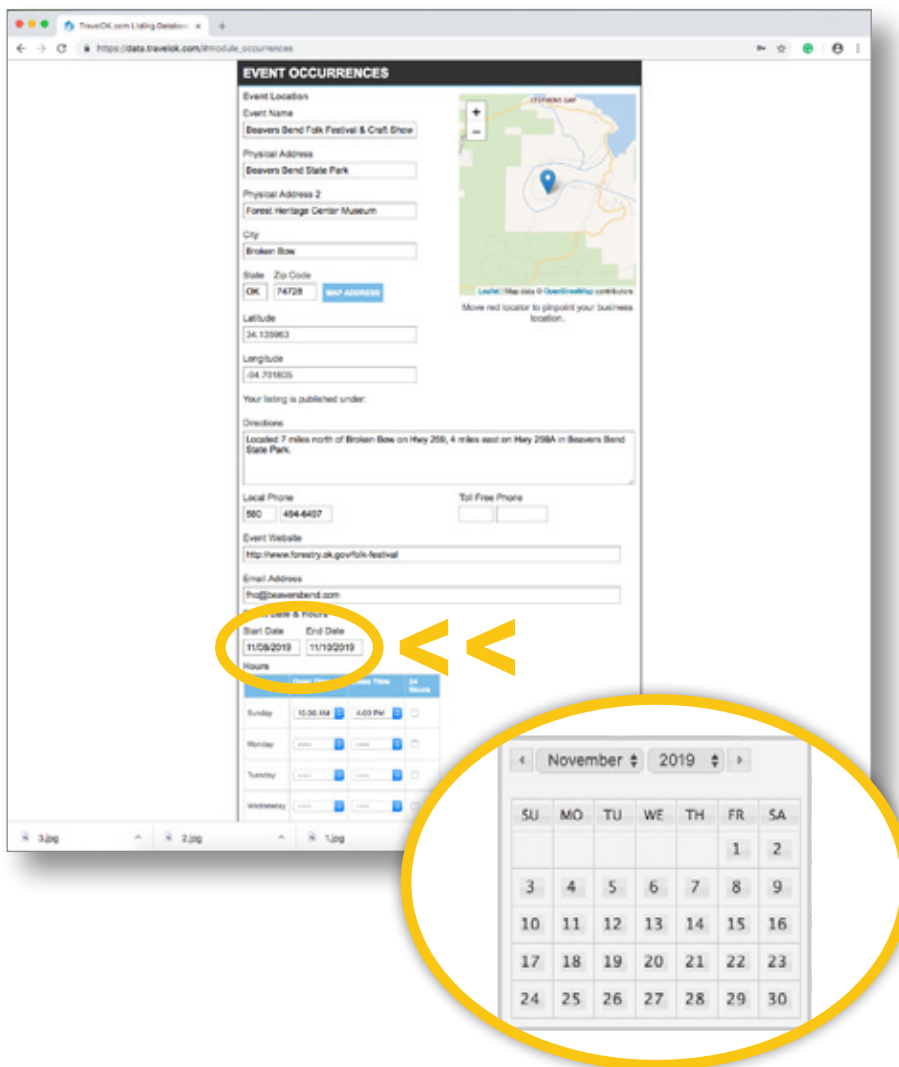
Let everyone know when your event is happening by using the drop-down boxes for "Open Time" and "Close Time" for each day of the event.

LET EVERYONE KNOW YOUR OPEN AND CLOSE TIMES.

SHOW ANY HIGHWAYS THAT ARE NEAR YOUR EVENT.
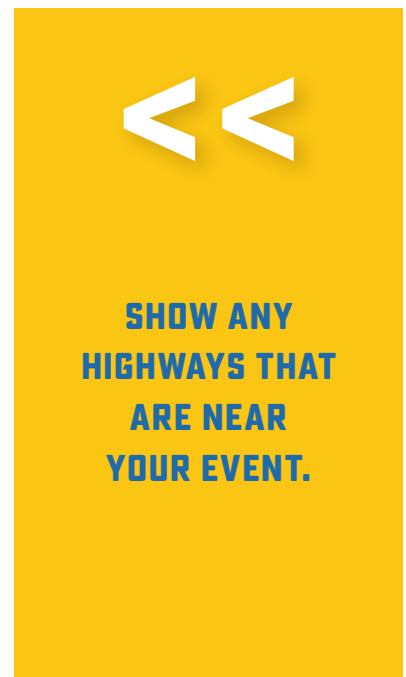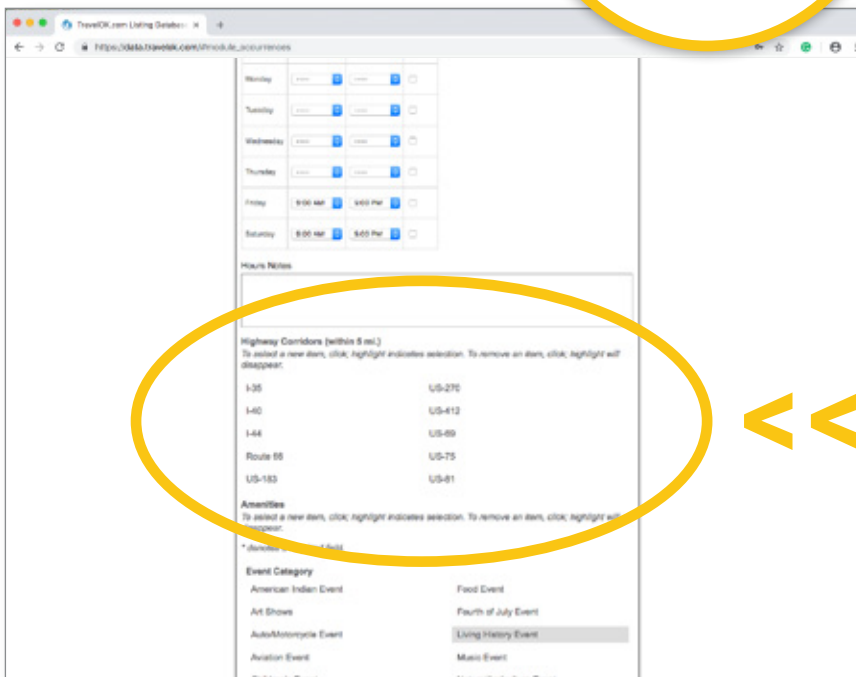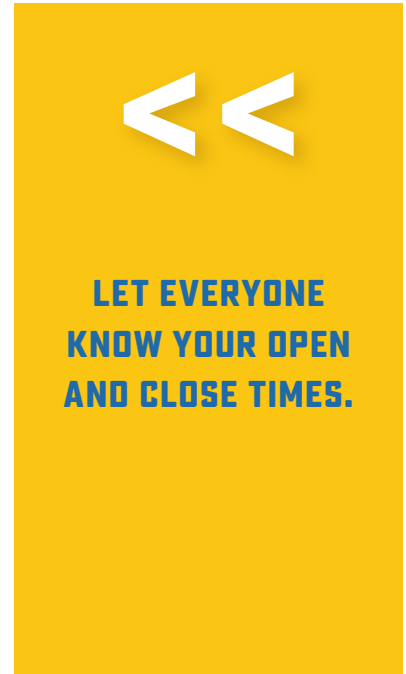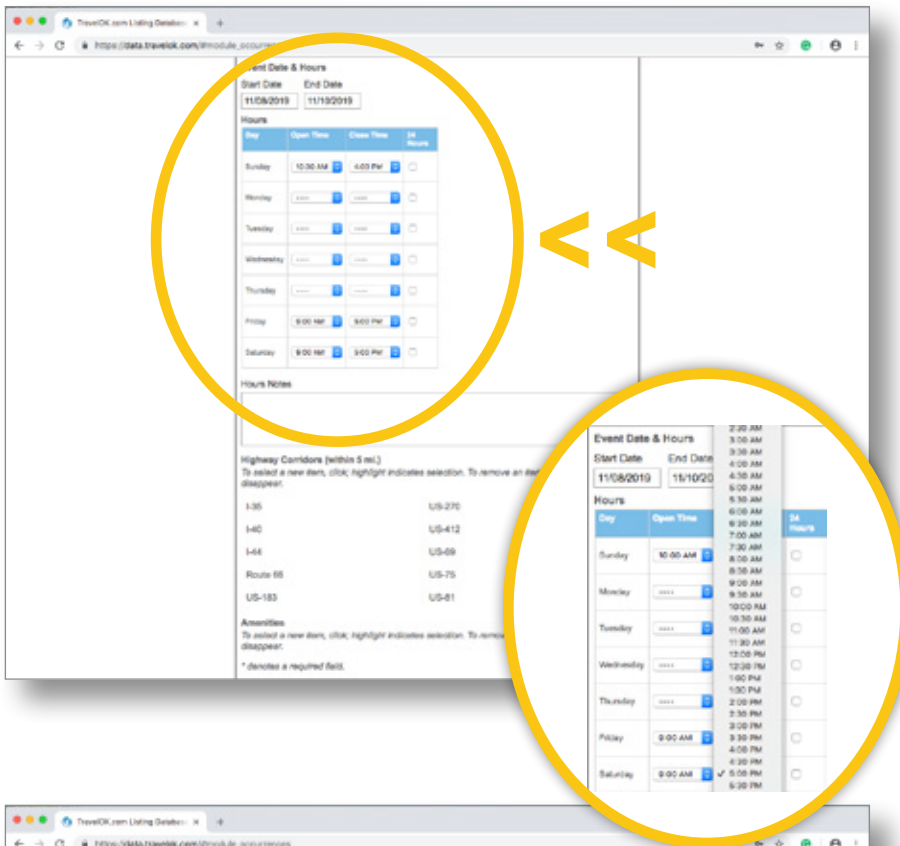
Click any highways that are near your event's location to highlight them.

Note: Highways must be within 5 miles of your event.

Highlight amenities to list features of your event on the site. To update this section, simply select the amenities that apply to you. Selected amenities will turn grey.
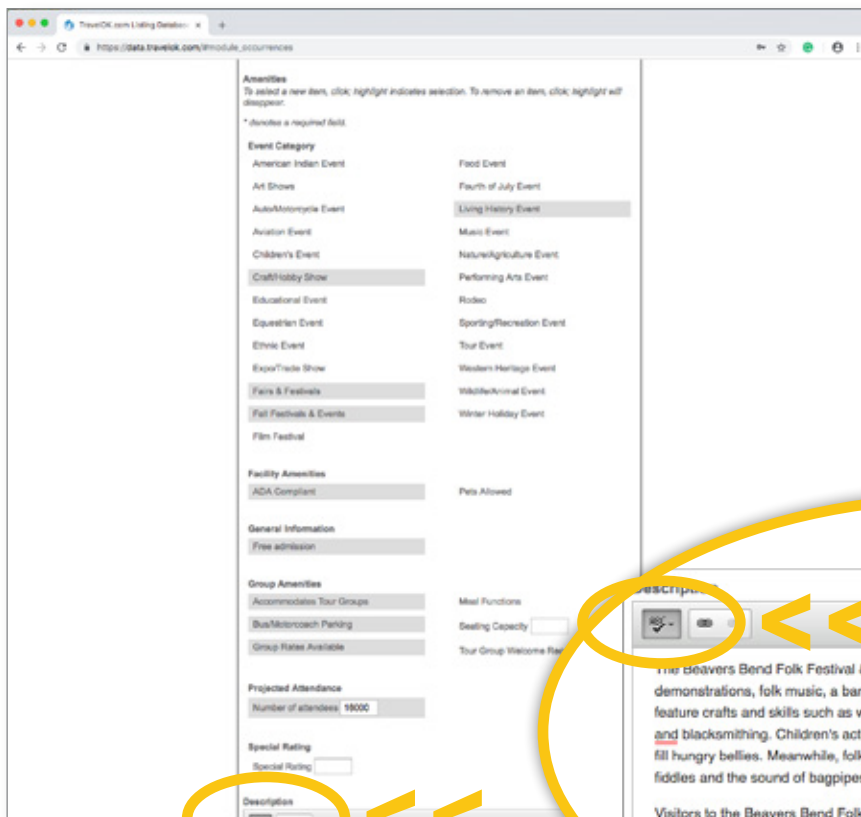
Tip: If your event has an amenity that is not included in the list provided, please include that special feature in your description. ‹‹

The Description

Writing a great description is one of the most important things you can do to promote your event.

Take the time to describe your event in detail!

Writer's block? Not sure what to include? Here are some ideas to help get you started:

- What sort of activities will be happening at the event?

- Will there be food vendors? What type of food will be served?

- What type of vendors and/or exhibits will be set up at your event?

- Is there any information that participants or event-goers should know before attending?

Tip: Descriptions can be up to 5,000 characters long. Feel free to use all of them!
Tip: Check your spelling by clicking the spellcheck function. ‹‹

Event Contact

If you have a specific person designated as a contact for your event, fill out their information using the Event Contact form. Only the first and last name of the contact will appear on the site.

Use the Pricing box to add any information about admission or ticket prices, parking fees and more.

**DON'T FORGET TO HIT SAVE BEFORE MOVING ON!**

Note: All changes to your event listing will not automatically appear on the site. All changes are subject to review for content and formatting by our staff, and once approved, will show up on TravelOK.com.

2. Photos Module

This module allows you to upload photos of your event. You can upload up to 120 photos.

<< TO UPLOAD A PHOTO, SIMPLY CLICK THE ADD PHOTO BUTTON.
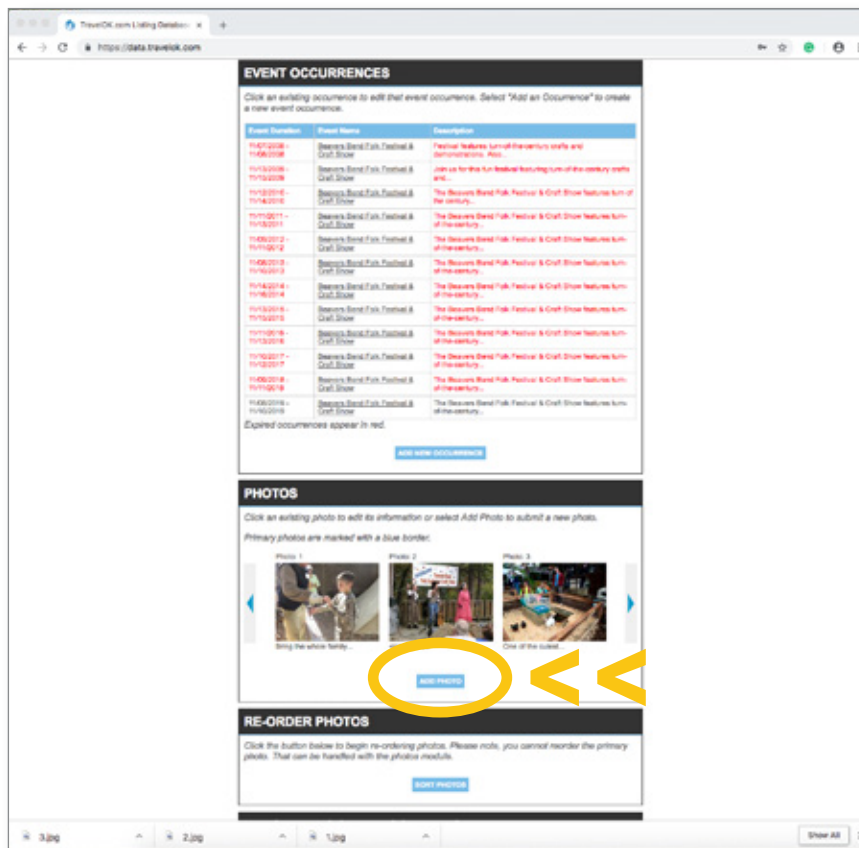
Tip: Having a variety of photos on your listing is a great way to showcase your event. Upload as many photos as you can! More photos = increased interest in attending.

Select the Choose File button << and choose a photo file from your computer using the box that pops up. Don't forget to click Upload << when you're done selecting your file!

Photo requirements:

- Photos must be in JPG format and 15 MB or less in size.
- Photos must be at least 390 pixels in width and 300 pixels in height.
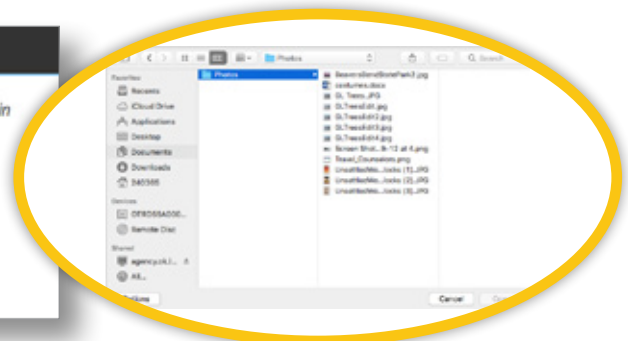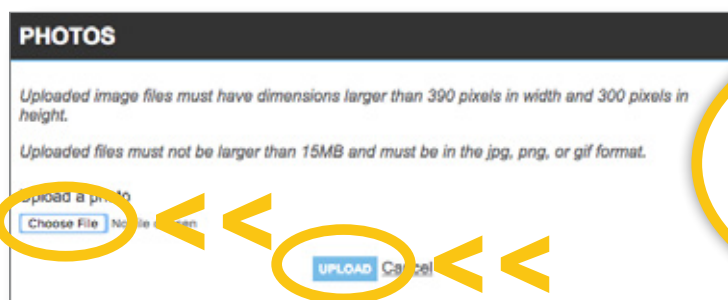
After your photo appears, a caption should be added to engage your audience.

Hit the Save button when you're done. << If you have several photos to upload, click the Save and Add Another button.

INCLUDE A CAPTION FOR YOUR PHOTO TO ENGAGE YOUR AUDIENCE
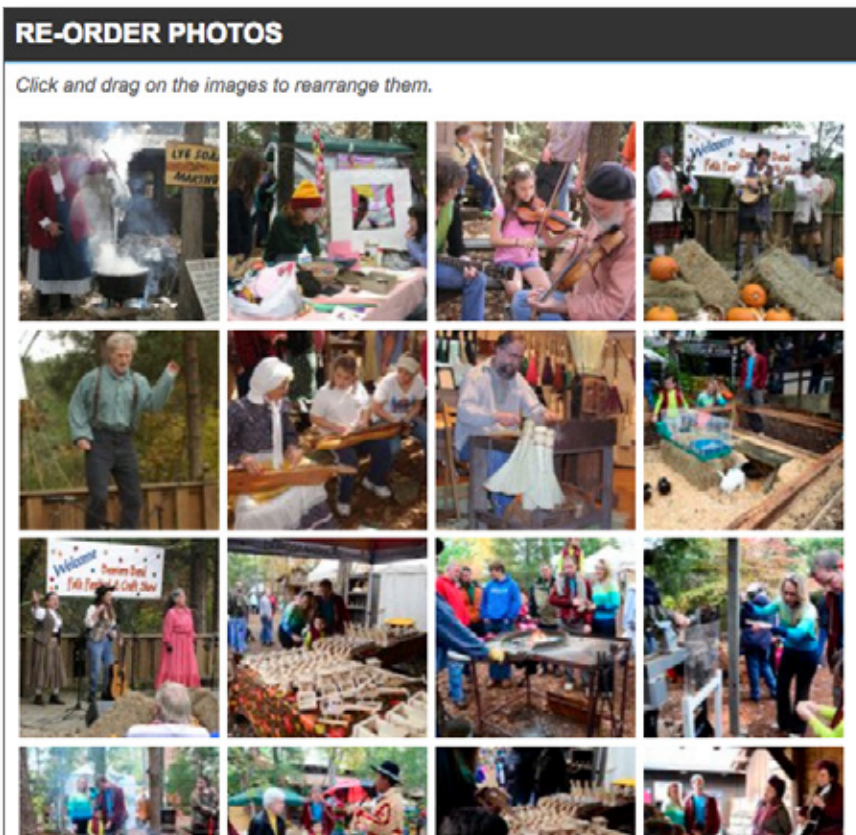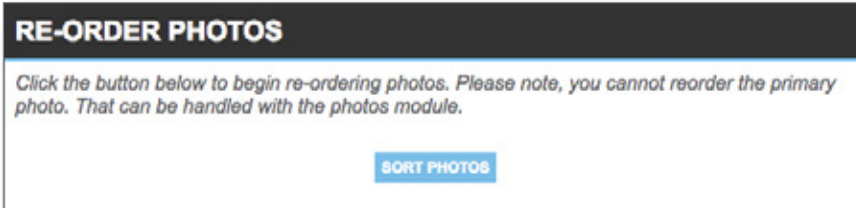

Pick the photo you want to appear first in your event's photo slideshow by clicking the Make Primary Photo button. <<

Set the parameters of your primary photo by adjusting the dotted lines that appear on top of the photo. These parameters determine how your photo appears in search results.

3. Re-order Photos Module

If you have multiple photos and would like to change the order they appear in your photo slideshow, click the Sort Photos button. <<

RE-ORDER PHOTOS

Click the button below to begin re-ordering photos. Please note, you cannot reorder the primary photo. That can be handled with the photos module.

SORT PHOTOS

RE-ORDER PHOTOS

Click and drag on the images to rearrange them.

<<

SIMPLY CLICK AND DRAG YOUR PHOTOS UP AND DOWN TO CREATE THE ORDER YOU WANT.

Note: Your selected primary photo will not appear in the Re-order Photos module. Primary photos will always display first and cannot be re-ordered.

SAVE SORTING Cancel **<<**
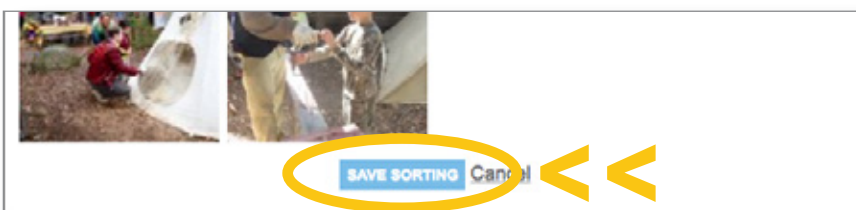
Save your changes by clicking the Save Sorting button. <<

4. Maps, Menus & PDF Documents Module

This module allows you to upload .pdf documents such as event flyers, vendor applications, schedules of events, etc.

Document requirements:

- Documents must be in PDF format.
- Documents must be 15MB or less in size.
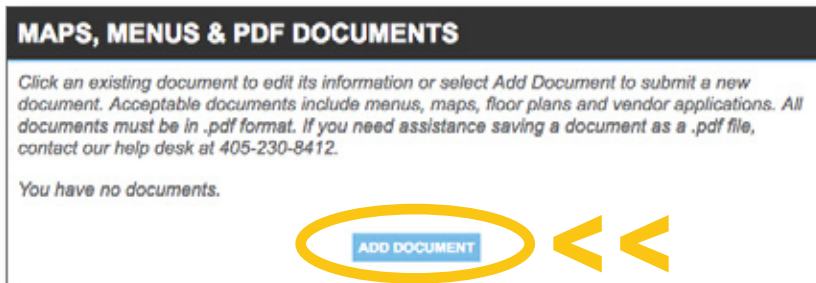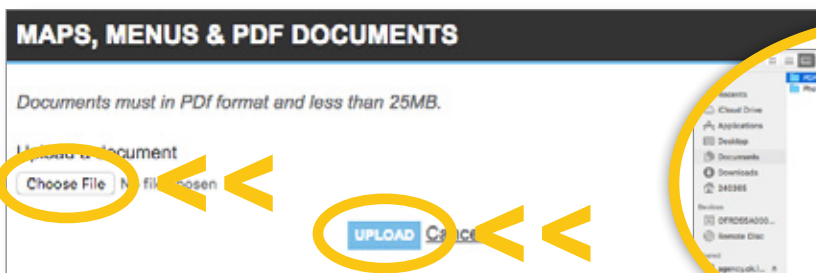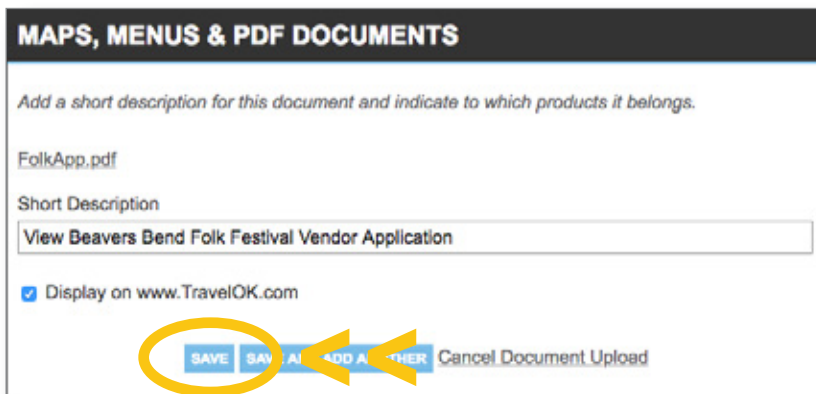

MAPS, MENUS & PDF DOCUMENTS

Click an existing document to edit its information or select Add Document to submit a new document. Acceptable documents include menus, maps, floor plans and vendor applications. All documents must be in .pdf format. If you need assistance saving a document as a .pdf file, contact our help desk at 405-230-8412.

You have no documents.

ADD DOCUMENT

TO ADD A DOCUMENT, CLICK THE ADD DOCUMENT BUTTON.

MAPS, MENUS & PDF DOCUMENTS

Documents must in PDf format and less than 25MB.

Upload a document

Choose File No file chosen

UPLOAD Cancel

Select the Choose File button and choose a PDF document from your computer using the box that pops up. Don't forget to click the Upload button!
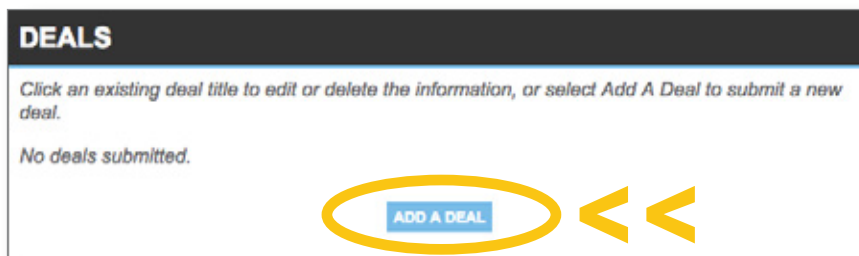
MAPS, MENUS & PDF DOCUMENTS

Add a short description for this document and indicate to which products it belongs.

FolkApp.pdf

Short Description

View Beavers Bend Folk Festival Vendor Application

☑ Display on www.TravelOK.com

SAVE   SAVE AND ADD ANOTHER   Cancel Document Upload

AFTER YOUR DOCUMENT IS UPLOADED, ADD A SHORT DESCRIPTION AND HIT THE SAVE BUTTON.

5. Deals Module

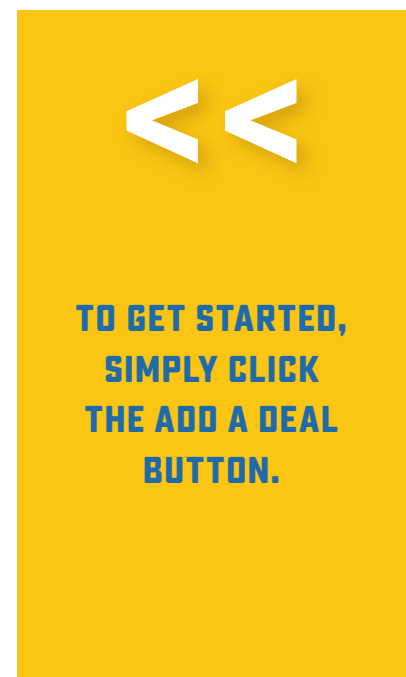This module allows you to post deals and specials to your event.

Deal requirements:

- Deals or specials must be expressed as a dollar off amount, percentage savings amount or a 'buy x, get x free' offer. The savings must be apparent.

- All deals must have a valid start date and end date.

- Include any disclaimers, blackout dates and other conditions, and a promo code if necessary.

DEALS

Click an existing deal title to edit or delete the information, or select Add A Deal to submit a new deal.

No deals submitted.

ADD A DEAL << <<

OKLAHOMA DEALS & COUPONS

Looking for a great deal? TravelOK.com has the printable coupons, special offers and package deals that'll make your Oklahoma vacation even more affordable. We update the offers frequently, so check back often to get all the latest savings opportunities.

TO GET STARTED, SIMPLY CLICK THE ADD A DEAL BUTTON.

Deals will not only be displayed on your event's page...

Beavers Bend Folk Festival & Craft Show
Ticket Special
OFFER VALID NOV 08, 2019 - NOV 10, 2019

Come to the Beavers Bend Folk Festival in Broken Bow, and buy one adult admission ticket to get one for half price.

LEARN MORE ▶

Ideas: Upload an early bird ticket offer, buy one get one free admission special or other deal.

...but will also be featured on our main Deals & Coupons page located at TravelOK.com/deals-and-coupons!

Add a title for your deal, contact information, a thorough description explaining the offer and any disclaimers.

Select the appropriate tag for your deal. Most event deals will be categorized as a Special Offer.

Select a photo to represent your deal. Use the arrows to find the photo you want from your main slideshow, or use the "click here to upload a new photo" << option to select a new one.

Coupon art can also be uploaded using this option.

Note: When your deal expires, it automatically falls off the site. You don't have to do a thing!
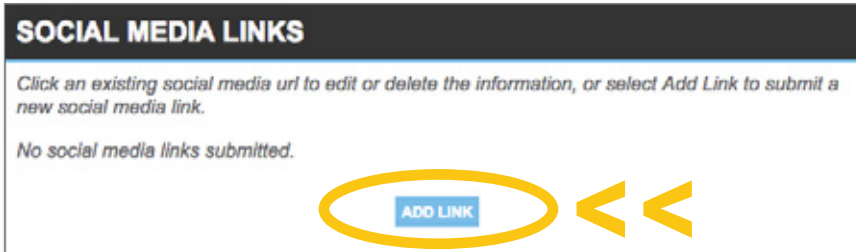
Also: Disclaimers are important to ensure a great customer experience.
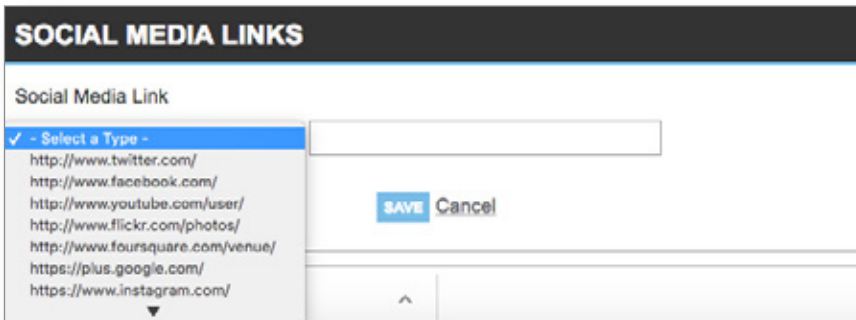
6. Social Media Links Module

This module allows you to link to your event's social media accounts.
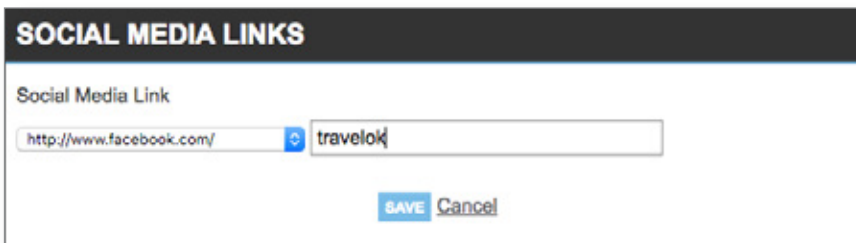
Account types you can link to:

- Facebook
- Twitter
- YouTube
- Flickr
- Google+

Click the Add Link button to get started. Next, click the drop down menu and select a social media account.
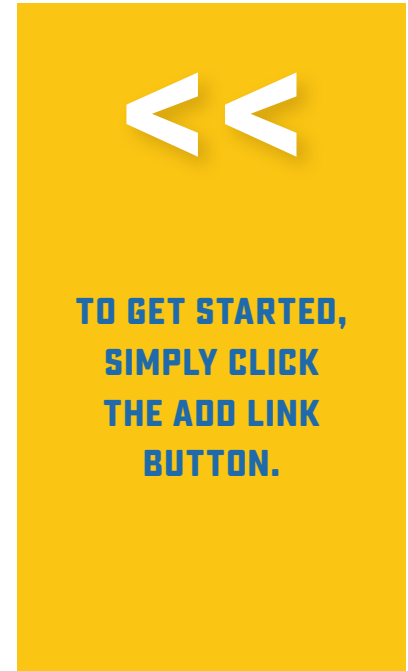

Enter your social media URL in the box provided. Only enter the information that appears after the first single slash.

For example: If your Facebook URL is facebook.com/pages/Beavers-Bend/123456, only enter **pages/Beavers-Bend/123456** *into the text box.*

Your links are then displayed on your page using the appropriate social media icons!

You're finished! Please keep in mind that all changes will be reviewed before anything shows up live on the site.

We've covered the basic modules of the data engine, and we hope that it will assist you in updating and maintaining your listing details. We look forward to working with you and helping you become an integral part in the Oklahoma tourism industry.

If you have comments, concerns or questions about the data engine or TravelOK.com, please don't hesitate to contact us at Update@TravelOK.com or by calling (405) 522-9634.

OKLAHOMA TOURISM & RECREATION DEPARTMENT