Onboarding guide

What is VisitorData?

VisitorData is a platform for insights into stayover tourism. The platform is called the digital night register (by VisitorData). In the digital night register anonymous stayover data is automatically processed via Apaleo and converted into valuable insights. These insights are used for benchmarking, research & statistics and city marketing. Furthermore, the data is also used to automate the mandatory monthly CBS statistics for Dutch hotels.

Which hotels can use VisitorData?

Currently, only Dutch hotels can use VisitorData. In the distant future, VisitorData might also become available for hotels in Belgium and Germany.
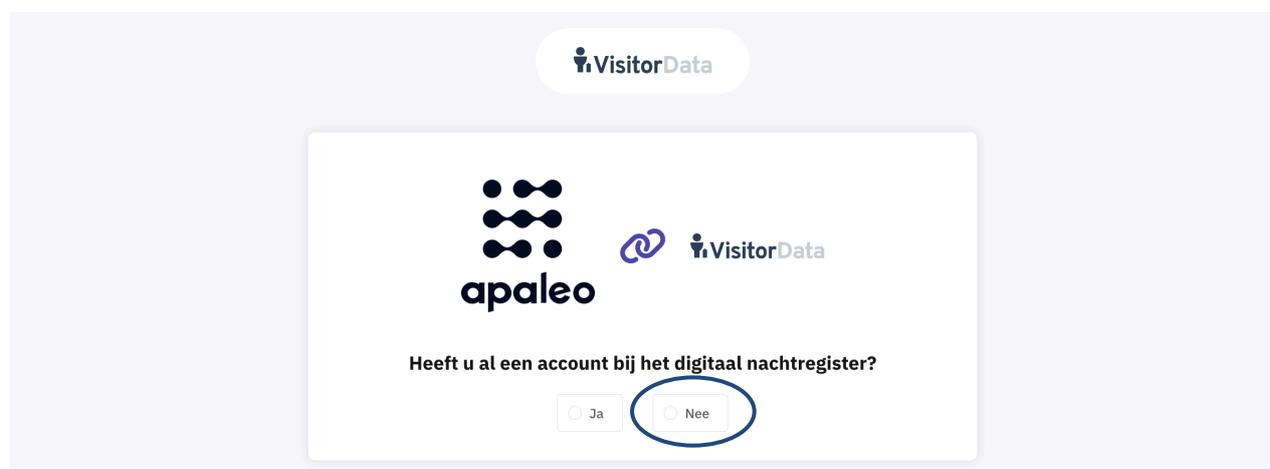
What data will be shared with VisitorData?

Via the Apaleo connection the following anonymous stayover data will be processed on a daily basis: number of guests, check-in and check-out date, country and (if available) city of residence, main reason for visit (business or leisure). Privacy is not an issue as only anonymous data is processed.

How do I connect my hotel to VisitorData if I do not have a VisitorData account?

If you do not have a VisitorData account and you want to connect a hotel that is not already connected to the digital night register, please follow the steps below:

1. Go to the Apaleo Store (marketplace) and search for the VisitorData app.
2. Click on the "Connect to Apaleo" link.
3. Confirm the permissions required for the connection with VisitorData.
4. Click on "No" ("Nee") when asked "Do you already have an account with the digital night register?" ("Heeft u al een account bij het digitaal nachtregister?").

5. Create your personal account by filling in the mandatory fields (your e-mail address which will also be your username for your VisitorData account, your name and phone number), fill in a password (at least 8 characters including at least one number and one capital letter) and click "Create account" ("Maak account aan").

6. Select which property in Apaleo you want to connect with the digital night register.

7. Automatically the form for adding a new property ("Nieuwe accommodatie") will open and all known information will be given based on the information in Apaleo. If applicable, fill out the mandatory fields and click on the button "Add accommodation" ("Accommodatie toevoegen"). If needed, you can click on the "Support" button to ask support from VisitorData.
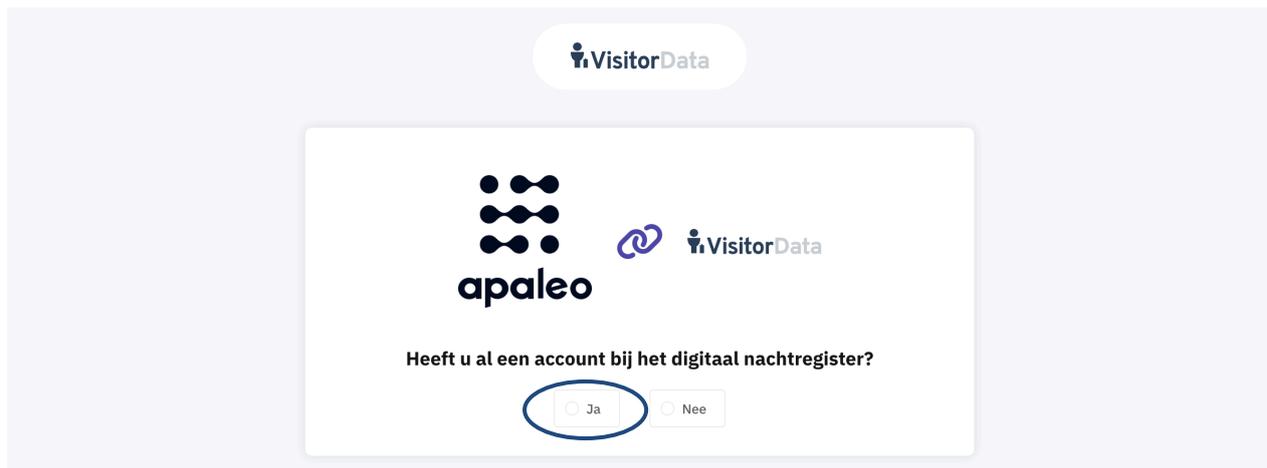

At this point the selected property will be added to VisitorData and, after VisitorData support has confirmed the new connection, the daily anonymous data will be processed from your Apaleo account.
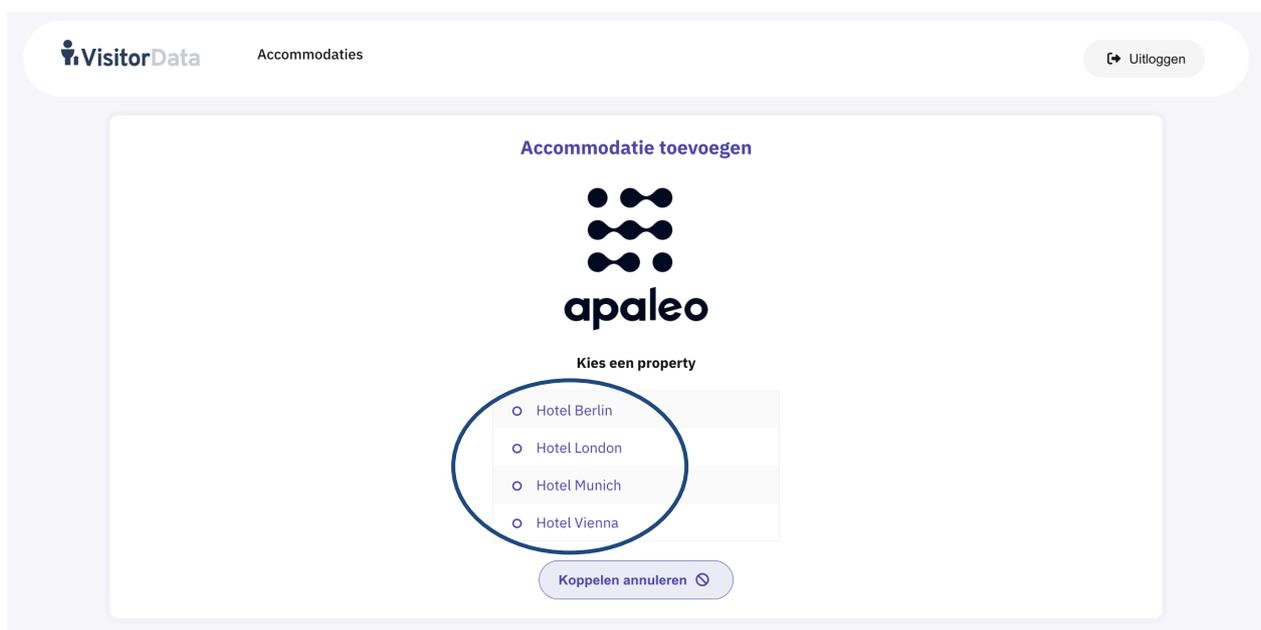
How do I connect my hotel to VisitorData if I already have a VisitorData account?

If you already have a VisitorData account and you want to add a hotel that is not already connected to the digital night register, please follow the steps below:

1. Go to the Apaleo Store (marketplace) and search for the VisitorData app.
2. Click on the "Connect to Apaleo" link.
3. Click on "Yes" ("Ja") when asked "Do you already have an account with the digital night register?" ("Heeft u al een account bij het digitaal nachtregister?").

4. Login to VisitorData with your personal account.
5. Select which property you want to add to the digital night register.

6. Automatically the form for adding a new property ("Nieuwe accommodatie") will open and all known information will be given based on the information in Apaleo. If applicable, fill out the mandatory fields. For example, a property must have a valid address, and if the city contains multiple districts, the city district where the property is located must be selected. For instance, property X, with an address in Amsterdam, city district Amsterdam South, 25 rooms and a max capacity of 50 guests. When all fields are filled in, click the button "Add accommodation" ("Accommodatie toevoegen"). If needed, you can click on the "Support" button to ask support from VisitorData.
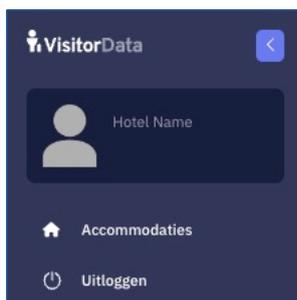
At this point the selected property will be added to VisitorData and, after VisitorData support has confirmed the new connection, the daily anonymous data will be processed from your Apaleo account.

How do make an Apaleo connection for a hotel that has previously already been connected to VisitorData via another PMS?

If you want to connect a hotel that previously was already connected to the digital night register via a different PMS, please follow the steps below:

1. Login to your VisitorData account via https://portal.visitordata.nl.
2. In the VisitorData menu (left) click on "Accommodations" ("Accommodaties").

3. In the next screen you will see an overview of accommodations that are connected to your VisitorData account. Below the list, you will see a button called "Add new accommodation" ("Nieuwe accommodatie aanmelden"). Click this button.
4. Select "Existing accommodation" ("Bestaande accommodatie") and select for which property you want to make the connection via Apaleo. If you are not already logged into your Apaleo account, at this point you first have to log in before you can go further.

5. Automatically the form for adding an existing property will open and all known information will be given based on the information in VisitorData.
6. Click on the button "Connect accommodation" ("Accommodatie koppelen").

At this point the Apaleo connection for the selected property is made and, after VisitorData support has confirmed the new connection, the daily anonymous data will be processed from your Apaleo account.

What does VisitorData cost?
For Dutch hotels the basic connection and the automation of the monthly CBS statistics is free of charge.

How do I disconnect VisitorData?
You can close your VisitorData account at any time by contacting VisitorData support; log in to your VisitorData account via https://portal.visitordata.nl and click on the "Support" button or send an e-mail to support@visitordata.nl. You can also disconnect the app in Apaleo, but for hotel groups/chains this is not recommended as this will apply to all hotels at once. And once you've disconnected the app no more data will be processed. That also means the monthly CBS statistics will automatically stop. From that time on the hotels will have to submit the CBS statistics themselves.