Destinations Addon

The Destinations Addon is a comprehensive content management system for organizing and displaying location-based information. It allows you to create detailed profiles for destinations (such as businesses, attractions, or places of interest) and organize them using various classification systems.

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Introduction

What is the Destinations Addon?

The Destinations Addon is a comprehensive content management system for organizing and displaying location-based information. It allows you to create detailed profiles for destinations (such as businesses, attractions, or places of interest) and organize them using various classification systems.

What can you do with it?

- **Create and manage destination profiles** with detailed information including contact details, location, images, and descriptions
- **Organize destinations** using categories, experiences, activities, amenities, and other classification systems
- **Enable user submissions** so visitors can submit their own destinations for review
- **Search and filter** destinations based on multiple criteria
- **Display featured destinations** to highlight special places
- **Manage relationships** between destinations and related content types
- **Provide API access** for frontend applications to retrieve and display destination data

Key Features

- **Rich Content Management**: Store comprehensive information about each destination including images, descriptions, contact information, and location data
- **Flexible Organization**: Use categories (with hierarchical support), experiences, activities, amenities, accommodations, and products to organize destinations
- **Geographic Support**: Store location data including addresses, coordinates, and map links
- **Image Management**: Support for main images, header images, and image galleries
- **Social Media Integration**: Link destinations to social media profiles
- **User Submissions**: Allow authenticated users to create and manage their own destinations
- **Approval Workflow**: Review and approve user-submitted destinations before they go live
- **Search and Filter**: Powerful search capabilities with multiple filter options
- **API Access**: RESTful API endpoints for retrieving destination data
- **Content Blocks**: Flexible content blocks for rich page layouts

- **SEO Support**: Meta titles and descriptions for search engine optimization

Who is this for?

This addon is designed for:

- **Content Managers**: Who need to create and maintain destination information
- **Administrators**: Who manage the overall system and approve user submissions
- **Frontend Developers**: Who need to integrate destination data into websites or applications
- **End Users**: Who may submit their own destinations through the API

Getting Started

Accessing the Destinations Module

1. Log into the admin panel
2. Navigate to the **Destinations** module in the main navigation menu
3. You'll see the main Destinations dashboard with various sections

Overview of the Admin Interface

The Destinations module is organized into several sections accessible from the left sidebar:

- **Destinations**: Manage all destination entries
- **Experiences**: Manage experience types
- **Actions**: Manage action types
- **Accommodations**: Manage accommodation types
- **Amenities**: Manage amenity types
- **Activities**: Manage activity types
- **Cities**: Manage city entries
- **Products**: Manage product types
- **Categories**: Manage destination categories (supports hierarchical structure)
- **Groups**: Manage destination groups

Basic Navigation

- Click on any section name to view a list of all entries in that section
- Use the **New** button to create a new entry
- Click on an existing entry to edit it
- Use the search and filter options to find specific entries

Understanding Content Types

The Destinations Addon uses several content types to organize and classify destinations. Understanding these types will help you effectively manage your destination data.

Destinations

What are destinations?

Destinations are the main content type in this addon. A destination represents a physical location or business that visitors might want to learn about or visit. Examples include restaurants, hotels, attractions, shops, parks, or any place of interest.

What information do they contain?

Destinations can store a wide variety of information including:

- Basic details (name, description, address)
- Contact information (phone, email, website)
- Location data (address, city, zip code, coordinates)
- Images (main image, header image, gallery)
- Social media links
- Operating hours and special features
- Categories, experiences, activities, amenities, and other classifications
- Rich content blocks for detailed descriptions
- SEO information

When to use it:

Create a destination entry for any location or business you want to feature in your system.

Experiences

What are experiences?

Experiences are types of experiences that destinations can offer. For example, "Outdoor Adventure", "Fine Dining", "Family Fun", or "Romantic Getaway". Experiences help visitors find

destinations based on the type of experience they're seeking.

How do they relate to destinations?

Destinations can be associated with one or more experiences. When a visitor searches for a specific experience type, they'll see all destinations that offer that experience.

When to use it:

Create experience types that represent the different kinds of experiences your destinations offer. Then assign these experiences to relevant destinations.

Actions

What are actions?

Actions represent specific actions or activities that can be performed at destinations. They provide another way to classify and search for destinations based on what visitors can do there.

How do they relate to destinations?

Destinations can be associated with actions, allowing visitors to find destinations where they can perform specific actions.

When to use it:

Create action types that represent common activities (e.g., "Hiking", "Shopping", "Swimming") and assign them to destinations where these actions are possible.

Accommodations

What are accommodations?

Accommodations represent types of lodging or places to stay. Examples include "Hotels", "Bed & Breakfasts", "Campgrounds", or "Vacation Rentals".

How do they relate to destinations?

Destinations that offer lodging can be associated with accommodation types. This helps visitors find places to stay.

When to use it:

Use accommodations to classify destinations that provide lodging services.

Amenities

What are amenities?

Amenities are features or services that destinations offer. Examples include "Free WiFi", "Parking", "Pet Friendly", "Wheelchair Accessible", or "Outdoor Seating".

How do they relate to destinations?

Destinations can have multiple amenities associated with them. This helps visitors filter destinations based on the features they need.

When to use it:

Create amenity types for common features that visitors might search for, then assign them to destinations that offer those features.

Activities

What are activities?

Activities are specific recreational or entertainment activities that can be done at destinations. Examples include "Hiking", "Fishing", "Wine Tasting", or "Live Music".

How do they relate to destinations?

Destinations can be associated with activities, helping visitors find places where they can participate in specific activities.

When to use it:

Create activity types for common activities in your area, then assign them to destinations that offer those activities.

Cities

What are cities?

Cities represent geographic locations where destinations are located. They help organize destinations by location.

How do they relate to destinations?

Each destination is associated with a city. This allows visitors to search for destinations in specific cities.

When to use it:

Create city entries for all cities where you have destinations. Then assign the appropriate city to each destination.

Products

What are products?

Products represent types of products that destinations might sell or offer. This could include "Local Crafts", "Fresh Produce", "Artisan Goods", or "Wine".

How do they relate to destinations?

Destinations that sell products can be associated with product types, helping visitors find places that offer specific products.

When to use it:

Use products to classify destinations that sell or offer specific types of products.

Categories

What are categories?

Categories are a primary way to organize destinations into groups. Categories support a hierarchical structure, meaning you can have parent categories and child categories (subcategories).

How do they work?

- Categories can have parent categories, creating a tree structure
- Example: "Dining" (parent) → "Restaurants" (child) → "Italian Restaurants" (grandchild)
- Destinations can be assigned to one or more categories
- Categories help organize and filter destinations

When to use it:

Create a category structure that makes sense for your destination types. Use parent categories for broad classifications and child categories for more specific groupings.

Groups

What are groups?

Groups are another way to organize destinations. Unlike categories, groups are typically used for administrative or organizational purposes.

How do they work?

Groups allow you to create custom collections of destinations for specific purposes, such as featured collections, seasonal groupings, or special promotions.

When to use it:

Use groups when you need to create custom collections of destinations that don't fit into your category structure.

Managing Destinations

This section provides step-by-step guides for managing destination entries.

Creating a New Destination

1. Navigate to **Destinations** in the admin panel
2. Click the **New Destination** button
3. Fill in the required fields:
   - **Name**: The name of the destination (required)
   - **Slug**: A URL-friendly version of the name (required, must be unique)
   - **Address**: Street address (required)
   - **City**: City name (required)
   - **Zip**: Zip code (required)
4. Fill in optional fields as needed
5. Click **Save** to create the destination

Editing Destination Information

1. Navigate to **Destinations**
2. Click on the destination you want to edit
3. Make your changes
4. Click **Save** to update

Adding Images

Destinations support three types of images:

Main Image:

- The primary image displayed for the destination
- Used in listings and search results
- Recommended size: 500x500 pixels or larger

Header Image:

- A larger image used at the top of destination detail pages
- Recommended size: 1920x600 pixels or similar wide format

Gallery Images:

- Multiple images that can be displayed in a gallery
- Add as many as needed
- Recommended size: 1200x800 pixels or larger

To add images:

1. Open the destination for editing
2. Find the image field you want to use (Main Image, Header Image, or Gallery Images)
3. Click to upload or select an existing image
4. Save your changes

Setting Location and Contact Information

Location Fields:

- **Address**: Street address
- **City**: City name
- **Zip**: Zip code
- **State**: State or province
- **Region**: Regional designation
- **Mailing Address**: Separate mailing address if different
- **Location**: Geographic coordinates (automatically populated when address is geocoded)

Contact Information:

- **Email**: Contact email address
- **Phone**: Primary phone number
- **Toll Free**: Toll-free phone number
- **Fax**: Fax number
- **Website**: Website URL

Adding Categories, Experiences, Activities, and Amenities

To associate a destination with categories, experiences, activities, or amenities:

1. Open the destination for editing
2. Find the field for the type you want to add (Categories, Experiences, Activities, Amenities, etc.)
3. Select one or more items from the list
4. You can select multiple items in most cases

5. Save your changes

Tips:

- Start typing to search for items
- Select multiple items to create multiple associations
- These associations help visitors find destinations through search and filtering

Managing Social Media Links

You can add social media links to destinations:

1. Open the destination for editing
2. Find the social media section
3. Add URLs for:
   - Facebook
   - Twitter
   - Instagram
   - YouTube
   - Pinterest
   - Other social media platforms
4. Save your changes

Setting Operating Hours and Special Features

Operating Information:

- **Operating Hours**: Store hours of operation
- **Call for Appointment**: Checkbox if appointments are required
- **Open Date**: When the destination opened

Special Features:

- **Family Owned**: Checkbox for family-owned businesses
- **Percent Sourced Locally**: Percentage of locally sourced products
- **Associations**: Professional or industry associations
- **Visitor Parking**: Whether parking is available
- **Visitor Restrooms**: Whether restrooms are available
- **Handicap Accessible**: Accessibility information
- **Kid Friendly**: Whether the destination is suitable for children
- **Pet Friendly**: Whether pets are allowed

- **Free WiFi**: Whether WiFi is available
- And many more options

Enabling/Disabling Destinations

To control whether a destination is visible to the public:

1. Open the destination for editing
2. Find the **Enabled** checkbox
3. Check to enable (visible) or uncheck to disable (hidden)
4. Save your changes

Note: Disabled destinations won't appear in public listings or search results, but they remain in the system and can be re-enabled later.

Approving User-Submitted Destinations

When users submit destinations through the API, they need to be approved before going live:

1. Navigate to **Destinations**
2. Look for destinations with the **Approved** checkbox unchecked
3. Review the destination information
4. Make any necessary edits
5. Check the **Approved** checkbox
6. Ensure **Enabled** is also checked
7. Save your changes

Note: Unapproved destinations are not visible to the public, even if enabled.

Managing Related Content

This section covers how to manage the various content types that support destinations.

Creating and Managing Experiences

1. Navigate to **Experiences** in the admin panel
2. Click **New Experience**
3. Enter:
   - **Name**: The experience name (e.g., "Outdoor Adventure")
   - **Slug**: URL-friendly version (auto-generated from name)
   - **Content**: Description of the experience
   - **Images**: Main image and/or header image
4. Save

Experiences can then be assigned to destinations to help visitors find destinations by experience type.

Creating and Managing Activities

1. Navigate to **Activities**
2. Click **New Activity**
3. Enter the activity name, slug, and optional description
4. Save

Activities help visitors find destinations where they can participate in specific activities.

Creating and Managing Amenities

1. Navigate to **Amenities**
2. Click **New Amenity**
3. Enter the amenity name and description
4. Save

Common amenities include "Free WiFi", "Parking", "Pet Friendly", "Wheelchair Accessible", etc.

Creating and Managing Accommodations

1. Navigate to **Accommodations**
2. Click **New Accommodation**
3. Enter the accommodation type name and description
4. Save

Use accommodations to classify destinations that provide lodging.

Creating and Managing Cities

1. Navigate to **Cities**
2. Click **New City**
3. Enter:
   - **Name**: City name
   - **Slug**: URL-friendly version
   - Optional content and images
4. Save

Cities help organize destinations by geographic location.

Creating and Managing Products

1. Navigate to **Products**
2. Click **New Product**
3. Enter the product type name and description
4. Save

Use products to classify destinations that sell or offer specific types of products.

Organizing with Categories

Categories support a hierarchical structure, allowing you to create parent and child categories.

Creating a Parent Category:

1. Navigate to **Categories**
2. Click **New Category**
3. Enter the category name and slug
4. Leave **Parent** empty
5. Save

Creating a Child Category:

1. Navigate to **Categories**

2. Click **New Category**
3. Enter the category name and slug
4. Select a **Parent** category from the dropdown
5. Save

Example Structure:

- Dining (parent)
  - Restaurants (child)
    - Italian Restaurants (grandchild)
    - Mexican Restaurants (grandchild)
  - Cafes (child)
- Shopping (parent)
  - Retail Stores (child)
  - Markets (child)

Benefits of Hierarchical Categories:

- Better organization
- Easier navigation
- More specific filtering options
- Cleaner URL structures

Using Groups

1. Navigate to **Groups**
2. Click **New Group**
3. Enter the group name and description
4. Save

Groups can be used to create custom collections of destinations for special purposes, promotions, or administrative organization.

Searching and Filtering

The Destinations Addon provides powerful search and filtering capabilities through both the admin interface and the API.

How to Search Destinations

In the Admin Interface:

- Use the search box at the top of the destinations list
- Search by name, address, or other text fields
- Results update when you click Filter

Available Search Filters

You can filter destinations by:

- **Name**: Search for destinations by name (partial matches supported)
- **Categories**: Filter by one or more categories
- **Experiences**: Filter by experience types
- **Activities**: Filter by activities
- **Amenities**: Filter by amenities
- **Accommodations**: Filter by accommodation types
- **Cities**: Filter by city
- **Products**: Filter by product types
- **Actions**: Filter by action types
- **Destination Type**: Filter by destination type classification
- **Approved**: Filter by approved Yes or No
- **Enabled**: Filter by enabled Yes or No
- **Featured**: Filter by featured Yes or No

Understanding Search Results

Search results include:

- Destination name
- Main image (if available)
- Location information
- Approved, Enabled, Featured

Results can be sorted.

User-Submitted Content

The Destinations Addon allows authenticated users to submit their own destinations through the API.

How Users Can Submit Destinations

Users with authenticated API access can:

1. Create new destinations using the API
2. Update their existing destinations
3. Delete their destinations (if not yet approved)

Reviewing and Approving Submissions

Review Process:

1. Navigate to **Destinations** in the admin panel
2. Look for destinations where **Approved** is unchecked
3. Review all submitted information:
   - Verify accuracy of contact information
   - Check that images are appropriate
   - Ensure content meets your standards
   - Verify location information
4. Make any necessary edits
5. Check the **Approved** checkbox
6. Ensure **Enabled** is checked if you want it visible immediately
7. Save

What Happens:

- Unapproved destinations are not visible to the public
- Once approved, destinations become visible (if also enabled)
- Users receive notifications when their submissions are approved or updated

Managing User-Created Content

Best Practices:

- Review submissions regularly
- Provide feedback to users if submissions need changes
- Use the notes field to track review status
- Consider creating guidelines for user submissions

Common Tasks:

- Edit user-submitted content for accuracy
- Add missing information
- Improve descriptions
- Add or replace images
- Correct location data

Destination Fields Reference

This section provides a comprehensive reference for all fields available on destination entries. Use this as a guide when creating or editing destinations.

Basic Information

Field	Type	Required	Description
Name	Text	Yes	The destination's name
Slug	Text	Yes	URL-friendly version of the name (must be unique)
Subtitle	Text	No	A subtitle or tagline
Description	Text	No	Brief description (may be used in listings)
Content	Rich Text	No	Full detailed description of the destination

Contact Information

Field	Type	Required	Description
Email	Email	No	Contact email address
Phone	Text	No	Primary phone number
Toll Free	Text	No	Toll-free phone number
Fax	Text	No	Fax number
Website	URL	No	Website URL

Location Details

Field	Type	Required	Description
Address	Text	Yes	Street address
City	Text	Yes	City name
Zip	Text	Yes	Zip or postal code

Field	Type	Required	Description
State	Text	No	State or province
Region	Text	No	Regional designation
Mailing Address	Text	No	Separate mailing address if different
Location Address	Text	No	Formatted location address
Location Formatted	Text	No	Geocoded formatted address
Location Latitude	Decimal	No	Geographic latitude (auto-populated)
Location Longitude	Decimal	No	Geographic longitude (auto-populated)
Map Link	URL	No	Link to map service (Google Maps, etc.)
Map Image	Image	No	Static map image

Images

Field	Type	Required	Description
Main Image	Image	No	Primary image (used in listings)
Main Image Alt Text	Text	No	Alt text for main image (accessibility)
Header Image	Image	No	Large header image (used on detail pages)
Gallery Images	Multiple Images	No	Image gallery (multiple images)

Social Media Links

Field	Type	Required	Description
Facebook Link	URL	No	Facebook page URL
Twitter Link	URL	No	Twitter profile URL
Instagram Link	URL	No	Instagram profile URL
YouTube Link	URL	No	YouTube channel URL
Pinterest Link	URL	No	Pinterest profile URL

Field	Type	Required	Description
Social Media Other	Text	No	Other social media links or information

Operating Information

Field	Type	Required	Description
Operating Hours	Text	No	Hours of operation
Call for Appointment	Checkbox	No	Whether appointments are required
Open Date	Date	No	Date the destination opened

Special Features and Services

Field	Type	Required	Description
Family Owned	Checkbox	No	Whether the business is family-owned
Percent Sourced Locally	Number	No	Percentage of locally sourced products
Associations	Text	No	Professional or industry associations
Visitor Parking	Checkbox	No	Whether parking is available
Visitor Restrooms	Checkbox	No	Whether restrooms are available
Handicap Accessible	Checkbox	No	Whether the location is wheelchair accessible
Kid Friendly	Checkbox	No	Whether suitable for children
Pet Friendly	Checkbox	No	Whether pets are allowed
Kennels	Checkbox	No	Whether pet kennels are available
Overnight Stay	Checkbox	No	Whether overnight accommodations are available
Overnight Amenities	Text	No	Details about overnight amenities

Field	Type	Required	Description
Group Tours	Checkbox	No	Whether group tours are offered
Group Tours Info	Text	No	Information about group tours
Classes	Checkbox	No	Whether classes or workshops are offered
Classes Info	Text	No	Information about classes
Direct Buy	Checkbox	No	Whether direct purchasing is available
Pick Products	Checkbox	No	Whether customers can pick products
Free WiFi	Checkbox	No	Whether free WiFi is available
Feed Animals	Checkbox	No	Whether visitors can feed animals
Event Rentals	Checkbox	No	Whether event space is available for rent
Event Rentals Contact	Text	No	Contact information for event rentals
Special Events	Checkbox	No	Whether special events are hosted
Special Clothing	Text	No	Special clothing requirements
Physical Needs	Text	No	Information about physical requirements
Food Served	Checkbox	No	Whether food is served
Food Served Info	Text	No	Details about food service
Alcohol Served	Checkbox	No	Whether alcohol is served
Alcohol Served Info	Text	No	Details about alcohol service

Owner Information

Field	Type	Required	Description
Owner First Name	Text	No	Owner's first name
Owner Last Name	Text	No	Owner's last name
Owner Contact Number	Text	No	Owner's contact phone

Field	Type	Required	Description
Owner Email	Text	No	Owner's email address

Services and Links

Field	Type	Required	Description
Services Type	Text	No	Type of services offered
Reservations Link	URL	No	Link to reservations system
Restaurant Link	URL	No	Link to restaurant menu or page
Golf Link	URL	No	Link to golf course information

Relationships

Field	Type	Required	Description
Categories	Multiple Select	No	Associated categories
Experiences	Multiple Select	No	Associated experiences
Actions	Multiple Select	No	Associated actions
Accommodations	Multiple Select	No	Associated accommodation types
Amenities	Multiple Select	No	Associated amenities
Activities	Multiple Select	No	Associated activities
Products	Multiple Select	No	Associated product types
City Page	Select	No	Associated city page

Content and Media

Field	Type	Required	Description
Content Blocks	Blocks	No	Flexible content blocks for rich layouts
Extra Content	Rich Text	No	Additional content section
Callout Content	Rich Text	No	Highlighted callout content
Sidebar Callout Content	Rich Text	No	Sidebar callout content

Field	Type	Required	Description
Video Code	Text	No	Embedded video code (YouTube, Vimeo, etc.)
Files	Multiple Files	No	Downloadable files
Prices	Repeater	No	Price information (title and content)
Columns	Repeater	No	Column content (title and content)

Status and Visibility

Field	Type	Required	Description
Enabled	Checkbox	No	Whether the destination is visible to the public
Approved	Checkbox	No	Whether the destination has been approved by an admin
Featured	Checkbox	No	Whether the destination is featured
Package	Checkbox	No	Package designation

SEO Fields

Field	Type	Required	Description
Meta Title	Text	No	SEO meta title
Meta Description	Text	No	SEO meta description

Additional Fields

Field	Type	Required	Description
Notes	Text	No	Internal notes (not visible to public)
Lodging Status	Text	No	Lodging status information
Lodging User	Text	No	Lodging user information
Lodging Pass	Text	No	Lodging pass information
TA Location ID	Text	No	TripAdvisor location ID

Field	Type	Required	Description
Destination Type	Select	No	Type classification
Google Calendar	URL	No	Google Calendar URL
ICS Calendar	URL	No	ICS calendar file URL
Scripts	Text	No	Custom scripts

Common Tasks and Workflows

This section provides step-by-step guides for common tasks you'll perform when managing destinations.

Setting Up a New Destination from Scratch

What you'll need:

- Destination name and basic information
- Address and contact details
- At least one image (recommended)
- Categories or other classifications (recommended)

Steps:

1. Navigate to **Destinations** → **New Destination**
2. Fill in required fields:
   - Name
   - Slug (or let it auto-generate)
   - Address
   - City
   - Zip
3. Add contact information (email, phone, website)
4. Upload a main image
5. Write a description in the Content field
6. Select at least one category
7. Add experiences, activities, or amenities as relevant
8. Fill in any special features that apply
9. Check **Enabled** to make it visible
10. Check **Approved** (if you're an admin creating it directly)
11. Click **Save**

Tips:

- Start with the essentials, you can always add more details later
- Use a descriptive name that clearly identifies the destination
- Choose a slug that's readable and SEO-friendly

- Add multiple images to the gallery for better presentation

Adding Multiple Destinations

When adding many destinations:

1. **Prepare your data** in a spreadsheet with columns for:
   - Name, address, city, zip
   - Phone, email, website
   - Categories, experiences, etc.
   - Image file names
2. **Create destinations one at a time** (or use bulk import if available):
   - Start with the first destination
   - Fill in all information
   - Save and move to the next
3. **Use consistent naming** for easier management later
4. **Batch upload images** if possible, then assign them to destinations

Time-saving tips:

- Create templates for common destination types
- Use the same categories and classifications for similar destinations
- Copy similar destinations and modify rather than starting from scratch

Organizing Destinations with Categories

Planning your category structure:

1. List all the main types of destinations you have
2. Group them into broad categories (parent categories)
3. Break down into more specific subcategories (child categories)
4. Create the category structure in the admin panel

Example structure:

```
Dining
├── Restaurants
│   ├── Italian
│   ├── Mexican
│   └── American
├── Cafes
└── Fast Food
```

```
Shopping
├── Retail Stores
├── Markets
└── Specialty Shops

Entertainment
├── Theaters
├── Museums
└── Parks
```

Assigning categories:

1. Open a destination for editing
2. Find the Categories field
3. Select one or more appropriate categories
4. Save

Best practices:

- Don't create too many categories (aim for 5-10 main categories)
- Use subcategories for more specific organization
- Assign multiple categories if a destination fits in more than one
- Review and refine your category structure periodically

Creating a Featured Destinations List

To highlight special destinations:

1. **Identify destinations** you want to feature
2. **Open each destination** for editing
3. **Check the Featured checkbox**
4. **Save**

Featured destinations will appear when using the featured destinations API endpoint and can be displayed prominently on your frontend.

Tips:

- Feature destinations that are particularly noteworthy or popular
- Rotate featured destinations periodically to keep content fresh
- Consider featuring seasonal destinations
- Limit the number of featured destinations for better impact

Managing User Submissions

Daily workflow:

1. Check for new unapproved destinations
2. Review each submission:
   - Verify contact information is accurate
   - Check that images are appropriate and of good quality
   - Ensure descriptions are complete and well-written
   - Verify location information
3. Make any necessary edits
4. Approve and enable if ready, or contact the user for more information

Communication:

- Use the notes field to track review status
- Contact users if submissions need changes
- Provide clear guidelines for what makes a good submission

Quality control:

- Ensure all required information is present
- Verify images meet quality standards
- Check for duplicate submissions
- Verify business legitimacy

Updating Destination Information

When to update:

- Contact information changes
- Hours of operation change
- New images become available
- Business adds new services or features
- Location information needs correction

How to update:

1. Find the destination (use search if needed)
2. Open it for editing
3. Make your changes
4. Save

For user-submitted destinations:

- Users can update their own destinations via the API
- Admins can update any destination
- Changes to approved destinations may trigger notifications

Archiving or Removing Destinations

Disabling a destination:

1. Open the destination
2. Uncheck the **Enabled** checkbox
3. Save

The destination will no longer appear in public listings but remains in the system.

Deleting a destination:

1. Open the destination
2. Use the delete option (if available)
3. Confirm deletion

Note: Approved destinations are typically disabled rather than deleted to preserve data. Unapproved user submissions can be deleted.

When to archive vs. delete:

- **Disable/Archive**: Business temporarily closed, seasonal closure, or you want to keep the data
- **Delete**: Duplicate entry, test entry, or permanently closed with no need to keep data

Tips and Best Practices

Best Practices for Destination Descriptions

Writing effective descriptions:

- **Be specific**: Include unique details that set the destination apart
- **Use keywords naturally**: Include terms people might search for
- **Tell a story**: Help visitors understand what makes the destination special
- **Include practical information**: Hours, what to expect, what to bring
- **Keep it readable**: Use short paragraphs and bullet points for easy scanning
- **Update regularly**: Keep information current and accurate

Content structure:

1. Opening hook (what makes it special)
2. Key features and highlights
3. Practical information (hours, location details)
4. What visitors can expect
5. Call to action (visit, call, book, etc.)

Image Recommendations

Main Image:

- **Size**: At least 500x500 pixels, square or near-square aspect ratio
- **Content**: Best representation of the destination
- **Quality**: High resolution, well-lit, in focus
- **Format**: JPG or PNG

Header Image:

- **Size**: 1920x600 pixels or similar wide format
- **Content**: Scenic view, exterior, or representative scene
- **Quality**: High resolution, professional if possible
- **Format**: JPG

Gallery Images:

- **Size**: 1200x800 pixels or larger
- **Content**: Variety of views, interior, exterior, activities, products

- **Quantity**: 5-10 images is ideal
- **Quality**: Consistent quality and style

General tips:

- Use original photos when possible
- Ensure proper lighting
- Include people when appropriate (shows scale and activity)
- Show different angles and perspectives
- Keep file sizes reasonable for web (optimize before uploading)

Category Organization Tips

Creating an effective category structure:

- **Start broad**: Create 5-10 main categories
- **Get specific with subcategories**: Use child categories for detailed organization
- **Keep it simple**: Don't create too many levels (2-3 levels is usually enough)
- **Use clear names**: Category names should be immediately understandable
- **Consider your audience**: Organize in a way that makes sense to your visitors
- **Review regularly**: Refine your structure as you add more destinations

Common mistakes to avoid:

- Creating too many top-level categories
- Using vague or unclear category names
- Creating categories for only one or two destinations
- Not using subcategories when you have many similar items

SEO Tips

Optimizing for search engines:

- **Use descriptive names**: Destination names should be clear and include location when relevant
- **Write unique descriptions**: Avoid duplicate content across destinations
- **Use meta titles and descriptions**: Fill these in for better search engine visibility
- **Include location keywords**: Naturally include city, region, and area names
- **Use proper headings**: Structure content with headings when using rich text
- **Optimize images**: Use descriptive alt text for images
- **Create quality content**: Search engines favor comprehensive, useful content

Meta title best practices:

- Keep under 60 characters
- Include destination name and location
- Make it compelling and descriptive

Meta description best practices:

- Keep under 160 characters
- Summarize what makes the destination special
- Include a call to action when appropriate

Performance Considerations

For content managers:

- **Optimize images before uploading**: Compress images to reduce file size
- **Use appropriate image sizes**: Don't upload unnecessarily large images
- **Limit gallery images**: While you can add many images, 10-15 is usually sufficient
- **Keep descriptions concise**: While detailed descriptions are good, extremely long content can impact performance

For API consumers:

- **Use appropriate limits**: Don't request more data than you need
- **Cache responses**: API responses are cached, but implement client-side caching too
- **Use search filters**: Filter results on the server rather than loading everything
- **Request only needed fields**: The API returns comprehensive data, but you may not need everything

General tips:

- Regularly review and update content to keep it fresh
- Remove outdated or irrelevant information
- Archive old destinations rather than deleting if you might need the data later
- Monitor API usage and optimize queries as needed

Custom Next.js Frontend vs Embedded Widgets for a Destinations Brand

Summary

For a destinations brand, a custom Next.js frontend backed by API-level integrations is usually the stronger long-term solution than relying on embedded widgets. Widgets can be useful for quick, isolated features, but they tend to limit brand control, experience design, performance tuning, and cross-content orchestration.

Why a destinations brand is different

A destinations site is rarely just a single feed or booking surface. It usually has to bring together:

- destination listings
- event calendars
- editorial content
- seasonal campaigns
- maps and geolocation
- search and filtering
- user favorites or trip planning
- partner or community-submitted content

That means the website experience is not just "display this one data source." It is a composed product experience that connects many content types and journeys.

What embedded widgets are good at

Embedded widgets are usually best when the goal is:

- to launch something quickly
- to drop a single feature into an existing site
- to avoid building a full frontend
- to support a narrowly scoped integration with limited UX requirements

Examples:

- a booking module embedded on one page
- a small ad block

For these cases, widgets can reduce implementation time and create a lower-effort path to launch.

Where widgets start to break down

For a full destinations brand experience, embedded widgets often become constraining because they can introduce hard boundaries around:

- layout and visual design
- the depth of design customization, since many widgets only expose limited theme controls such as colors, fonts, spacing, or button styles
- SEO control
- routing and URL strategy
- page performance
- analytics consistency
- accessibility tuning
- cross-module search and filtering
- state sharing across favorites, itineraries, destinations, and events
- editorial storytelling that blends structured data with custom content

In practice, widgets are often feature-level solutions, not site architecture solutions.

Another common limitation is that widget vendors often let us change only particular theme aspects instead of the actual component system. That means we may be able to restyle surface-level details, but not fully control markup structure, interaction patterns, responsive behavior, or how the experience aligns with the rest of the brand.

Why we favor API-level integrations

API-level integrations let us treat the CMS and related services as the content and business logic layer, while the frontend remains fully tailored to the brand.

That matters because a custom Next.js application gives us:

- full control over information architecture and page composition
- first-class SEO with clean routing, metadata, schema, and indexable content
- better performance tuning through server rendering, caching, and selective hydration
- a unified design system instead of multiple embedded UI islands
- shared application state across search, favorites, itineraries, and content discovery
- cleaner analytics and attribution across the full visitor journey
- easier integration of multiple APIs into one coherent experience
- more freedom to build campaign pages, landing pages, and editorial experiences without widget constraints

For a destinations brand, this usually produces a site that feels like one product instead of a collection of stitched-together tools.

Embedded widgets can be useful for narrow, fast-to-launch feature inserts, but a destinations brand usually needs a unified product experience across listings, events, editorial content, search, maps, and planning tools. That is why we favor API-level integrations and a custom Next.js frontend: they give us full control over UX, SEO, performance, and how all of those content types work together.

Practical rule of thumb

Choose embedded widgets when:

- the scope is small
- the feature is isolated
- speed matters more than deep customization

Choose a custom Next.js frontend with API integrations when:

- the site is the core digital product
- brand differentiation matters
- SEO matters

- multiple content types need to work together
- the user journey spans discovery, planning, and conversion
- long-term flexibility matters more than short-term embed speed

Conclusion

For this kind of destinations platform, widgets are helpful as tactical tools, but API-driven frontend architecture is the better strategic foundation. It better matches the shape of the content model, the complexity of the user journey, and the level of control expected from a modern destinations brand.