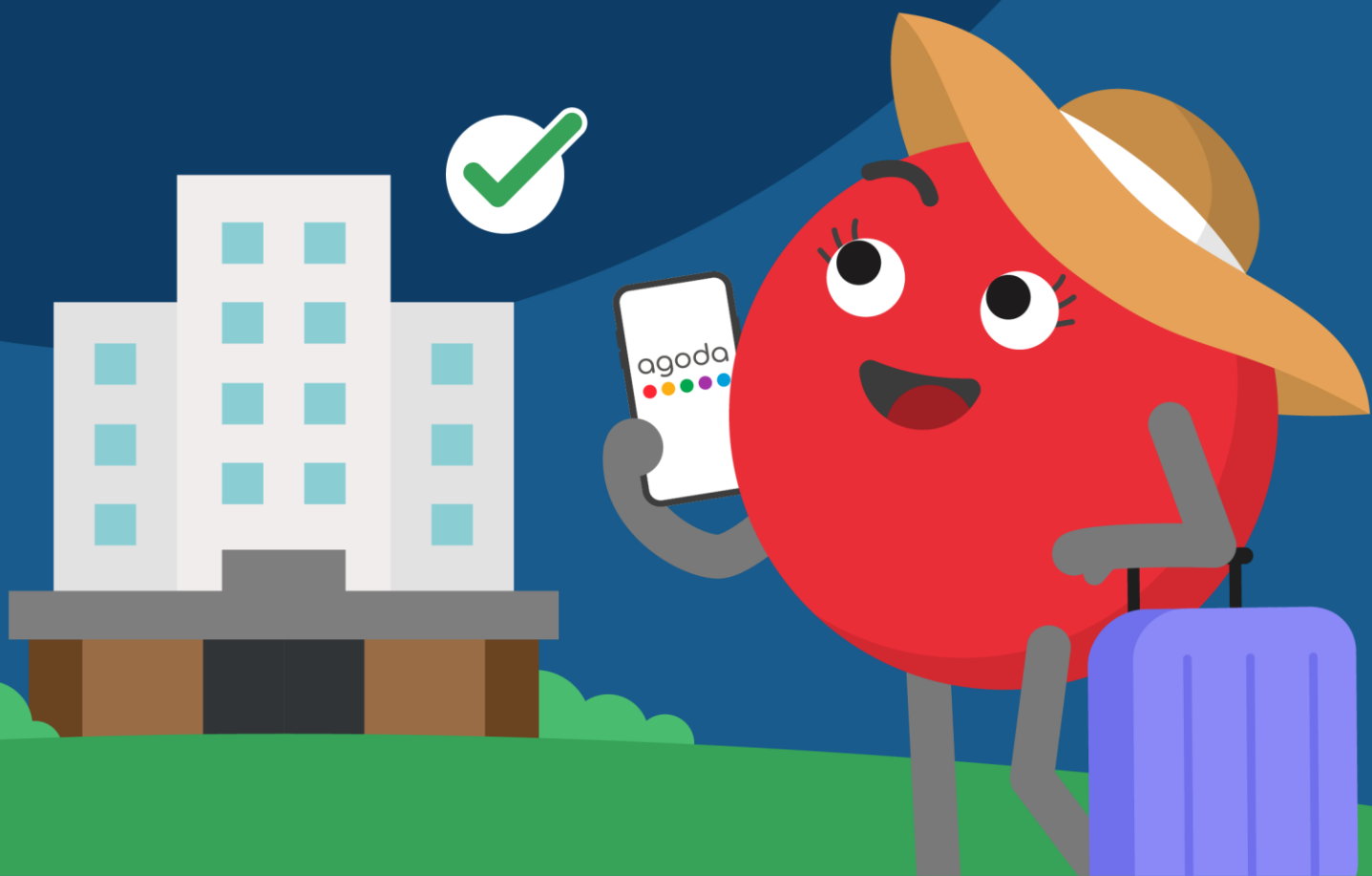




# CONTENT SCORE GUIDELINE

Travelers prefer when  
properties tell them exactly  
what they're getting!



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# 1. Introducing Content Score

## 1.1 What is Content Score?

---

Content Score is the overall measure of content health for your property listing on Agoda. Think of it as a representation of how much information a guest can see about your property and the rooms you offer while browsing for accommodation.

Years of data and research have proven that there's a direct correlation between complete content and guest confidence in booking. Guests don't like uncertainty. The more detailed information you provide, the more reassured a guest will be that your property provides what he or she is looking for.

Therefore, more complete content leads to higher conversion, and fewer guest complaints – which leads to better reviews. Agoda's Content Score provides an easy and direct way to measure your listing's content completeness.

The following guide explains what is measured in Content Score, how this information is displayed to the guest, and how you can easily update and improve your own content.

## Content Score Elements

Content Score is split into six categories:

- Property-level Content
- Room-level Content
- Property Photos
- Room Photos
- Age Policy



## 1. Introducing the Content score

### 1.2 Overview of Content Score Elements

---

#### Property-level Content

---

##### Property services

- Access
- Services and conveniences
- Getting around
- Things to do, ways to relax
- Internet access
- For the kids
- Dining, drinking, and snacking
- Others

##### Sports and recreation

- Land sports
- Fitness & recreation
- Swimming & soaking
- Things to do, ways to relax
- For the kids

##### Useful information

- Check-in/Check-out time
- Airport transfer fee
- Breakfast charge

##### Languages spoken

##### Star rating

#### Room-level Content

---

##### Room content

- Room size
- Number of bathrooms

- Room view

- Bedding configuration

##### Room-level amenities

- Bathroom and toiletries
- Entertainment
- Layout and furnishings

- Safety and security features
- Access
- Comforts

- Clothing and laundry
- Dining, drinking and snacking
- Accessibility

#### Property Photos

---

**Overall photo count:** minimum 25 photos

**Photo coverage:** at least 1 photo from each facility category:

- Restaurant/bar/café
- Swimming pool
- Spa
- Food & beverage
- Fitness
- For the kids
- Things to do

#### Room Photos

---

**Overall photo count:** minimum 4 photos per room type

**Photo coverage:** at least 1 photo from each facility category:

- Bedroom
- Bathroom
- View

#### Age Policy

---

##### Property-level Age Policy

- Children allowed in room
- Extra bed price
- Baby cots price

##### Room-level Age Policy

- Number of extra bed allow in room type
- Baby cot allow in room type
- Allow children in this room type

# 2. Property-level Content



## General

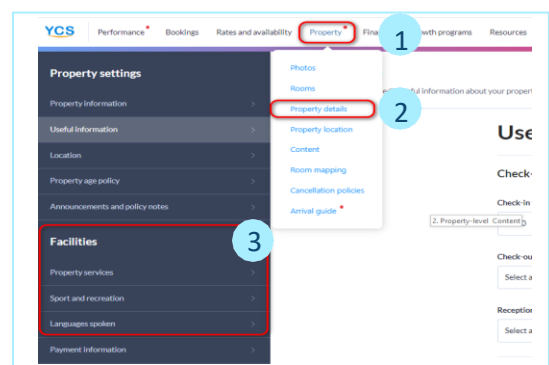
Property-level facilities are the features and offerings of your property that are accessible to all guests, such as swimming pools, fitness facilities, or restaurants.

## Property Facilities Page on YCS

To edit property facilities, go to YCS, and click **Property > Property details > Property services**

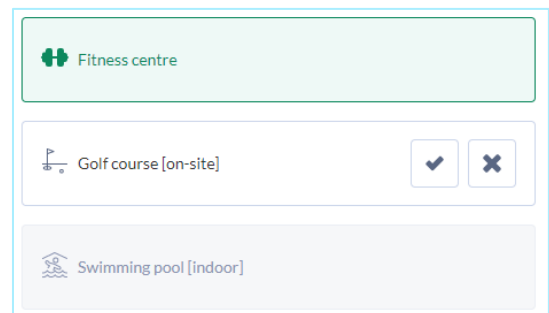
Property facilities are separated into three different categories:

- Property services
- Sports and recreation
- Language spoken



There are three possible values you can select with each individual facility to indicate their status:

1. Green (appears when “✓” button is ticked): meaning this facility is available
2. Grey with ✓ and ✗ button: missing information, indicating no status has been chosen
3. Grey out (appears when “✗” is ticked): meaning this facility is NOT available at the property



Once facility status has been ticked, it can only be changed to “✓” or “✗” value. To change the status of selected facility, hover over the button to select alternative value.

Note that for calculating Content Score, only green ✓ or ✗ grey out values will be counted as a complete data point. Missing information is regarded as incomplete.

## 2. Property-level Content

### 2.1 Property-level: Essential Property Facilities

#### What are the Most Important Property Facilities?

To help you easily navigate the numerous facilities, we have selected the facilities that travelers care most about. We have grouped them into their respective facility types and listed them below.

#### Property Services

Update the facilities listed in the “Property services” tab of the Facilities section with either a yes ✓ or no ✗ selection, indicating availability at your property.

Let us know at the availability of at least 1 facility from the following categories

##### Getting around

- Airport transfer
- Car park [on-site]
- Car park [free of charge]
- Car park
- Car park [nearby]
- Car park [charges apply]
- Valet parking

##### Things to do, ways to relax

- Massage chair
- Massage bed

##### Internet access

- Free W-Fi in all rooms
- Wi-Fi in public areas
- Wi-Fi [portable rental]
- Internet [LAN]
- Internet services

##### Dining, drinking, and snacking

- Coffee shop
- Bar
- Restaurant
- Restaurant [kosher]
- Restaurant [halal]

##### OR Accessibility

- On-site Accessible Restaurants / Lounges

##### OR Others

- Restaurant Breakfast
- Restaurant Lunch
- Restaurant Dinner

#### Sport and Recreation

Update the facilities listed in the “Sports and recreation” tab of the Facilities section with either a ✓ or ✗ selection, indicating availability at your property.

Let us know at the availability of at least 1 facility from the following categories

##### Things to do, ways to relax

- Sauna
- Spa
- Massage
- Steamroom
- Swimming pool [outdoor]
- Swimming pool [indoor]
- Swimming pool
- Pool facilities
- Pool with view

**Note:** To get full score in the section, you must indicate the availability of **at least 1 facility from the above categories**. In calculating Content Score, only green ✓ or ✗ grey out values will be counted as a complete data point. Missing information is regarded as incomplete.

## 2. Property-level Content

### 2.2 Property-level: Additional Property Facilities

Apart from the essential property level facilities, we have an additional list of facilities that is also of interest to guests.

#### Property Services

Update the facilities listed in the “Property services” tab of the Facilities section with either a yes ✓ or no ✗ selection, indicating availability at your property.

##### Access

- Non-smoking room
- Front desk [24 –hour]

##### Services and conveniences

- Non-smoking room
- Smoke-free property
- Smoking area
- Front desk [24 –hour]
- Elevator
- Daily housekeeping
- Concierge

##### Things to do, ways to relax

- Beach
- Fitness center [free]
- Fitness center [24-hours]
- Fitness center [charges apply]

##### Dining, drinking and snacking

- Room service

#### Sport and recreation

Update the facilities listed in the “Property services” tab of the Facilities section with either a yes ✓ or no ✗ selection, indicating availability at your property.

##### Things to do, ways to relax

- Private beach
- Fitness center

##### For the kids

- Kids club
- Swimming pool [kids]

**Note:** To get full score in the section, you must indicate the availability of **at least 1 facility from the above categories**. In calculating Content Score, only green ✓ or ✗ grey out values will be counted as a complete data point. Missing information is regarded as incomplete.

## 2. Property-level Content

### 2.3 Property-level Facilities: Language Spoken

#### Languages Spoken

What languages do the staff at your property speak? Update it on “Languages Spoken” section of the Facilities tab.

Select ✓ for the for the languages that are spoken by property staff. It is NOT necessary to select the ✗ values for languages that are not spoken.

| Languages spoken (2/44 selected)            |                                  |
|---|----------------------------------|
| <input checked="" type="checkbox"/> English | <input type="checkbox"/> Arabic  |
| <input type="checkbox"/> Bulgarian          | <input type="checkbox"/> Burmese |

#### How Property-level Facilities Appear on Agoda?

Other property facilities are displayed further down, next to the heading “What they offer”.

| Category                    | Facility                               | Status |
|-----------------------------|--|--------|
| Languages spoken            | English                                | ✓      |
|                             | Arabic                                 | ✗      |
|                             | Chinese [Cantonese]                    | ✗      |
| Accessibility               | Elevator                               | ✓      |
|                             | Facilities for disabled guests         | ✓      |
|                             | Wheelchair accessible                  | ✓      |
| Internet access             | Free Wi-Fi in all rooms!               | ✓      |
|                             | Wi-Fi in public areas                  | ✓      |
| Things to do, ways to relax | Diving                                 | ✗      |
|                             | Garden                                 | ✗      |
|                             | Table tennis                           | ✗      |
|                             | Spa                                    | ✗      |
| Cleanliness and safety      | First aid kit                          | ✓      |
|                             | Hand sanitizer                         | ✓      |
|                             | Staff trained in safety protocol       | ✓      |
|                             | Protective screens in common areas     | ✓      |
|                             | Safe dining setup                      | ✓      |
|                             | Temperature check for guests and staff | ✓      |

### 2.3 Useful Information

#### General

We also ask you to provide important information for guests that includes:

- Check-in /Check-out information
- Airport transfer fee
- Breakfast charge

#### Adding useful information on YCS

Click **Settings > Property Settings > Useful information**

| Useful information    |                  |
|-----------------------|------------------|
| Check-in/Check-out    |                  |
| Check-in from:        | Check-in until:  |
| 02:30 PM              | 08:00 PM         |
| Check-out from:       | Check-out until: |
| 10:00 AM              | 11:00 AM         |
| Reception open until: |                  |
| 10:00 PM              |                  |



## 2. Property-level Content

### 2.4 Useful Information

#### Check-In/Check-Out

Check-in and check-out times are the earliest or latest time that guests may check-in or check-out at the property without having to pay an additional charge.

##### Updating on YCS

On YCS there are four check-in/out time fields:

1. Check-in from

2. Check-out until

Check-in from: What is the earliest time that a guest may check-in at the property without having to pay extra?

Check-out until: What is the latest time that a guest may check-out from the property without having to pay extra?

Check-in until and check-out from fields: These are not counted within Content Score, but still useful for guests if your property does not offer a 24-hour check-in/out service or 24-hour reception.

Here are some things to keep in mind when updating check-in and check-out information:

- Times should not be between 06:00 PM and 06:00 AM.
- Be mindful of the difference between midnight and noon: 12:00 AM means midnight while 12:00 PM means noon.

#### Airport Transfer Fee

Airport transfer fee is a flat rate for transportation to or from the airport (one-way), if not included in the room rate.

##### Updating on YCS

If your property has airport transfer, is it free or charged?

- Fee information should be updated if there's a charge, but if the airport transfer is free, you can leave the field as blank or input a "0" value.

### Transfer information

Airport transfer available

Travel time to airport (minutes)  Minutes Distance to airport

Distance from city center

#### How Useful Information Appear on Agoda?

This information will be displayed next to the heading "Some helpful facts".

### Some helpful facts

Check-in/Check-out  
🕒 Check-in from: 15:00  
🕒 Check-out until: 12:00

Getting around  
📍 Distance from city center: 0.5 km  
🕒 Travel time to airport (minutes): 45

Extras  
🍳 Breakfast charge (unless included in room price): 1765.50 THB  
📶 Daily Internet/Wi-Fi fee: 642 THB

The property  
🚭 Non-smoking rooms/floors: Yes  
🍸 Number of bars/lounges: 2  
🏠 Number of floors: 16  
🍽️ Number of restaurants: 10  
🛏️ Number of rooms: 331  
🔌 Room voltage: 220  
📅 Year property opened: 1876

Show less ▲



## 2. Property-level Content

### 2.5. Property-level: Star rating

Star rating is one of the crucial information about your property. Travelers can search for a property using this as a criteria while browsing for accommodation

#### Star rating on YCS

Star rating can be found “Property” tab in YCS. To access the star rating, simply click into the Property tab > Property information > General information

#### Property level information

Property name:\*

Property external ID:  Property former name:

Hotel chain:  Hotel brand:

Hotel owner:  Currency:

Star rating:\*

 Classification: A

#### Setting and amending Star rating

Star rating can be selected during the property onboarding process. If you wish you amend your current rating, please reach out to us and our team will assist on the request.

# 3. Room-level Content



## 3.1 Room-level Facilities

### General

Room level facilities are the features and offerings of your property that are available in each room type, such as a shower or bathtub, air conditioning, television, or refrigerator.

### Room Set-up Page on YCS

1. Click **Property > Rooms**
2. Select the **room name** or use the search function to find a specific room.

| ID        | Name                | Room occupancy                                    | Room size         | Rack rate | Number of rooms of this type | Status   |
|-----------|---------------------|---|-------------------|-----------|------------------------------|----------|
| 3090639   | Deluxe              | 2-2 guests  | 30 m <sup>2</sup> | 7000 THB  | 999                          | Active   |
| 3090644   | Deluxe Cottage      | 2-2 guests  | 33 m <sup>2</sup> | 7500 THB  | 999                          | Active   |
| 3090648   | Premier             | 3-2 guests, 1 extra bed                           | 45 m <sup>2</sup> | 13000 THB | 999                          | Active   |
| 3090710   | Deluxe Premier Room | 3-2 guests, 1 extra bed                           | 48 m <sup>2</sup> | 14200 THB | 999                          | Active   |
| 3090719   | Pool Side Villa     | 3-2 guests, 1 extra bed                           | 60 m <sup>2</sup> | 16000 THB | 999                          | Inactive |
| 505340390 | Suite               | 3-2 guests, including max 2 children, 1 extra bed | 45 m <sup>2</sup> | 500 THB   | 3                            | Inactive |

### What are the Most Important Room Amenities?

To help you easily navigate the numerous possible facilities, we've selected the facilities that travelers care most about. We have grouped them into their respective types and listed them below.

Keep in mind that at the room level, there is no toggle button for **X** values. Select from the facilities that are available for that room type.

If certain facilities are not available: **select the facility > click Save > un-select the facility > click Save**

#### Bathroom and toiletries

- Bathtub
- Whirlpool bathtub
- Shared bathroom
- Additional bathroom
- Private bath
- Shared bath
- Shower
- Separate shower and tub
- Shower booth
- Walk- in shower
- Toiletries
- Additional toilet
- Toilet with bidet
- Hair dryer
- Bathrobe
- Towels
- Tv [in bathroom]

#### Comfort

- Air conditioning
- Fan
- Heating

#### Safety and security features

- Non-smoking
- Smoking allowed

#### Layout and furnishings

- Balcony/terrace
- Private pool

#### Entertainment

- Internet access – wireless
- Internet access – LAN
- Wi-Fi [free]
- Wi-Fi [charges apply]
- LAN internet in room [free]
- LAN internet in room [charges apply]
- TV
- TV [flat screen]
- Satellite/cable channel

#### Dining, Drinking and Snacking

- Kitchenette
- Kitchenware
- Full kitchen
- Coffee/tea maker
- Refrigerator
- Microwave
- Kettle
- Free bottled water
- Free instant coffee
- Complimentary tea
- Minibar
- BBQ facilities

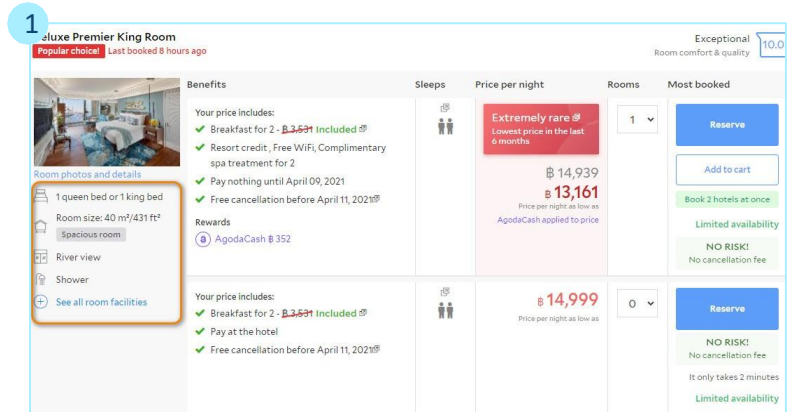
### 3. Room-level Content

## 1. Room-level Amenities

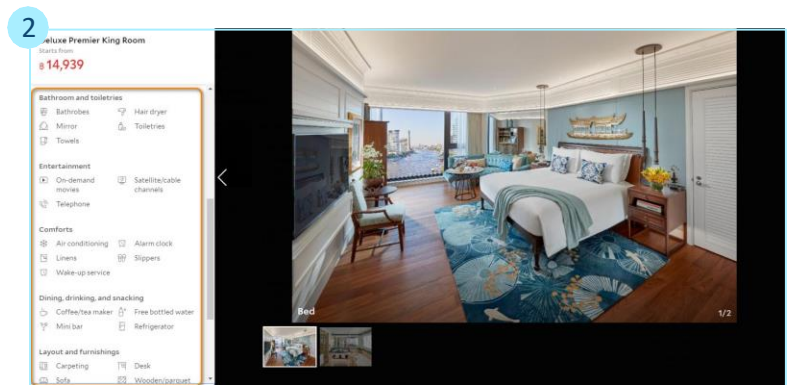
### How Room Amenities Appear on Agoda?

Room amenities appear in two different places:

- Selected key room amenities are highlighted on the room grid.



- Clicking on 'More Features' on the room grid will lead to a pop-up with a complete list of room amenities.



## 3.2 Room Details

### General

We also ask you to provide room level content for guests that include:

- Room size
- Number of bathrooms
- Room view
- Bed configuration

### Room Size

Room size is the size of the room including the balcony in square meters.

### Updating on YCS

- Enter the room size in square meters as a whole number. Do not include decimals.
- To convert the number from square feet to square meters, use the following formula:
- 1 square foot is equal to 0.093 square meter

### 3. Room-level Content

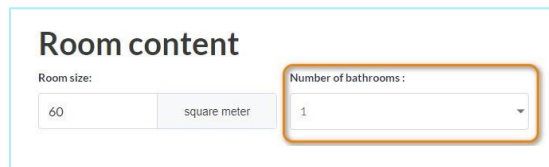
## 3.2 Room Details

### Number of Bathrooms

The number of bathroom (s) available for a room type.

#### Updating on YCS

- Enter number of bathrooms into the box or use the drop-down list.



The screenshot shows a form titled "Room content". It has two input fields: "Room size:" with a text box containing "60" and a dropdown menu set to "square meter", and "Number of bathrooms:" with a dropdown menu set to "1". The "Number of bathrooms" dropdown is highlighted with an orange border.

### Room View

Room view is the view that guests may see when they look out of the window or windows. There are 25 room views that are listed in Agoda, which are:

- Bay
- Beach
- City
- Country
- Courtyard
- Garden
- Gulf
- Harbor
- Lagoon
- Lake
- Lake (partial view)
- Marina
- Mountain
- Nature
- No view
- No windows
- Ocean
- Ocean (partial view)
- Park
- Pool
- River
- Sea
- Sea (partial view)
- Street
- Unknown

### Special Cases to Consider for Room Views

#### No windows vs No view

“No windows” means that the room type does not have any windows in the room. “No view” can mean that room has windows looking directly towards another building, or into an air shaft.

#### Multiple view options may be available for some room types

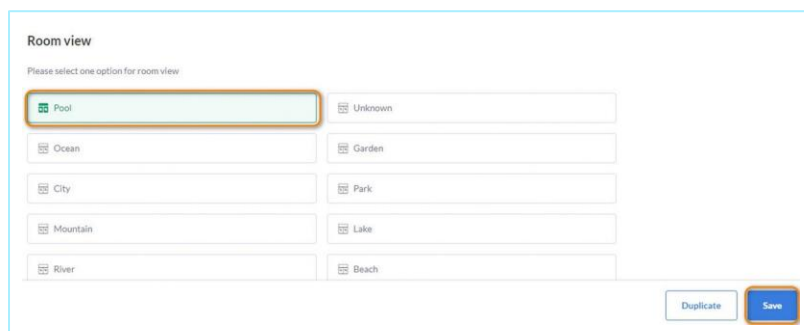
If a specific view cannot be guaranteed for a specific room type and can only be allocated upon arrival, mark it as an “Unknown” view.

#### No exact matches are found

If no exact matches are found within the list of available options, select the best match. As a last resort, select “Unknown” if no options apply. Please note that “Unknown” view type will not be shown on the property page. Travelers care about room views! Assigning a specific view is better than leaving it blank or unknown, as uncertainty may discourage bookings.

#### Updating on YCS

- Select the view that you offer in the specific room type. You may only select one view for each room type.
- Click **Save** to save your selection.



The screenshot shows a form titled "Room view" with the instruction "Please select one option for room view". It features a grid of 12 dropdown menus for selecting a view: Pool, Ocean, City, Mountain, River, Unknown, Garden, Park, Lake, and Beach. The "Pool" dropdown is highlighted with an orange border. At the bottom right, there are "Duplicate" and "Save" buttons.

### 3. Room-level Content

## 3.2 Room Details

### Bed Configuration

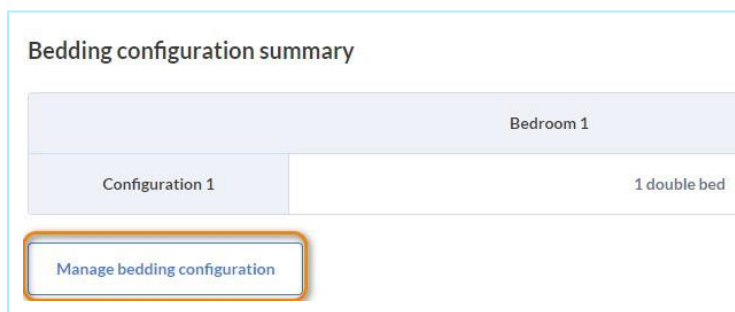
Bed configuration is the bed types that are available in the room. There are 11 bed types that are listed on Agoda, which are:

- Single Bed
- Semi Double-Bed
- Double
- Queen Bed
- King Bed
- Super King Bed
- Bunk Bed
- Sofa Bed
- Futon
- Male Capsule
- Female Capsule

Agoda’s bed types can refer to beds of slightly different dimensions with equivalent terms. This may depend on where the properties are located, as different regions have different mattress size standards.

#### Updating on YCS

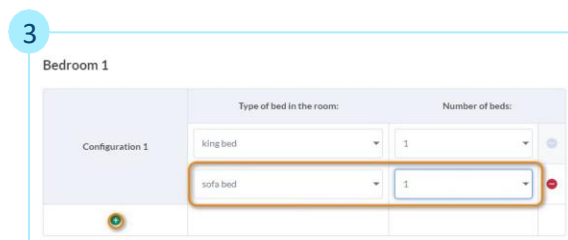
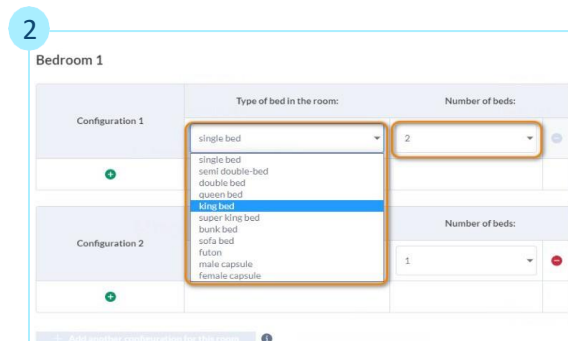
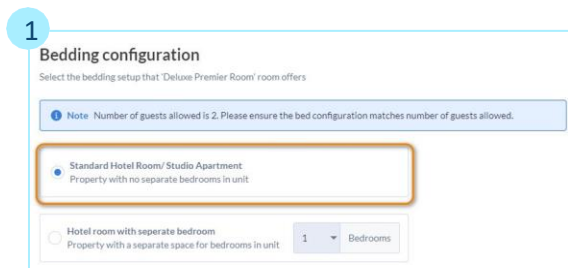
To set bed configuration, click on the **“Manage Bed Configuration”** button and proceed with the step-by-step guide below, depending on what type of room you wish to update.



### Example 1: Set bed configuration for standard hotel rooms or studios

How to set up bed configuration for a standard hotel room with 1 king bed and 1 sofa bed?

1. Choose room type **“Standard Hotel Room/ Studio Apartment”**
2. Select bed type and number of beds from dropdown list
3. If multiple bed types are offered within the same room, click **“+”** and fill in other types of beds
4. Click **“Confirm”** to save



### 3. Room-level Content

## 3.2 Room Details

### Example 2: Set Alternative Bedding Layouts

How to set up the bed configuration with an alternate bedding layout? An alternative layout means that guest will have the ability to choose between one or the other bedding layout.

1. If your property offers alternative bedding layout for this room type, select “Add another configuration for this room”
2. Select the bed configuration for the alternate layout
3. Click “Confirm” to save

1

| Configuration 1 | Type of bed in the room: | Number of beds: |
|-----------------|--------------------------|-----------------|
|                 | double bed               | 1               |

+ Add another configuration for this room

2

| Configuration 1 | Type of bed in the room: | Number of beds: |
|-----------------|--------------------------|-----------------|
|                 | double bed               | 1               |
| Configuration 2 | single bed               | 2               |

### Example 3: Set Bed Configuration for Multiple Bedroom Units

How to set up bed configuration for a two-bedrooms unit? For example, the first bedroom has 2 single beds, and the second bedroom has 1 double bed. There is also a common space in this room type with 1 king bed.

1. Choose room type “1 or more bedrooms in unit”

Select the number of bedrooms within the unit from dropdown list. Bed layout options will appear for each bedroom under separate headers, labeled “Bedrooms” with a number indicating the number of bedrooms.

1

Standard Hotel Room/ Studio Apartment  
Property with no separate bedrooms in unit

Hotel room with separate bedroom  
Property with a separate space for bedrooms in unit

2 Bedrooms

2. Update bedding layout for each bedroom(s) individually: select number and type of bed within each room

If multiple bed types are offered within the same room, select “add another bed” and fill in information accordingly.

2

Bedroom 1

| Configuration 1 | Type of bed in the room: | Number of beds: |
|-----------------|--------------------------|-----------------|
|                 | double bed               | 1               |

+ Add another configuration for this room

Bedroom 2

| Configuration 1 | Type of bed in the room: | Number of beds: |
|-----------------|--------------------------|-----------------|
|                 | super king bed           | 1               |

### 3. Room-level Content

## 3.2 Room Details

If the room type has common space such as a living room (prevalent in suites), you can also choose bedding options for that space under the “Common Space” header.

Common space

| Configuration 1 | Type of bed in the room: | Number of beds: |
|-----------------|--------------------------|-----------------|
|                 | sofa bed                 | Select quantity |

### How Does This Appear on Agoda?


Bed configuration is shown on the room grid on property page. Bed configuration selected will determine how it is displayed. In the examples below, you could see how different bed configurations are shown to guests.

**Example 1:** Standard hotel room with “Additional bed” – The room type shown here as 1 single and 1 double bed within the same room.

**Example 2:** Standard hotel room with “Alternative bed layout” – The room type shown below has two different layouts that can be chosen by guests. Guests can choose either 1 king bed or 2 queen beds within this room type.

**Example 3:** Multiple bedroom unit – The room type shown here has two bedrooms and one common space. The first bedroom has 1 king bed, the second bedroom has 2 double beds, and the common space has 1 sofa bed.

1




Room photos and details

- Free Wi-Fi
- 1 single bed and 1 double bed
- Room size: 25 m<sup>2</sup>/269 ft<sup>2</sup>
- Partial sea view
- Balcony/terrace
- Shower
- More features

9.0 Excellent

2



Room photos and details


Bed preference

- 1 king bed
- 2 queen beds

- Free Wi-Fi
- Room size: 32 m<sup>2</sup>/344 ft<sup>2</sup>
- Spacious room
- Garden view
- Balcony/terrace
- Non-smoking
- Shower
- More features

8.7 Excellent

3



Room photos and details

- Free Wi-Fi
- 1 king bed & 2 double beds & 1 sofa bed
- Room size: 100 m<sup>2</sup>/1076 ft<sup>2</sup>
- Extra spacious room
- Garden view



# 4. Photos



## 4.1 General Photo Guidelines

Past research has shown that property photos can maximize the likelihood of bookings. There are two levels of photos: property photos and room photos. Property photos may include exterior or interior views (entrance and lobby), and photos of public facilities such as swimming pools or spas. Room level photos may include bedrooms, living rooms if available, bathrooms, and room facilities such as toiletries or hair dryer. For more information regarding intellectual property rights, refer to Appendix 2.

### Updating on YCS

Please make sure that all your photos observe the following rules:

- Minimum 25 photos
- Minimum resolution of 1024\*768
- JPEG or JPG format only
- Landscape orientation
- Colored photos only

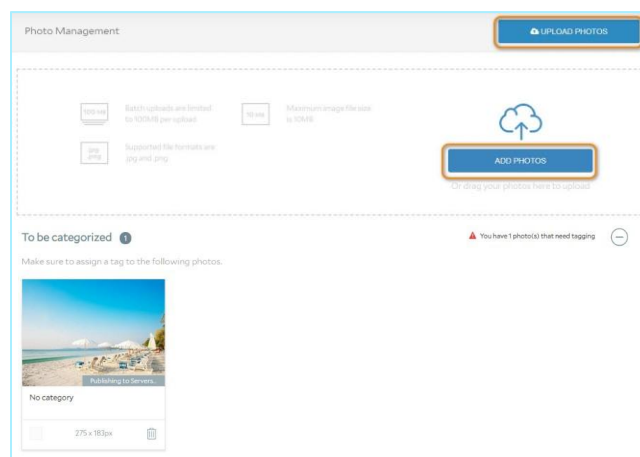
#### For quality control, please avoid:

- Duplicates with existing YCS Photos
- Animals or people in any photos
- Photos containing information such as rates and contact information.
- Third party names or logos, even if in background
- Any graphic design, including frames or montages

Check out the detailed [guidelines](#) on how to take good photos with your smart phone!

#### Uploading Photos: Method 1

1. Click **Content > Photos > Upload Photos > Add Photos**
2. The pop-up allows you to add photos saved on your desktop. You may also drag and drop photos from your desktop directly in this box.
3. Newly uploaded photos will be shown directly below under the header **“To be categorized”** > proceed to categorize and caption new photos following the steps in the next section.

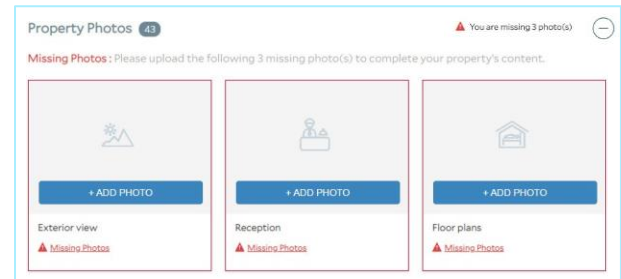


## 4. Photos

### 1. General Photo Guidelines

#### Uploading Photos: Method 2

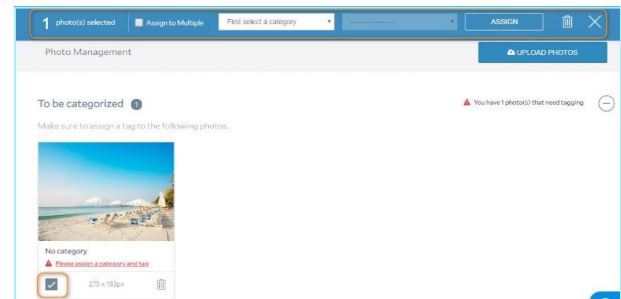
On the Photos page, you will see there are callouts at both the property and room level for missing photos. They contain captions describing which type of photos are missing. You may upload photos directly on these callouts by clicking “Add Photo” button. Photos uploaded through these callouts will be categorized and captioned for you.



#### Adding Photo Categories and Captions

All photos need to be tagged to the right photo caption to make sure they appear in the right places on Agoda.

1. Hover over the photo you would like to update and select the check box at the bottom of the thumbnail.
2. A section will appear at the top for the photos page to select photo category and caption.
3. For category, you can categorize the photos to either property level or room level.
4. For captions, select the tag that best describes what is shown in the image.
5. Click on **Assign** at the top of the page to save.



Some captions will only appear in the dropdown list if the property has the facility selected. If a specific caption does not appear, select the facility on the property facility page. Some basic caption rules:

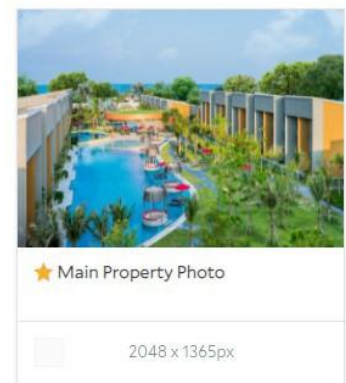
- Use “swimming pool” for indoor pool, and “swimming pool (outdoor)” for outdoor pool, respectively.
- Use “restaurant” for formal sit-down establishments, and “coffee shops” for other non-alcoholic F&B establishments such as breakfast bars or cafes.
- Use “Food and Beverage” for close-ups of F&B items only.
- At the room level, use “guestroom” or “bed” if a bed is shown.
- Avoid generic captions if specific ones are available; for example, use “fitness center” or “swimming pool” instead of “sports & facilities.”

#### Choosing a Main Photo

This is the hero image which will be the guests’ first impression of your property, so select the image that best sells your property’s best features. Move your cursor over each photo, a star icon at the top of the image will appear that lets you set that photo as the main photo.

Main photo should be the building exterior or the property’s unique selling point, such as a pool or grand lobby. You will also need to select a main photo for each room type. Choose a photo that shows a wide shot of the entire room.

If a main photo is not selected, the system will randomly select one.



## 4. Photos

### 4.2 Property Photos

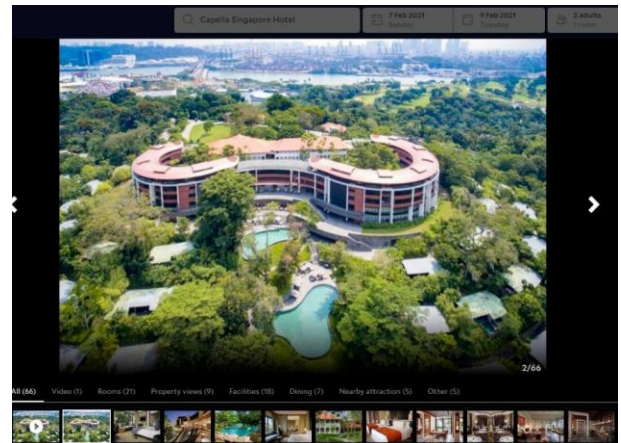
Every listing has a minimum requirement of **25** photos, excluding maps, nearby attractions, and nearby transport to receive a full property photos score. More travelers will book your property if you show them more.

#### How Property Photos Appear on Agoda?

Property photos are displayed in the photo mosaic at the top of the property page, categorized into groups if captions are properly added.

Additionally, points of interest (POI) photos are also displayed in photo carousel. These photos are handpicked by Agoda to show the popular POIs based on geographic distance to your property, and whose closeness to your property may help increase bookings.

If photos of key property-level facilities are correctly captioned, they will appear on the “What they offer” (facilities list) section. Captioning your photos makes your listing work more effectively to sell your property. Please note that the photo order cannot be set manually, as this is arranged by the system.



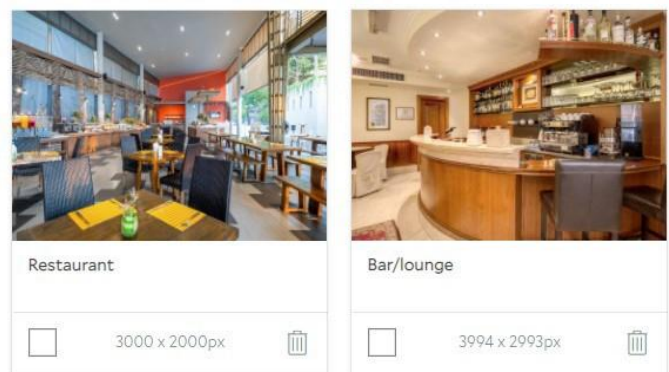
#### 4.2.1 Photo Coverage

Having a lot of photos is good. Having photos that represent diverse facilities offered at your property is even better. Are there any cleanliness measures taken at your property to ensure guests' health and safety? Is there a nice swimming pool where guests can go have a quick dip? If the answer is “Yes”, why not show off these awesome facilities and services to travelers in your photos?

To have a diverse and compelling photo carousel to attract more travelers, add at least one photo for each of the following facility group. Make sure the photo caption describes the item accurately.

##### Restaurant/Bar/Café

If **restaurant/halal restaurant/kosher restaurant, bar/poolside bar OR coffee shop** is available at your property, upload at least 1 photo of any of these facilities, and choose “**Restaurant**”, “**Bar**” or “**Coffee shop/café**” as the photo caption.



## 4. Photos

### 4.2.1 Photo Coverage

#### Food & Beverage

If **BBQ facilities, buffet, breakfast, Continental breakfast, a la carte breakfast OR room service** is available at your property, upload at least 1 photo of any of these facilities and choose **“Food and beverages”** as the photo caption.



Food and beverages



3301 x 2201px



Food and beverages



3338 x 2225px



#### Swimming Pool

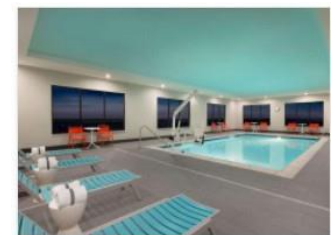
If **indoor/outdoor swimming pool** is available at your property, upload at least 1 photo of the pool and choose **“Swimming pool [outdoor]”** or **“Swimming pool”** as the photo caption.



Swimming pool [outdoor]



3000 x 1999px



Swimming pool



3840 x 2560px



#### Spa

If **hammam, body scrub, body wrap, foot bath, massage, hot tub, sauna, steam room, spa, hot spring bath, solarium OR open air bath** is available at your property, upload at least 1 photo of any of these facilities and choose **“Spa”, “Sauna”, “Hot Tub”, “Massage”, “Hot Spring Bath”** or **“Solarium”** as photo caption.



Spa



3000 x 2000px



Massage



1280 x 720px



#### Fitness

If **any type of fitness center** is available at your property, upload at least 1 photo of any of these facilities and choose **“Fitness Room”** or **“Gym/fitness”** as the photo caption.



Fitness center



2048 x 1365px



Fitness center



1280 x 720px





## 4. Photos

### 4.2.1 Photo Coverage

#### For the Kids

If your property has a kids club or swimming pool for kids, upload at least 1 photo of any of these facilities and choose “Swimming Pool [kids]”, “Kid’s Club” as the photo caption.



Kids areas



3000 x 2001px



Swimming pool [kids]



3000 x 2000px



#### Things to Do

If any activity or entertainment is provided at your property, such as nightclub, beach/private beach, water park, golf course, garden, horse riding, upload at least 1 photo of any of these activities/ entertainments, and choose the photo captions accordingly.



Activities



1280 x 900px



Private beach



4810 x 3211px



#### Exterior

Show off the exterior view of your property, such as the building’s façade and architecture. Upload at least 1 photo for this category and choose “Exterior view” as the photo caption.



Exterior view



1600 x 1000px



Exterior view



1600 x 1000px



## 4. Photos

### 4.3 Room Photos

Room photos show the actual product that you're selling, so they're extremely important to guests! The minimum requirement is to have 4 photos per room type, with at least one bathroom photo. If no room photo is added, or if the photos are not properly categorized into the room types, only the main property photo will show at the room level. This will discourage bookings as travelers won't be able to see the actual rooms.

#### 4.3.1 Room Photo Coverage

Like that of Property photo, having a lot of photos is good. Having photos that represent diverse facilities offered in your room is even better. Is there an ensuite bathroom, an amazing view or a plush and comfortable bed? If the answer is "Yes", why not show off these awesome facilities and services to travelers in your photos?

To have a diverse and compelling photo carousel to attract more travelers, add at least one photo for each of the following facility group. Make sure the photo caption describes the item accurately.

#### Bathroom

If your room has bathroom, private bath, bathtub or shower, upload at least 1 photo of any of these facilities and choose "bathroom", "Private bath", "bathtub", "Shared bathroom", "Shared bath" or "shower" as the photo caption.



Bathroom



3000 x 2000px



Bathroom



3000 x 2000px



#### Bed

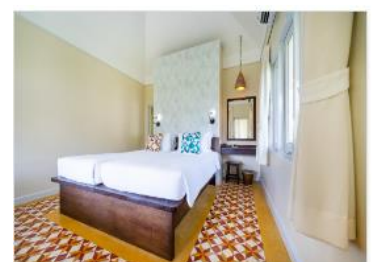
Show travelers the comfortable bed that your room has to offer, upload at least 1 photo of your bed set up and choose "Bed" or "Bedroom" as the photo caption.



Bedroom



1024 x 768px



Bed



3000 x 2000px



## 4. Photos

### 4.3.1 Room Photos Coverage

#### View

If your room offer a beautiful view as such mountain, garden, sea or city, upload at least 1 photo of room view and choose “View” as the photo caption.



View



3000 x 2000px



View



3000 x 2000px



#### How Does This Appear on Agoda?

Room photos will be displayed on the property photo carousel under the “Rooms” category, with a caption showing the room type name. They will also be shown in the room grid, accessible through the main room photo. If the main room photo is clicked, a pop-up window will appear, displaying the other room photos on a carousel.

**Deluxe King Room**  
Starts from **\$2,400** SAVE 65% TODAY!

**Guest ratings** 1 reviews

Room comfort and quality **Excellent 8.8**

Cleanliness **Excellent 8.9**

**Features**

- 1 king bed
- Room size: 38 m<sup>2</sup>/409 ft<sup>2</sup>
- City view
- Balcony/terrace
- Non-smoking
- Shower
- Free Wi-Fi

**Bed types**

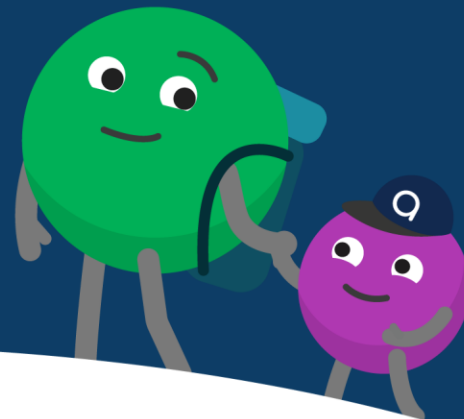
- 1 king bed

**Bathroom and toiletries**

- Bathrobes
- Hair dryer
- Mirror
- Toiletries

**View** 4/6

# 5. Age Policy



## 5.1 General Age Policy Guidelines

Child policy is VERY important. It will let potential guests know who is allowed at your property. It determines which rooms and properties can be displayed on the search page when travelers with family search for rooms. If your child policy is inaccurately set in the system, potential guests may not even see your rooms or property.

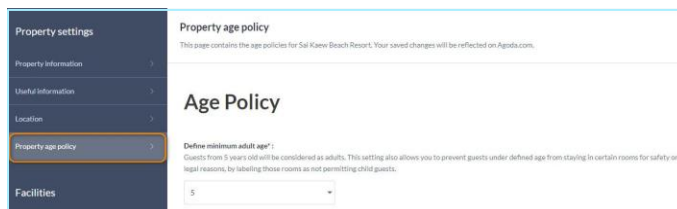
Additionally, a good age policy provides a competitive advantage. Family travelers often look for the best value through the most favorable child policies and room occupancy rules. Don't lose your competitive advantage – make sure your age policy is accurate, updated, and detailed.

### Setting your Age Policy on YCS

Child policy is divided into property-level and room-level. These are displayed on two different pages on YCS.

#### Property-level

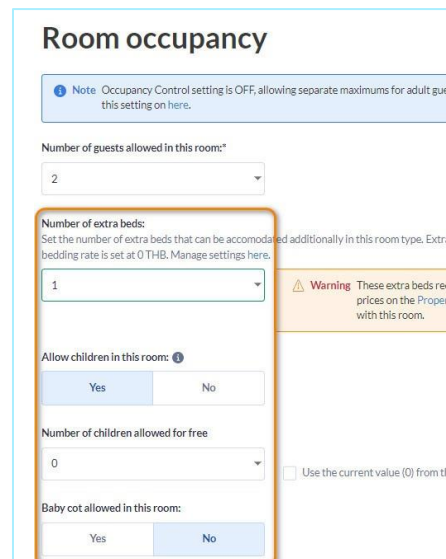
Click **Settings > Content > Property age policy** (any settings here will apply to all rooms)



#### Room-Level

Click **Settings > Room Setup** > update room-level child policy individually by accessing the **Occupancy Settings** header for each room type.

The selections made on this page are specific to each room type, so make sure you create settings for every room type you have listed.





## 5. Age Policy

### 5.2 Property-level Age Policy

#### Minimum Guest Age

##### What is it?

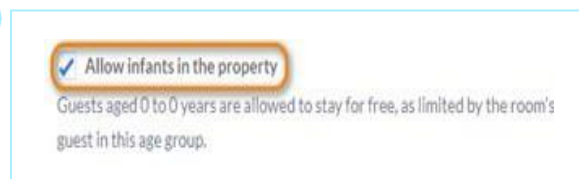
Some properties welcome children, others are a haven for adults only. This field allows you to set restrictions on the age of guests allowed at your property.

##### How to update?

###### Scenario 1 Allow children and infant:

Your property allows all ages including infants and children, and there are no age restrictions to stay at the property. In this case, tick both “Allow children in the property” and “Allow infants in the property” and set the age that your property allows.

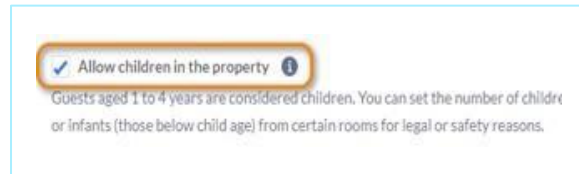
1



###### Scenario 2 Allow children from certain age:

In this case, set “Child age from” to the minimum age that your property allows.

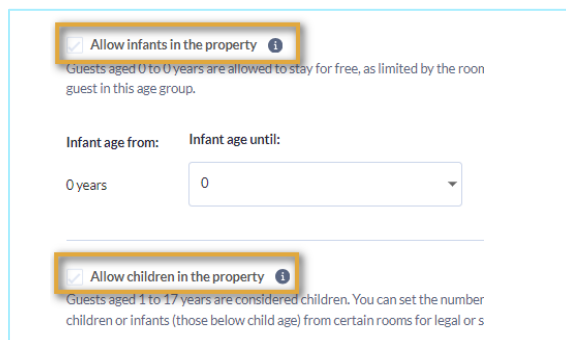
2



###### Scenario 3 No children or infants allowed:

In this case, un-tick “Allow children in the property” and select minimum age that your property allows.

3



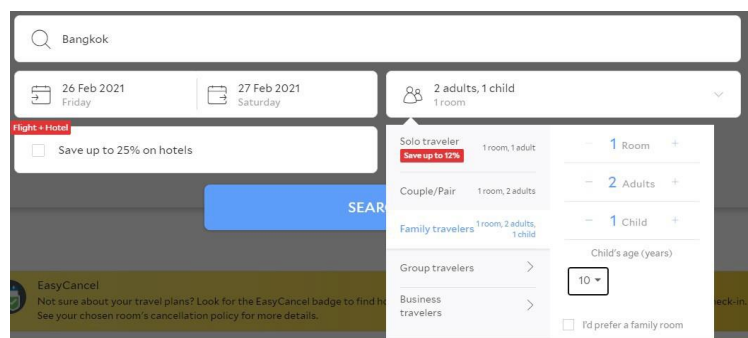
##### Why these settings are important?

This setting determines whether a property will be displayed on the search results page when guests search for rooms when traveling with children.

For example: the guest below is looking for a room that could accommodate a family with one 10-year-old child. If your minimum guest age is set to 0, then your property would appear in this guest's search result.

Alternatively, if your minimum guest age was set to 11 (or any age above 10), your property would NOT appear.

If you fail to set this age correctly, you might either miss a potential booking – or end up with a child staying at your no-children- allowed hotel.



## 5. Age Policy

### 5.2 Property-level Age Policy

#### Infant Age Range

##### What is it?

This setting is where you define the age range for an infant or baby. Agoda's default policy is that infants will be allowed to stay with adults for free on existing bedding.

The infant range will also determine the age limit of guests that can stay on baby cots, if offered by your property. For example, if you set the infant age to 3 years old, then this means you will allow guests up to 3 years old to stay free and use the property's baby cot, if available.

##### How to update?

The lower age limit is automatically set to 0 but you may select the appropriate "infant age from" using the dropdown menu.

The upper age limit is automatically set to be one value lower than the "Child age from" value that you had selected. To change the value of "Infant age until" simply update the minimum child age.

Infant age from: Infant age until:

0 years 0

Tip: To change the infant age until, update the minimum guest age.

#### Children Age Range

##### What is it?

This setting is where you define the age range for children, who is older than an infant but not considered an adult for accommodation purposes. This will also be the age limit of guests that can stay for free on existing bedding, if such a policy is offered by your property.

##### How to update?

The lower child age limit is pre-defined based on your "Infant Age Range" setting. The upper limit of the child age range is pre-defined based on the "Minimum adult age". To change the value for "Child age until", simply update the minimum adult age.

Child age from: Child age until:

1 years 17

Tip: To change the child age from, update the Infant age until.

## 5. Age Policy

### 5.2 Property-level Age Policy

#### Basic setting for Children

##### What is it?

A setting to specify the children's age range and pricing required for any specific range in terms of extra bed.

##### How to update?

The default value for Children age range is 0. You may add your property's child age bucket to specify the different pricing and a short description for each of the bucket.

| Child age bucket | Age range | Age policy description |
|------------------|-----------|------------------------|
| Child 1          | 0 to 2    |                        |
| Child 2          | 3 to 4    |                        |

+ Add a new child age bucket

#### Children Price

##### What is it?

By default, each of the Child age bucket will be set as Free for stay on existing bed. If your property have different pricing for each of the bucket, then you will have to set it up.

##### How to update?

Update the "Children Price". This means that children staying with adults may need to additional charges but will also not be provided an extra bed, pillows, or sheets.

| Child age bucket        | Price  |
|-------------------------|--|
| Child 1 Age from 0 to 2 | Free (dropdown)   0   Count as room capacity             |
| Child 2 Age from 3 to 4 | Flat Price (THB) (dropdown)   0   Count as room capacity |

Note If your channel manager is sending child pricing, do not enter any values here

#### Extra Bed Price

##### What is it?

The price for extra beds at the property, in rooms that can accommodate them.

##### How to update?

Enter the price for extra beds in the "Extra Bed Price".  
If NONE of the rooms allow extra beds, leave this field as blank.

Extra bed price:

500 | THB

## 5. Child Policy

### 5.3 Room-level Age Policy

These settings allow you to make specific policies room to room. You can for example, allow more children to stay for free in larger rooms, or prohibit children for rooms designated for couples.

#### Number of Extra Beds Allowed in Room Type

##### What Is It?

How many extra beds are allowed in this room type? This includes extra beds for guests (infants, adults, and children).

##### How to Update

If room type does offer extra beds in the room:

- Fill in this field as allowed per room type.
- Make sure to enter "Extra bed price" on the Property Settings page.

**Number of extra beds:**  
Set the number of extra beds that can be accommodated additionally in this room type. Extra bedding rate is set at 1600 THB. Manage settings here.

If the room type does not offer extra beds at all:

- Set the number to 0.
- Make sure the "Extra bed price" on the Property Settings page is also set to 0.

#### Baby Cots Allowed in Room Type

##### What is it?

This setting lets you choose whether you allow baby cots in the selected room type at all.

##### How to update?

Use the yes/no toggle.

**Baby cot allowed in this room:**

 Yes  No

If Baby cot is allowed in any of your room type, Baby cot price should also be updated on property-level  
Click **Property > Property setting > Useful information**

**Baby Cot rate per night:**

THB

#### Allow Children in This Room Type

##### What is it?

If you have rooms that you wish to designate as adults only, or sections of your property that you wish to not have child guests, this setting will prohibit child guests from staying in this room if set to "no". Child guests are defined based on the "Children Age Range" setting on the Property Settings page.

##### How to update?

Use the yes/no toggle.

**Allow children in this room:** ⓘ

 Yes  No

Please note that this feature will control whether this room will appear in search results with children indicated.

## 5. Child Policy

### 5.3 Room-level Age Policy

#### Number Children Allowed in Room Type

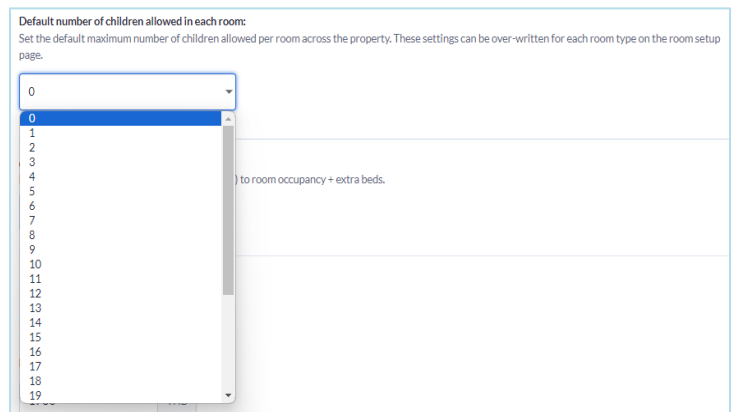
##### What is it?

This setting sets the maximum number of infants and children that can stay in the specified room.

##### How to update?

Update the number of infants and children allowed in this room type using the dropdown menu.

This option will be greyed out if the “Allow infants and children in room type” is set to ‘no’.



The screenshot shows a dropdown menu titled "Default number of children allowed in each room:". Below the title is a subtitle: "Set the default maximum number of children allowed per room across the property. These settings can be over-written for each room type on the room setup page." The dropdown menu is open, displaying a list of numbers from 0 to 19. The number 0 is currently selected and highlighted in blue. To the right of the dropdown menu, there is a text label: "to room occupancy + extra beds."

**Keep in mind:** The number of infants and children allowed in the room type will respect the setting in this dropdown. However, if the room type allows for extra beds, additional children may stay within the room if guests request extra beds.

## 6. Appendix

### 1. Appendix 1: Currency Codes

| Currency Name                 | Code | Currency Name       | Code | Currency Name          | Code | Currency Name              | Code |
|-------------------------------|------|---------------------|------|------------------------|------|----------------------------|------|
| United Arab Emirates Dirham   | AED  | Estonian Kroon      | EEK  | Liberian Dollar        | LRD  | Seychelles Rupee           | SCR  |
| Albanian Lek                  | ALL  | Egyptian Pound      | EGP  | Lithuanian Litas       | LTL  | Sudanese Pound             | SDG  |
| Dram                          | AMD  | Ethiopian Birr      | ETB  | Latvian Lats           | LVL  | Swedish Krona              | SEK  |
| Netherlands Antillian Guilder | ANG  | Euro                | EUR  | Dinar Moroccan         | LYD  | Singapore Dollar           | SGD  |
| Argentine Peso                | ARS  | Fiji Dollar British | FJD  | Dirham Moldovan        | MAD  | Slovak Koruna              | SKK  |
| Australian Dollar             | AUD  | Pound Georgian      | GBP  | Leu Mongolian          | MDL  | Sierra Leonean leone       | SLL  |
| Barbados Dollar               | BBD  | Lari Gibraltar      | GEL  | tögrög Maldivian       | MNT  | El Salvador Colon          | SVC  |
| Bangladeshi Taka              | BDT  | Pound Guinea        | GIP  | Rufiyaa Kwacha         | MVR  | Syrian Pound               | SYP  |
| Bulgarian Lev                 | BGN  | Franc               | GNF  | Mexican Peso           | MWK  | Swazi lilangeni            | SZL  |
| Bahrain Dinar                 | BHD  | Guatemala Quetzal   | GTQ  | Malaysian Ringgit      | MXN  | Thai Baht                  | THB  |
| Burundi Franc                 | BIF  | Guyana Dollar       | GYP  | Namibia Dollar         | MYR  | Tunisian Dinar             | TND  |
| Brunei Dollar                 | BND  | Hong Kong Dollar    | HKD  | Nigerian Naira         | NAD  | Turkish Lira               | TRY  |
| Boliviano Brazilian           | BOB  | Honduran Lempira    | HNL  | Norwegian Krone        | NGN  | Trinidad and Tobago Dollar | TTD  |
| Real Bahamian                 | BRL  | Croatian Kuna       | HRK  | Nepalese Rupee         | NOK  | Taiwan Dollar              | TWD  |
| Dollar Bhutan                 | BSD  | Hungarian Forint    | HUF  | Taiwan Dollar          | NPR  | Tanzanian Shilling         | TZS  |
| Ngultrum                      | BTN  | Indonesian Rupiah   | IDR  | New Zealand Dollar     | NTD  | Ukrainian Grivna           | UAH  |
| Botswana Pula                 | BWP  | Indian Rupee        | INR  | Omani Rial             | NZD  | Uganda Shilling US Dollar  | UGX  |
| Belize Dollar                 | BZD  | Iraqi Dinar         | IQD  | Panamanian balboa      | OMR  | Peso Uruguayo              | UYU  |
| Canadian Dollar               | CAD  | Iranian Rial        | IRR  | Peruvian Nuevo Sol     | PAB  | Uzbekistan Sum             | UZS  |
| Congolese Franc               | CDF  | Jamaican Dollar     | JMD  | Philippine Peso        | PEN  | Bolivar Fuer te            | VEF  |
| Swiss Franc                   | CHF  | Jordanian Dinar     | JOD  | Pakistan Rupee Polish  | PHP  | Vietnamese Dong            | VND  |
| Chilean Peso                  | CLP  | Japanese Yen        | JPY  | Zloty Paraguayan       | PKR  | Samoan Tala                | WST  |
| Chinese Yuan                  | COP  | Kenyan Shilling     | KES  | guarani Qatari Rial    | PLN  | Yemeni Rial                | YER  |
| Colombian Peso                | CRC  | Cambodian Riel      | KHR  | Romanian Leu           | PYG  | South African Rand         | Z AR |
| Costa Rican Colon             | CUP  | Nor th Korean Won   | KPW  | Serbian Dinar Russian  | QAR  | Zambian kwacha             | ZMW  |
| Cuban Peso Czech              | CZK  | Korean Won Kuwaiti  | KRW  | Ruble Rwanda Franc     | RON  | Zimbabwe Dollar            | ZWR  |
| Koruna Danish                 | DKK  | Dinar Kazakh Tenge  | KWD  | Saudi Riyal            | RSD  |                            |      |
| Krone Dominican               | DOP  | Lao Kip Lebanese    | KZT  | Solomon Islands Dollar | RUB  |                            |      |
| Peso Algerian Dinar           | DZD  | Pound Sri Lanka     | L AK |                        | RWF  |                            |      |
|                               |      | Rupee               | LBP  |                        | SAR  |                            |      |
|                               |      |                     | LKR  |                        | SBD  |                            |      |

## 6.2 Appendix 2: Information & Intellectual Property Rights

### Accuracy of Information

You are responsible for updating your listing or listings on the Extranet (also known as YCS) on a regular basis, whether directly or through a third party. You are responsible for ensuring that all appropriate details of your property or properties (collectively referred to as the “Information”), including but not limited to photographs of your property, is always accurate and up to date.

### Intellectual Property Rights

By uploading the Information on YCS, whether directly or through a third party, you warrant that you have all the necessary rights and authority to use and to license or authorize to use any copyrights, pictures, text, brands, logos and other intellectual property included in the Information provided by you on YCS, and that these include your rights and authority to allow the publication of the Information by Agoda and its affiliated companies, on our websites and channels (“Sites”). You agree that Agoda has the right to remove any Information from the Sites which is deemed by us to be inappropriate or infringes upon any of the requirements in this guideline.



# CONTENT SCORE GUIDELINE



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Patumwan, Bangkok 10330, Thailand

## WEBSITES

[www.agoda.com](http://www.agoda.com)  
[www.ycs.agoda.com](http://www.ycs.agoda.com)