

Consolidated Kentucky Regional Meeting Notes – July 10-14, 2017

Extranet:

- Only has to be updated once or twice (other than downloading leads) - make sure listings are correct any everyone is there, but no need after that
- Some people don't know how to use it, they aren't computer-savvy and are afraid to mess with it
 - Classes would be helpful
- New to tourism: sink or swim - not sure what you're supposed to do with it
 - Agreement on that - lots of turnover in tourism director world. Not always someone to direct. Regional groups can be helpful
- Limited time (lots of responsibility) so anything that's burdensome gets back-burnered. It's difficult to use
- Tutorial as you go through - coaching you on each thing. Tells you how to enter in the field, where it will display, etc.
- What info do we want? Should you put in all your events? What are we allowed to add?
- Also need big picture of why you're entering the info
- Confusion about what all feeds the visitor guide. When you've used it online and see that the guide is different, it can cause confusion
- What are the parameters for listings? (there has to be a tourism element)
- It's difficult to update info "all those different tabs"
- Have to keep checking back to see if it's updated. Would love to get an email to notify them once it's approved so they can check. Also a way to see
- Welcome centers use site as a resource to help visitors (tour times, etc.)
- Deleting doesn't happen automatically. Not everyone realizes deletions require approval. Could be helpful to add a note about that. Receive an email when that goes through
- Comment that she has a WP site and can see the changes automatically. Having a preview of what it would look like would be good.
- Don't like that deletion has to be approved
- Issue with deleting not working again
- Amy - short video tutorials were very helpful
- Comment that no training when started. Out of sight, out of mind. Don't update until hear from Kathy. Monthly prompts would be helpful
- Why don't use it? - part-time people that don't have time to get training, so it's hard to pass this off. Don't have the comfort level
- Training materials would be helpful
- User who uses it often, she runs into:
 - Issues adding photos
 - Confusion about deleting listings and whether they have to be approved
 - Accommodation in Campbellsville - photo is for Best Western. It got messed up/swapped
- One accommodation was looking for themselves and took a few steps to find themselves

- Another person said they have a community arts center has the wrong photo from a smoothie and fitness center. Would like a preview option
- Portions of Russell County in other cities (Windsor, Nancy, etc.) - had to have separate account for that. Based on zip code, not county. Would like to be able to just pick the appropriate listings and not have it be only by zip or city. This is a common issue
- For those without an email, they manage listings themselves
- Everyone agrees getting email alerts when deletion is approved would be helpful
- Also just a request for understanding the process in general. Do events have to be approved? How long does it take? Would like a way to see that easily. It's not clear from the extranet view if something has been approved or not.
- Recurring events: it's time-consuming because each date has to be added individually
- Comments on listings - nobody seems to think that would be particularly helpful
- Food & wine category - no separate food option so people don't want to use it if it's just food, for example
- Toll free number is required but dropping those so it would be best if this is not required
- Question about becoming part of a trail - send to dept of travel
- When you're adding a listing and can set a nearby lake, it would be nice to be able to select more than one. Mapping would help to see what's near the rivers
- Hard to use, hard to find things in there
- Forget because don't do it all the time. Only do 2-3x per year because she forgets. Email reminder would be helpful
- Again, difficult to use
- Takes too long
- Issue that in extranet the changes don't show up (maybe not saving) - the save process is confusing
- Deletion issue (still showing up in search after deleted)
- Stats: getting agreement that people would use this feature in the extranet
- Confusion about where visitor guide info comes from
- Quarterly stats reminder email would be helpful
- Include stats in the help guide
- Request to see by region and/or by county - check into the options for this
- Some areas don't really have internet coverage. Email issue. But in this case, she updates the listings for them so it could use her email.
- Agreement that previewing the listing would be helpful
- Agreement that mapping can be an issue
- Too many supertags. Too much to drill through. Agreement that bigger buckets would be helpful
- Don't require email address for events
- Restaurant in Knob Lick, that city isn't available so put it under Edmonton, but it's not displaying. Asking that she send us this specific listing. It's called "Roadside Barecue" (update: it was mis-categorized)
- The Lighthouse Restaurant name changed to something court - she had to change it back.

- Agreement that it would be helpful to have visual representation of the listings and what state of approval they're in
- Agreement that comments feature would be nice, concern that they wouldn't be able to address the comments but they felt if there was an auto-response and requiring a way to contact the person back, it would work
- Vicki - it would be helpful to get an email alert whenever someone in their county registers / creates an account or adds a listing to the site
- Do events monthly but don't update listings because don't have the patience - difficult process
- Training documentation would be helpful
- Agreement it would be helpful to have guidance
- More info about the process would be helpful (multi-step process). Had trouble at first understanding tabs
- Agreement that preview would be helpful
- Email issue - using your own
- Agreement that mapping can be an issue. Like the idea of being able to move the point
- Agreement again that listings never go away no matter what you do (deletion issues)
- Events do let them know when it's updated (visual cue) and that's helpful. Sometimes it's hard to remember to come back
- Comments - most people feel this would be helpful

Stats:

- People do feel that it would be helpful to see stats in the extranet
- How many people are getting to my page or looking at info/pages in Frankfort? Did they click through to Frankfort or listing website?
- Include region and city page traffic and click-throughs
- Would find general traffic stats to be very helpful
- Useful to know how many people are coming to them from the state site
- *send more info on secure certificates
- Another question about geographic area of visitors
- Bounce rate, time on site, visits, etc. Don't pay attention to how much traffic comes from the tourism site
- Some nods that people would be interested in stats

Email:

- Could provide a one-sheeter guide about how to set up a free email account
- We have another problem with people not updating their email addresses - prompt them to check and update
- Partners either don't have an email or don't want to provide it. They end up having to use cvb email address. Maybe make it clear that their email address is not used to contact them

Mapping:

- Address shows up in the wrong place (Google doesn't know)

Trip planner:

- They get lost on the site, it doesn't send a lot of traffic (unless it's something they paid for). Recommended itineraries would be helpful. Starting from here, coming here. List of attractions along interstate corridor, or search within a radius. Unless search for exact horse park name, you don't get it. If search for general horse parks, you get listings that aren't even horse parks. Maybe sub-categorization would be helpful. Little communities are getting lost.
 - Content - give people lists, etc. rather than just big bunch of listings
 - Let CVBs submit content/articles?
 - Geo-location (view listings in radius around you)
- Visitor comments: add a way to submit **suggestions** (something is missing)

Other features:

- Request to have events feed into Google calendar (API or XML feed?)
- Trouble spotting the site search
- Show local eateries/places first, big chains after in the order. They already designate things as local
- Limited to 3 categories for events. Some don't fit in any categories
- Need event category for yard sales or shopping
- Tabs are confusing (one complete form instead of tabs would be helpful)
- Agreement that mapping doesn't work well - should automatically map based on address if there's a full one
- Agreement on deletion issue
- Agreement that email alert would be helpful
- Visual cue that things are pending (different color or something)
- Kathy - it's hard to track who has updated their listings for the guide. Would be great if they can do an export by date so she doesn't have to track on paper
- Comments idea - would require email address so they can be contacted back. Should also send email alert to business owner. People like this idea (as long as it's private!)

Kentuckytourism.com

- See what's up there
- La Grange - they have a live chat, get questions about if you can eat on it, etc. They'll ask what's the nearest one where they can do that? She will use the site to find. Sometimes has to provide directions to specific attractions
- It's really slow

- Search can be cumbersome - difficult to find things sometimes (if could just search for “train attractions” or “trains” and get everything, wouldn’t have to just send them to the one she knows about. More general search
- Get use out of the pictures and verbage. Like how some of the content is presented, how features scroll by. Send links to the guide to people
- People don’t travel by region, they don’t know which region each town is in. Show by radius, don’t worry about region line.
- How to deal with this? TN has 3 regions. Can we simplify instead of 9 regions?
- Good place to collect info for IPs
- Shows IPs that they have free listing as service - able to show how serving their industry
- Look at the calendar a lot to see what other events they’re competing against (timing). Calendar view would be helpful
- View of featured events and what city it’s in from region page. Would like to see all the cities on the map view of region (someone in the last session had the same comment - only major cities are listed on the regions)
- Would love to see scrolling images of the big events - feature them, scroll them across with big beautiful images
- Trip planner (TN has a really nice one)
 - Depends on the demo. Some people really like to plan ahead and figure out everywhere they’re going to eat, etc.
 - Another comment that the trip planner is a big deal
 - Can help to find what’s on the way that you maybe didn’t know about before if traveling just for one main thing
- Let people see things in a map view
- Agreement that the images are what they like best about the website
- Can’t find things in their own town - categories are confusing and don’t know where to find
- Agreement that there are too many categories to choose from in the extranet, it causes confusion especially since limited to 5 categories. Bigger buckets would make this easier. A lot of people pick the visitor info category
- Random alpha order was really confusing. Like idea of doing true random but allow options to sort alphabetically or by geo-location (near me or pick region)
- Region map not displaying enough cities
- Give people info about how to go the scenic route. Location that’s hard to find - let people choose direct route, scenic route, etc.
- Tagging on images - where is it from?
- It’s hard to find things in search (general site search) - we need to look into indexing/caching of search results
- Let people see distance in minutes rather than just mileage
- Agreement that 4 regions make more sense for searching because people don’t understand the 9
- Photography: little to no participation from the partners. Kathy - request should come from tourism. Tell them the reasons when we send the request and provide a deadline.

Show what will look like without an image on your listing. Example of good and bad images

- Incentives to provide photos: website takeover ad?
- Signed releases - provide info about this and a release they can use
- Give people the option to submit a photo through Instagram using specific hashtag? (Amy)
- Hear a lot that can't find things on the site:
 - Too busy
 - Too complex, should be simpler
 - Categories should be under accommodations or b&b (?)
 - Simplified or re-organized
 - Distracting looking at different regions in some cases
- Search:
 - Have trouble finding when search for the exact name (general site search)
 - People sometimes search for a listing in the wrong city and can't find it because they're looking at the wrong city. Maybe distance radius from a city in search would be helpful (agreement this would be really good)
 - If search monticello or danville - could we have articles of top 10 things to do in the city and have it show up in search results? Request for city "microsite" (we do have these - maybe need to improve them)
 - No pictures in search results - not useful
 - Near me/around me is helpful (but not sure if visitors are using that or not)
- Other:
 - People are requesting itineraries - what's everything to do along the route (point a to point b and everything in-between)
 - Love the idea of feed of listings
 - Request to leave behind old/inaccurate content (?? - I think I missed part of this)
- When link to a page, it sometimes doesn't show a photo or it's just the logo or something that looks bad. Can we code the detail pages to pull in photo and descriptions automatically? Or would like to be able to set the image for the page.
 - Amy wants this for article pages too - need to build into CMS
- Amy - would like olapic widget to be higher up on the homepage
- Question about sharing user-generated photos with other CVBs. Would need to check into the legality of this. May want to update the request permission messaging?
- Ability to add tags/keywords for a listing to show up for, making sure it's indexed for the right terms that people are looking for
- Search: too many listings show up because things aren't categorized appropriately so you have to sort through irrelevant data
- XML feed or api should definitely include events
- Request for functionality to enter starting point, points of interest, and have it generate a suggested itinerary
- Comment that she liked the Instagram example we had up (slide 28)
- People liked the idea of getting search results in a radius around searched city
- Like use of regional map

- Vicki - if you're in a region page and you look at lodging for the region, you get general lodging subhead. That's something we can fix now if she sends us an image
- People agree the images are great, but nothing that really stands out as something they particularly love
- Agreement there are too many categories
- Sometimes get calls that can't find a particular listing. Reported an issue with city search not working correctly. Turns out this was an ATV listing so probably an issue with separate adventure DB
- Request to have all city content in once place again
- Agreement that radius location search from a larger city would be helpful. E.g. things covered in Greenville area but with different city address
- Not all small towns are listed in dropdown menu. Need ability to request that these get added
- Want to make sure listings can have multiple images
- People like the idea of a mobile friendly extranet - making it easier to upload images
- Currently limited to 5 images per listings
- Thinking about the best way to handle loading new images so they don't have to do through the old extranet first
- Wyoming has good MP content examples
- Wyoming and Utah have
- They all like idea of bigger photos and map, breaking into quadrants first on the homepage

Navigation:

- See and Do confusion
- Agritourism and bourbon trail, etc. should be under do
- Tours could be separate section (lots of them) and attractions is everything else
- Or indoor/outdoor
- Category divisions
- Experiences v. activities? (one person said experiences is too broad)
- Activities, attractions, adventure
- Plan: videos get lost in there. Would never think to find videos in that section. Same with articles. Bring some of these things closer to the forefront
- More suggestions for travelling with children, as a couple, wedding, etc.
- Need wider than 25 mile radius
- Content idea: Kentucky story (talk about the history) - and link to other content from it. Wouldn't think to look for About KY under Plan, but like the idea of "create your own Kentucky experience"
- Trip planner: once add something, it navigates them away. Nobody seems to use. Better off with itineraries than trip planner
- People want the small town experience. Put together itinerary with all back roads.
- Add ability for DMOs to share content/articles through the extranet
- List of content that we're lacking? What subjects do we need?

- Amy - only in your state (weird, specific things)
- Need to audit and identify areas where we're lacking. Reach out to DMOs
- Don't have to write it - send pictures, ideas, etc.
- Give photo credit (make sure it's easy to do that through the extranet)
- #travelky (other hashtags) - if they use, we will see it
- Easy to navigate but hard to find things because so many categories
- Get complaints from older generation
- When you view by county, not everything pulls up.

Search:

- She can't find her own attractions on the site, so nobody else will
- In bluegrass region - can search by city, region, etc. - listing search:
 - If know traveling to harrodsburg and want to search events by date, if you also pick the region it returns no results. If just harrodsburg, it works. Don't know that you have to only pick one selection. If going to region first and then pick a city, getting no results. E.g. Georgetown events *need to look into this now. Since it's an OR, shouldn't allow you
- When searching by accommodations, you don't have category for actual house rentals (lake houses) - like airbnb
- Have trouble finding when search for the exact name (general site search)
- People sometimes search for a listing in the wrong city and can't find it because they're looking at the wrong city. Maybe distance radius from a city in search would be helpful (agreement this would be really good)
- If search monticello or danville - could we have articles of top 10 things to do in the city and have it show up in search results? Request for city "microsite" (we do have these - maybe need to improve them)
- No pictures in search results - not useful
- Near me/around me is helpful (but not sure if visitors are using that or not)

Olapic:

- Amy - it would be better if we know where the photos are from

Cities:

- She has to list things in LaGrange that are really in crestwood

Trends:

- They want social feeds
- If we have an article with a trail and you get to listings that way, let's also put Olapic widget of photos from the trail on that trail page (get really specific)
- Comment: need to know what's near the city you're in (it might be a place in a different region)

- Another comment about stuff along main roads

Photography:

- Did a photo contest to capture photography (drones)
- Guide should include recommended file types (noted issue with not being able to upload a png)

Linking -

Parting Thoughts/Questions

- For tourism folks - What do you need from us? How can we help you?
- Asked - Do you track where people are coming from? Yes, we do, Kathy explained some of the stats on that.
- 15-passenger tour bus - hard to find the listing - it's under transportation. Needs to be more front and center. Should be able to find this from other places (hotels that he services, for example) - nearby or related listings
- People are requesting itineraries - what's everything to do along the route (point a to point b and everything in-between)
- Love the idea of feed of listings
- Request to leave behind old/inaccurate content (?? - I think I missed part of this)
- Vickie - Ads are not relevant and too close to the top - move to Other Things in the State You Might be Interested In - Ads are annoying
- Make more clear what is going in the Visitor's Guide vs. what is on the website

Action items/New Features

- Extranet Tutorial - maybe with short videos, we can put links to these within the portal as well as on the Umbraco Welcome page
- Extranet - Tutorial as you go through - coaching you on each thing. Tells you how to enter in the field, where it will display, etc. Kind of like the Paperclip guy in Word
- Extranet - Auto emails when listing approved, deleted, changed
- Extranet - view of listings that easily show (color coding?) new, pending approval/deletion, changed, approved, deleted etc.
- Extranet - way to preview listing/event before submission
- Extranet - More robust Stats (by city page, county page, region, page and if those are sending to listings)
- Rename Extranet
- Send out Information on Secure Certs
- Provide a one-page guide about how to set up a free email account

- Extranet - Prompt to check email and contact information when logging into extranet, maybe send an email a couple of times a year as well