

# Guidelines for selecting products and countries

## → Airlines and Air Charters

- Ensure you select all destinations you fly to

## → Country selection

- Choose only the country/ countries or state(s) where you provide services

## → Cruises

- Specify the capacity options
- If you have 1,000 cabins, select the lower capacity options too
- Include all locations where your clients can start a cruise

## → DMCs (Destination Management Companies)

- If your organisation is a DMC, choose only DMC or Event Production
- Avoid selecting unrelated options like Airline or Hotels not directly supplied by your organisation
- Including irrelevant products confuses search results for buyers

## → Hotels

- Choose resort types and room capacity
- If you have 1,000 rooms, select the lower capacity options too
- Include Conference Venue if applicable
- Select all relevant capacity options
- Choose restaurant if offered as a stand alone hire

## → Technology

- Select every location where you can offer your product

## → Tourist boards or convention bureaus

- Select the destination you represent, not locations where you have an office
- Choose the Tourist Board or Convention Bureau option
- Avoid unrelated options like Airline or Hotels
- Including irrelevant products confuses search results for buyers