



BTAConnect

Training Guide

BERMUDA
TOURISM AUTHORITY

TABLE OF CONTENTS

Logging in	page 5	Event Creation	page 9
Adding Contacts	page 6	Special Offer Creation	page 10
Listing Creation	page 7	Update Hours	page 11
Adding Media	page 8	Review 'My Benefits'	page 12



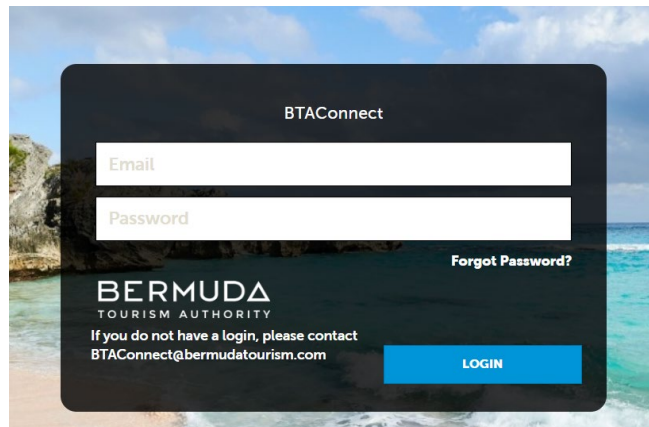
Logging in to BTACConnect

Log In to BTACConnect:

URL: www.gotobermuda.com/btaconnect

Username: email address

Password: a temporary password is sent when your account is created, if you do not have this or have forgotten your password, click on the “**Forgot Password?**” link

A screenshot of the BTACConnect login interface. The form is dark-themed with white input fields. It features a 'Forgot Password?' link and a blue 'LOGIN' button. The background of the form is a scenic image of a beach and ocean. The text 'BERMUDA TOURISM AUTHORITY' is visible below the input fields.

BTACConnect

Email

Password

[Forgot Password?](#)

BERMUDA
TOURISM AUTHORITY

If you do not have a login, please contact
BTACConnect@bermudatourism.com

LOGIN

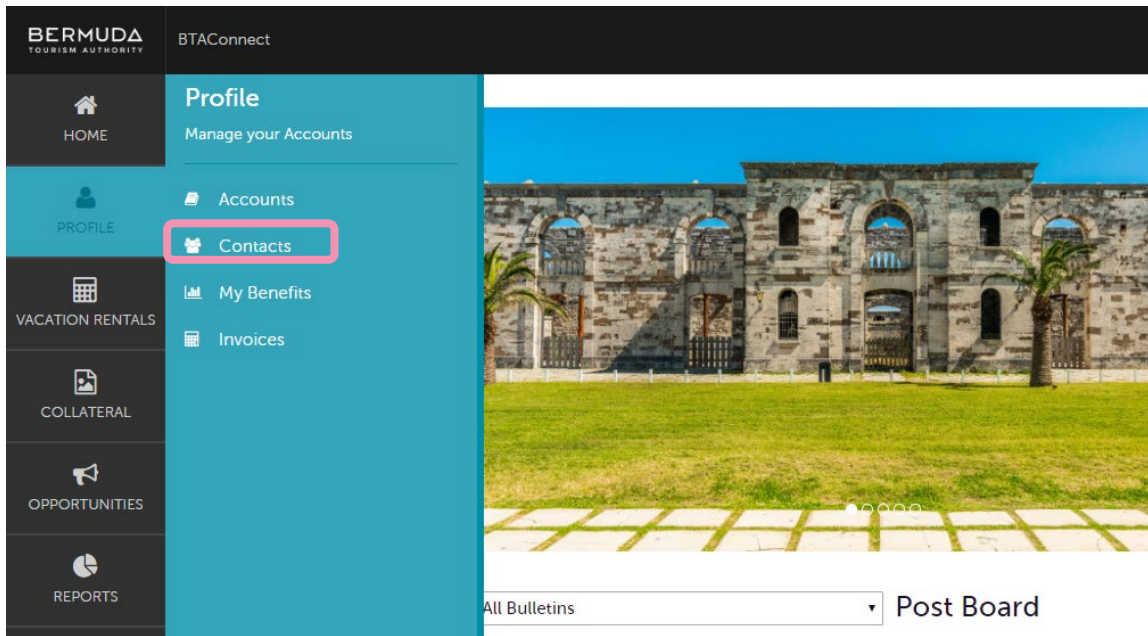
If you have any issues logging in, please email: BTACConnect@bermudatourism.com

Contact Creation

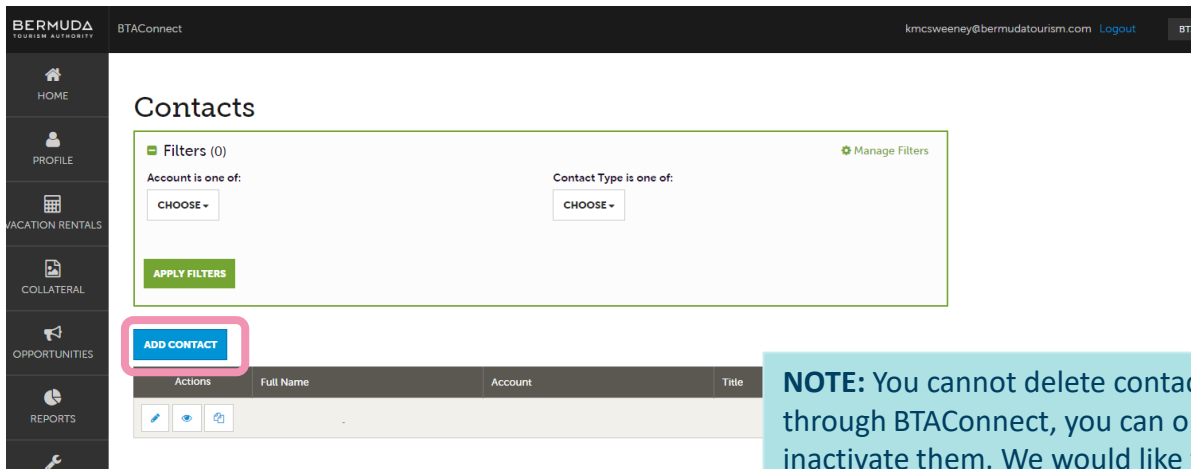
BTAConnect allows you to add and inactivate contacts associated with your business.

How to:

Navigate to the left-hand icons and click on the tile labeled **“Profile”**. Then click the **“Contacts”** section.



Once within the Contacts section, you can review and edit existing contacts and/or add new contacts. To add a new contact click on the **“ADD CONTACT”** button



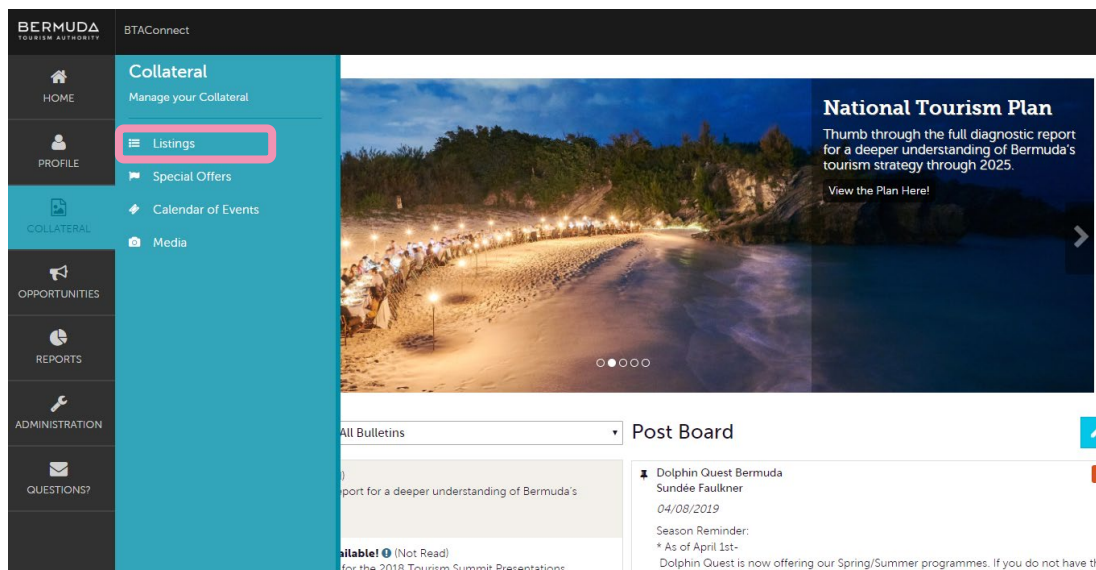
NOTE: You cannot delete contacts through BTAConnect, you can only inactivate them. We would like to keep old contacts to maintain historical data. If you need to hard delete contacts, please contact BTAConnect@bermudatourism.com

Listing Creation/Edit

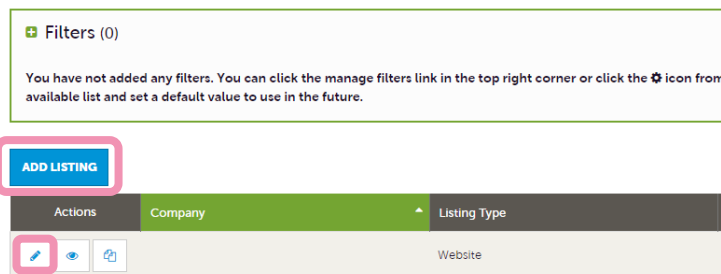
BTAConnect allows you to create and edit your business listing

How to:

Navigate to the left-hand icons and click on the tile labeled **“COLLATERAL”**. Then click the **“Listings”** section.



Listings



Once within the Listings section, to add a new listing click on the **“ADD LISTING”** button.

You can review and edit your existing business listing by clicking on the pencil next to your business name.

New Listing

SAVE

CANCEL

Sections:

General

Listing Information

Listing Image

Details

Tour and Excursion

Details

General

This Form allows you to submit both Website Listings and Tour/Excursion Listings for our Out Here Guide. Utilise the "Type" field to denote which Listing you'd like to create.

Account: Required

Bermuda Tourism Authority

Type: Required

Category: Required

SubCategory: Required

Listing Information

The Listing Information provided below will be used for your website listing on GoToBermuda.com. Once you have made your submission, the marketing team will review and may make some minor copy changes. The Category and Subcategory may have already been assigned by the BTA. If you think your business is incorrectly classified please contact BTAConnect@bermudatourism.com

Description:

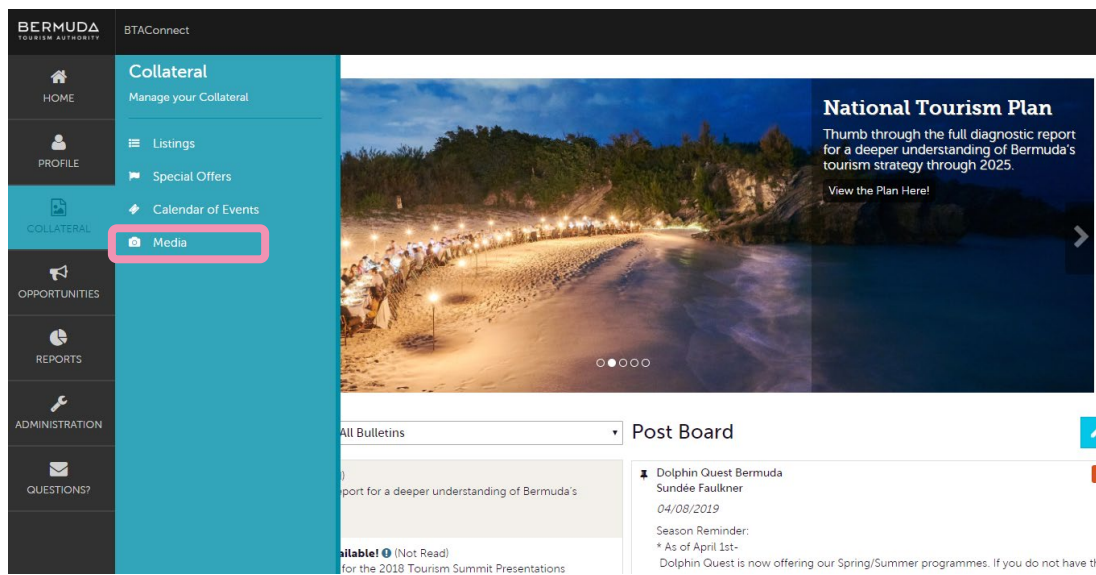
Please Note: Once the listing is submitted, the marketing team will review the details prior to publishing to the website

Media Upload

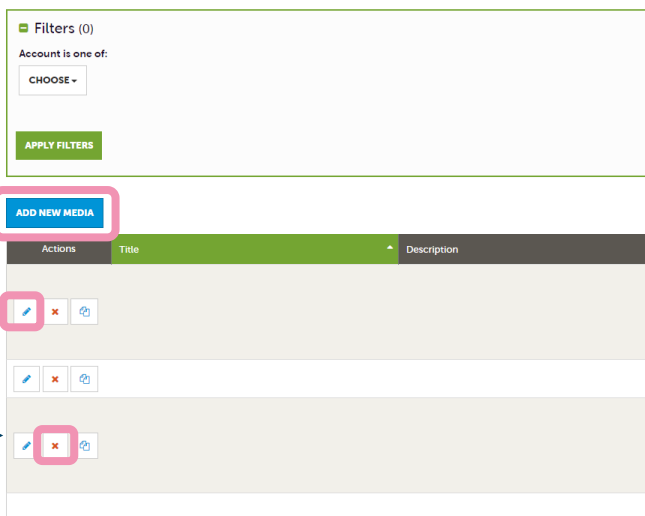
BTAConnect allows you to upload photographs for your online listing

How to:

Navigate to the left-hand icons and click on the tile labeled **“COLLATERAL”**. Then click the **“Media”** section.



Media



Once within the Listings section, to add a new listing click on the **“ADD LISTING”** button.



You can review existing photos by clicking on the pencil next to photos name.



You can delete old photos by selecting the red **“x”**.



New Media

A screenshot of the 'New Media' form. It has a 'SAVE' button in blue and a 'CANCEL' button in grey. Below the buttons, there's a 'Sections:' label and a dropdown menu showing 'Media Information'. The form has three main sections: 'Account:', 'Type:', and 'Listings:'. The 'Account:' section has a dropdown menu showing 'BTAConnect Test Account'. The 'Type:' section has a dropdown menu showing '--Choose One--'. The 'Listings:' section has a dropdown menu showing 'CHOOSE AMONG THE FOLLOWING...'. The 'Listings:' dropdown menu is highlighted with a red rectangular box.

Be sure to select what listing your media should be featured with.

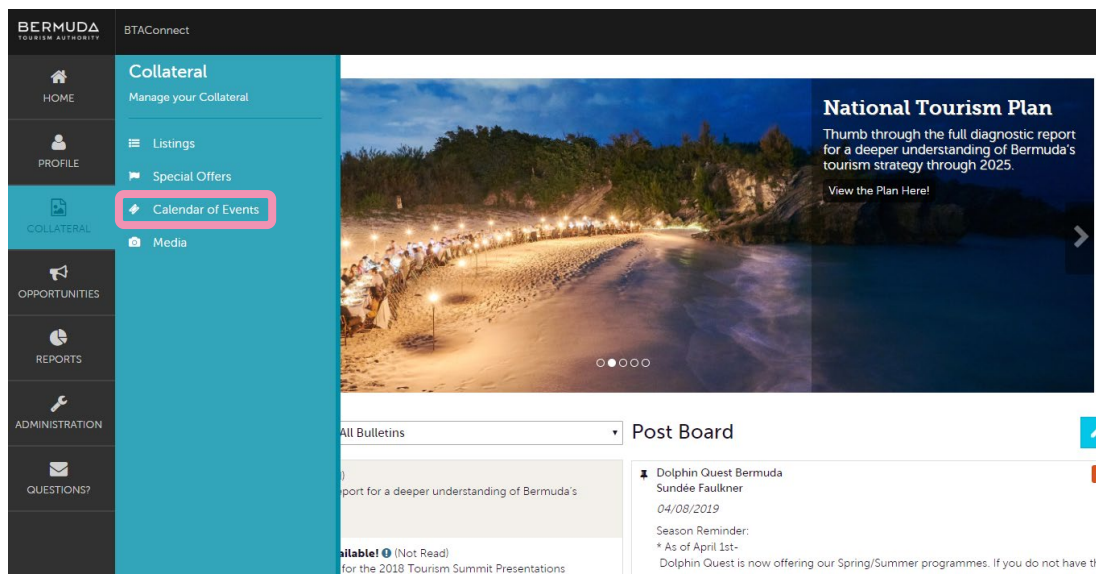
Please Note: The marketing team will review all photos prior to publishing to the website. We have found, strong clean photographs resonate with our visitors. **Please do not submit bulletins or images with graphic overlays. These will not be approved.**

Event Creation

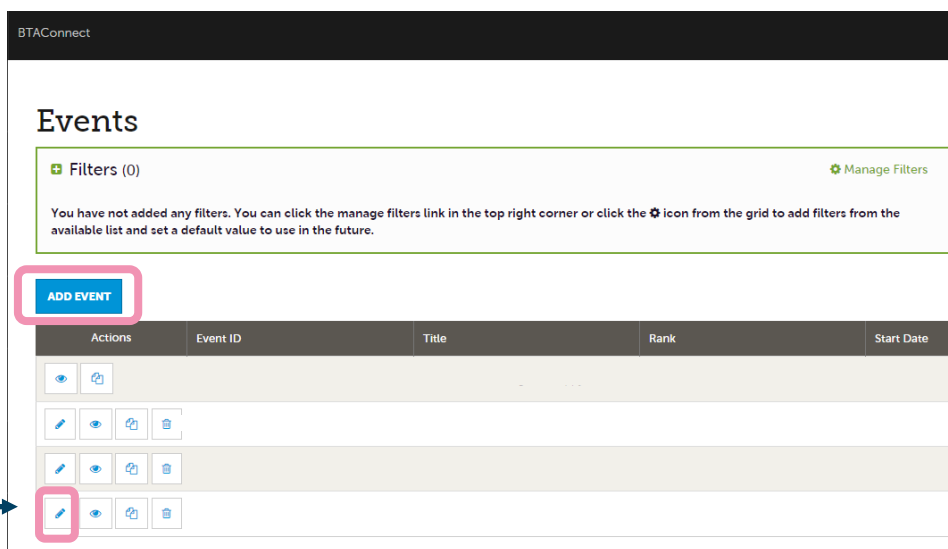
BTACConnect allows you to add events to be featured in our Events Calendar.

How to:

Navigate to the left-hand icons and click on the tile labeled **“COLLATERAL”**. Then click the **“Calendar of Events”** section.



Once within the Events section, you can review and edit existing events. To add a new event click on the **“ADD EVENT”** button.



To add an event, click on the **“ADD EVENT”** button. →

To edit an event, click on the pencil icon to the left of the event. →

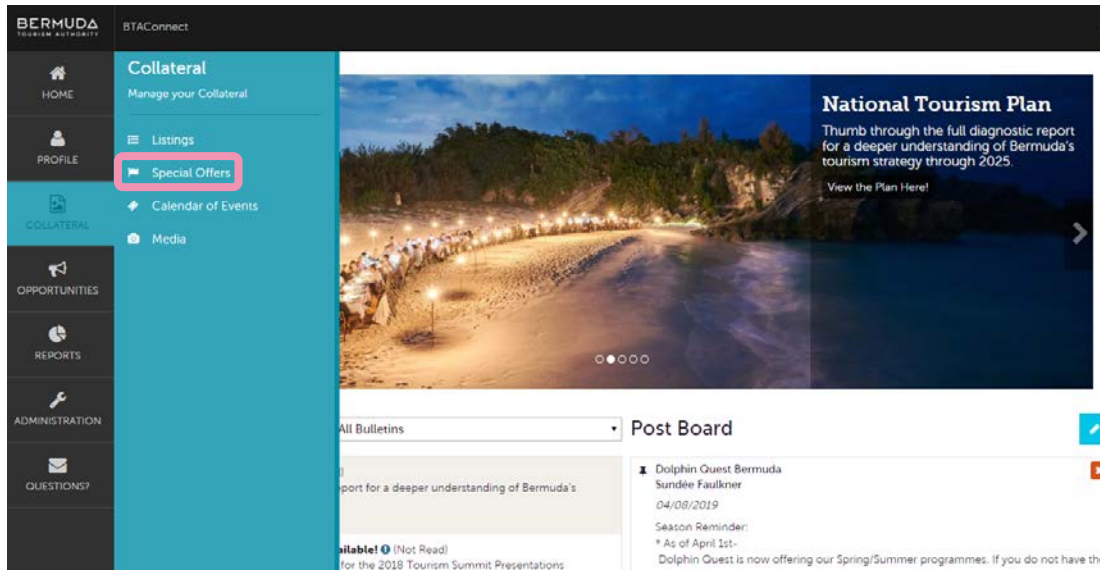
Please Note: Once the event is submitted, the marketing team will review the details prior to publishing to the website

BTAConnect Special Offer Creation

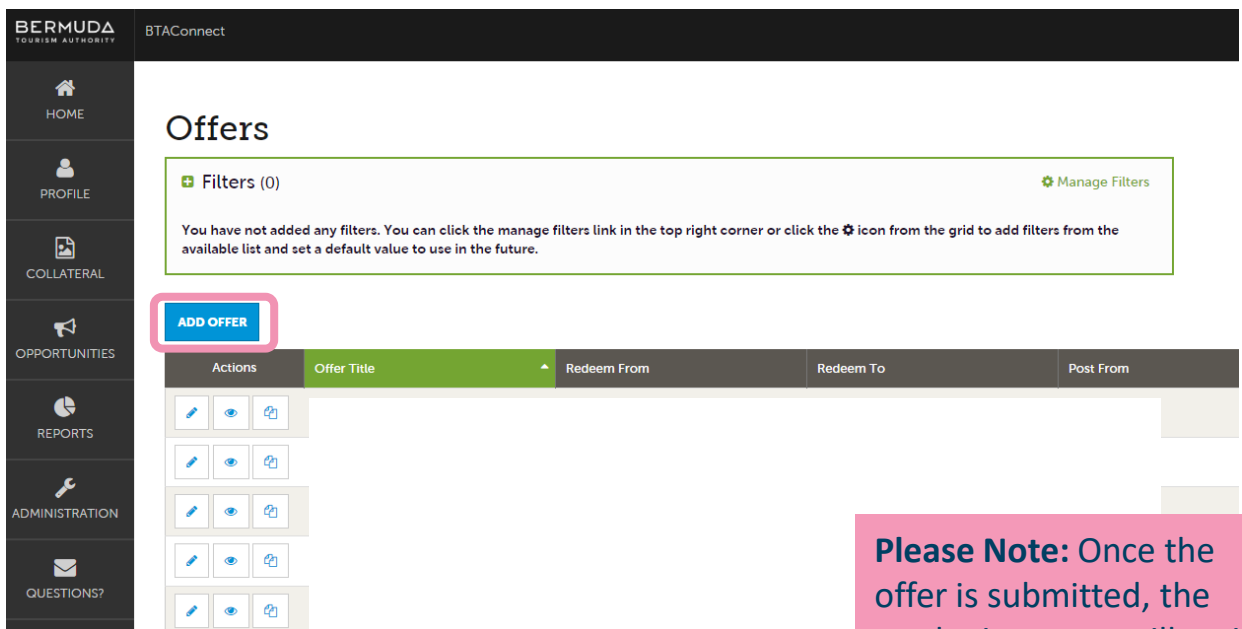
BTAConnect allows you to add special offers associated with your business.

How to:

Navigate to the left hand icons and click on the tile labeled “COLLATERAL”. Then click the “Special Offers” section.



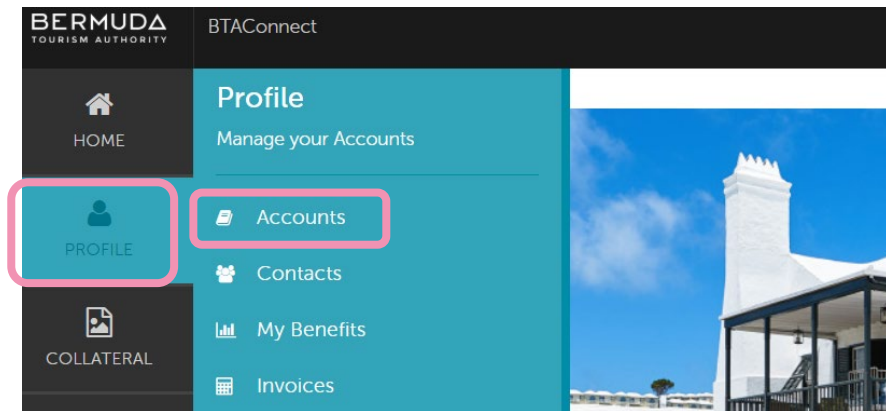
Once within the Offers section, you can review and edit existing offers and add new offers. To add a new offer click on the “ADD OFFER” button



Please Note: Once the offer is submitted, the marketing team will review the details prior to publishing to the website

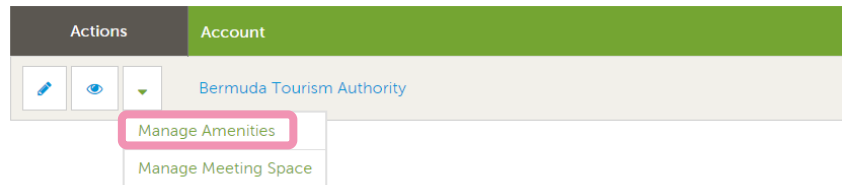
Updating your Business' Operating Hours

Navigate to the left-hand icons and click on the tile labeled **"PROFILE"**. Then click the **"Accounts"** section.



Once within the Accounts section, click on the green arrow pointed downward.

Next, click on **"Manage Amenities"**



Once within the Update Amenities section, you can see the hour fields for input on the right-hand side. Once completed, click the blue SAVE button on the upper left.

A screenshot of the 'Update Amenities' form in the BTACConnect web application. The form has a dark sidebar on the left with icons for HOME, PROFILE, COLLATERAL, REPORTS, and ADMINISTRATION. The main content area has a teal header with 'Update Amenities'. Below this is a form with two sections: 'General' and 'Business Continuity'. The 'General' section has a 'Hours' sub-section with input fields for Mon, Tues, Wed, Thurs, Fri, Sat, and Sun. The 'Business Continuity' section has a 'General' sub-section with a 'Open For Business' toggle. The 'SAVE' button is highlighted with a red box. A pink callout box on the right provides instructions on the time and date format.

The time and date format should be:
11 am - 4 pm
And CLOSED for days you are not open

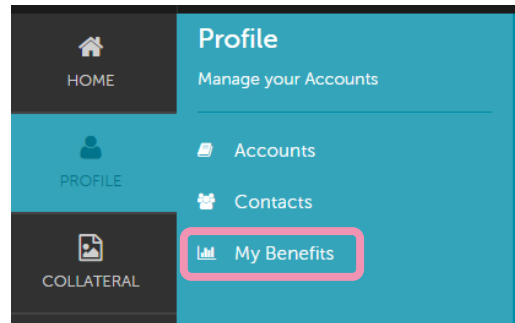
Please Note: Once the update has been submitted, the change will be pushed to the website within 48 hours.

Review “My Benefits”

BTAConnect compiles various activities happening with your account through BTA efforts. These include website listing views, press mentions, and leads sent.

Navigate to the left-hand icons and click on the tile labeled “**PROFILE**”.

Then click the “**My Benefits**” section.



Benefits

- Overview
- Listings
- Offers
- Fam Trips
- Leads/RFPs
- Service Requests
- Press Mentions
- Marketplace

PRINT

Account

-All-

Month

June

Year

2021

TO Month

May

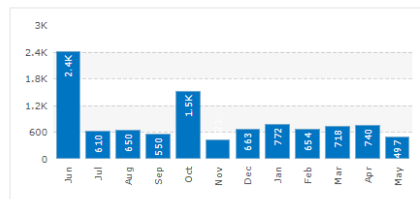
Year

2022

Listings

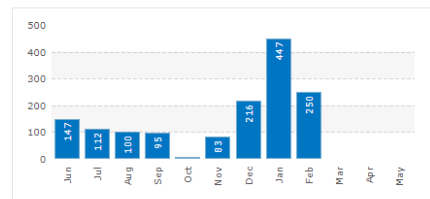
See Details

Views



Offers

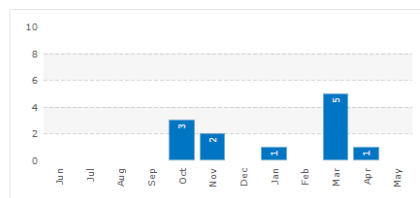
See Details



Press Mentions

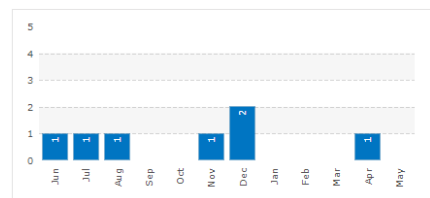
See Details

Mentions



Fam Trips

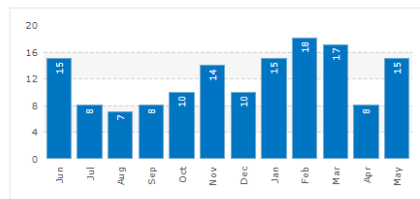
See Details



Leads/RFPs

See Details

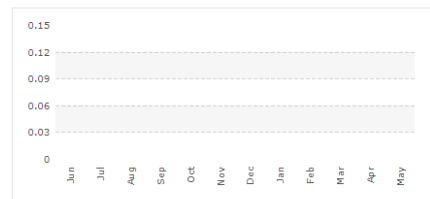
Sent



Services

See Details

Service Requests Sent



Listings: Views and clicks on website listings

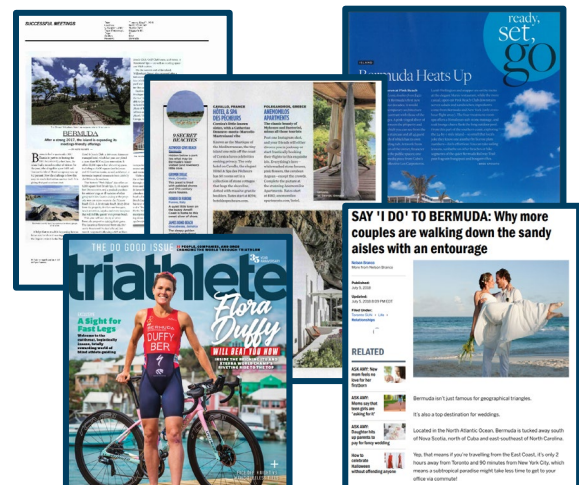
Offers: Views and clicks on offers

Press Mentions: BTA PR team articles featuring your business

Fam Trips: All groups that have been brought to your property as part of a BTA initiative

Leads/RFPs: All sales leads sent to your property

Services: All service leads sent to your business





For more information on BTA Connect contact:

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