

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 Cloudbeds 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 ho(s)tels.

Which properties can use VisitorData?

Currently, only Dutch ho(s)tels can use VisitorData. In the distant future, VisitorData might also become available for properties in Belgium and/or Germany.

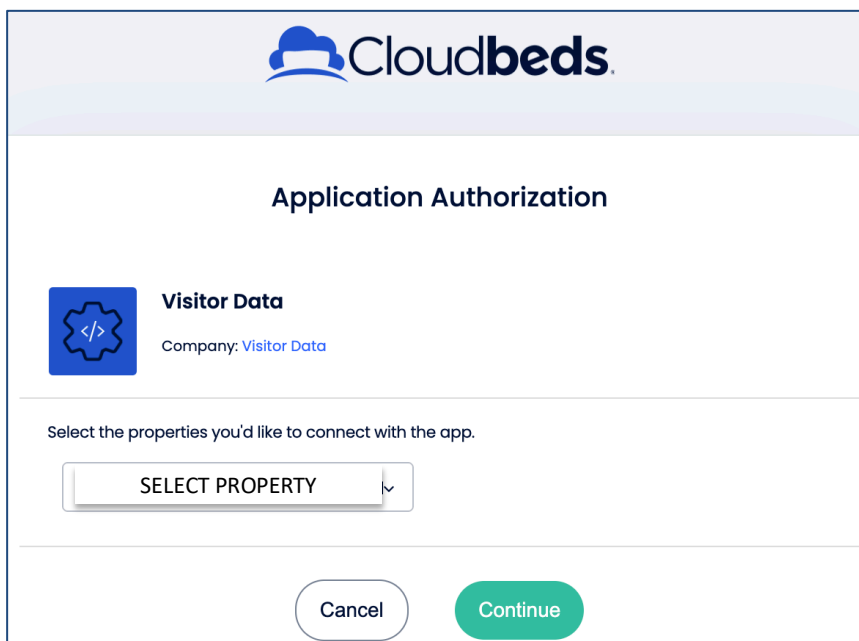
What data will be shared with VisitorData?

Via the Cloudbeds 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 to VisitorData if I do not have a VisitorData account?

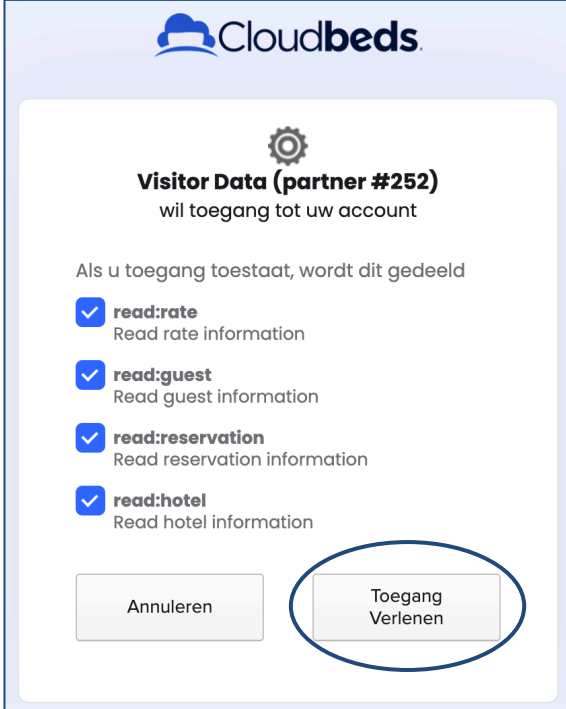
If you do not have a VisitorData account and you want to connect a property that is **not** already connected to the digital night register, please follow the steps below:

1. Go to the Cloudbeds Marketplace and search for the VisitorData app.
2. Select which property you would like to connect and click on the “Continue” button.



The screenshot shows the Cloudbeds Application Authorization interface. At the top is the Cloudbeds logo. Below it, the title "Application Authorization" is centered. On the left, there is a blue square icon with a white gear and code symbols. To its right, the text "Visitor Data" is displayed, followed by "Company: Visitor Data" in a smaller font. Below this, a message says "Select the properties you'd like to connect with the app." Underneath is a dropdown menu with the text "SELECT PROPERTY" and a downward arrow. At the bottom, there are two buttons: a white "Cancel" button and a green "Continue" button.

3. Confirm the permissions required for the connection with VisitorData by checking the boxes (see example). Press the button “Give access” (“Toegang Verlenen”).




The screenshot shows a permission screen from Cloudbeds. At the top is the Cloudbeds logo. Below it is a gear icon and the text "Visitor Data (partner #252) wil toegang tot uw account". A line of text says "Als u toegang toestaat, wordt dit gedeeld". There are four checked checkboxes with labels: "read:rate" (Read rate information), "read:guest" (Read guest information), "read:reservation" (Read reservation information), and "read:hotel" (Read hotel information). At the bottom are two buttons: "Annuleren" and "Toegang Verlenen". The "Toegang Verlenen" button is circled in blue.



4. In the next screen, select “No” (“Nee”) when asked “Do you already have an account with the digital night register?” (“Heeft u al een account bij het digitaal nachtregister?”).



The screenshot shows a confirmation screen from VisitorData. At the top is the VisitorData logo. Below it are the Cloudbeds and VisitorData logos side-by-side. The text asks "Heeft u al een account bij het digitaal nachtregister?". There are two radio buttons: "Ja" and "Nee". The "Nee" radio button is selected and circled in blue.

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”).



Account aanmaken

*** E-mail**

USERNAME = E-MAIL

*** Wachtwoord**

*** Herhaal uw wachtwoord**

*** Voornaam**

Tussenvoegsel

*** Achternaam**


*** Telefoonnummer**

☐ Ik een verklaar een accommodatiehouder te zijn en bovenstaande gegevens naar waarheid te hebben ingevuld


[Vorige](#)

Maak account aan ✓

6. Next, you can add the selected property to your VisitorData account. The form for adding a new property (“Nieuwe accommodatie”) will open and all known information will be given based on the information in Cloudbeds. 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.


Accommodaties

Uitloggen



Informatie over de accommodatie die u wilt aanmelden

*** Postcode**

POSTAL CODE

*** Huisnummer**

NO.

Straat

STREET NAME

*** Gebied**

SELECT CITY REGION

Toevoeging

Plaats

CITY

*** Naam**

HOTEL NAME

*** Aantal kamers**

*** Aantal slaapplaatsen**

Type accommodatie

Hotel

Aantal sterren

Segment

Standaard

Accommodatie toevoegen →

Koppelen annuleren

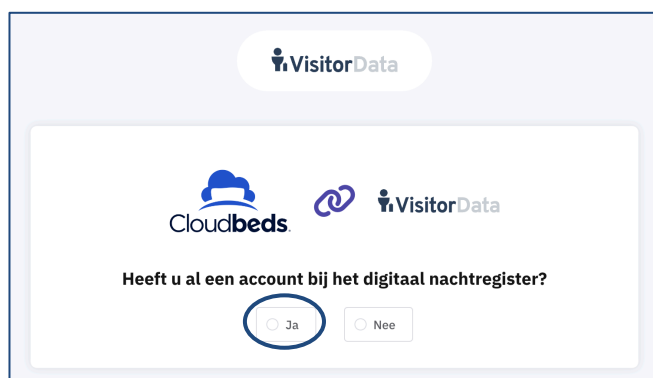
Support

At this point the property will be added to your VisitorData account, and the daily anonymous data will automatically be processed via the Cloudbeds integration.

How do I connect my property to VisitorData if I already have a VisitorData account?

If you already have a VisitorData account and you want to add a property that is not already connected to the digital night register, you can either activate the integration from Cloudbeds or from VisitorData. See the steps below when starting from Cloudbeds:

1. The first three steps are similar to the previously described process.
 - a. Go to the Cloudbeds Marketplace and search for the VisitorData app.
 - b. Select which property you would like to connect and click on the “Continue” button.
 - c. Confirm the permissions required for the connection with VisitorData by checking the boxes (see example). Press the button “Give access” (“Toegang Verlenen”).
2. In the next screen, select “Yes” (“Ja”) when asked “Do you already have an account with the digital night register?” (“Heeft u al een account bij het digitaal nachtregister?”).

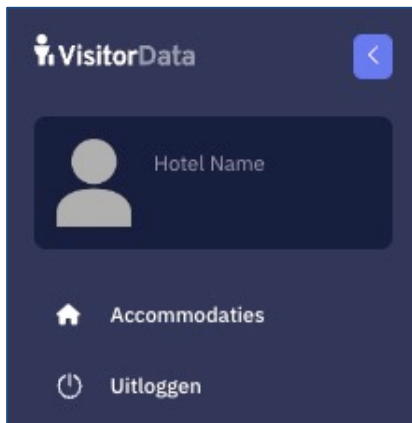


3. Once you’ve logged into your VisitorData account, you can activate the connection for the selected property. Select “New accommodation” (“Nieuw accommodatie”) and automatically the form for connecting a new property (“Nieuwe accommodatie”) will open and all known information will be given based on the information in Cloudbeds. 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.

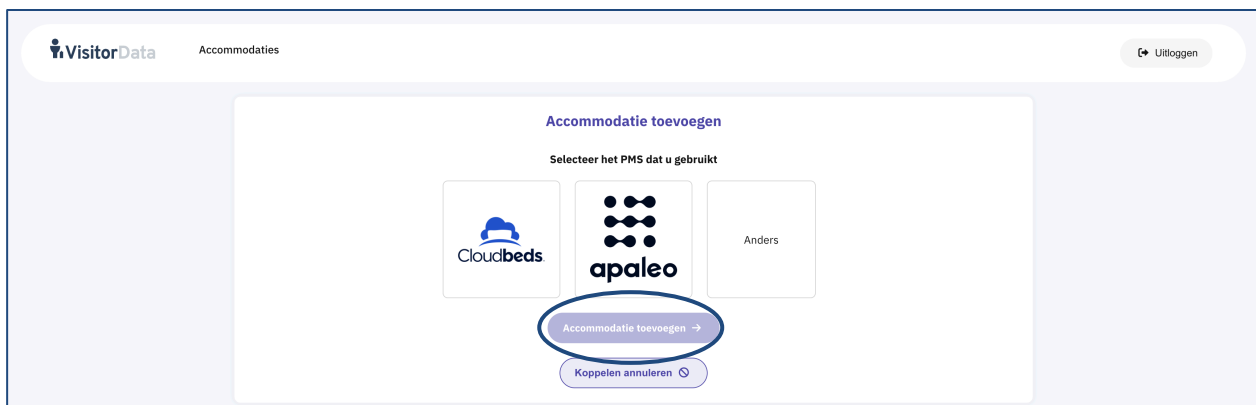
At this point the property will be added to your VisitorData account and the daily anonymous data will be processed via the Cloudbeds integration.

You can also activate the integration from VisitorData. This process is rather similar to the one described previously, but the only difference is that you start from your VisitorData account.

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. In the next screen you will select the PMS that is used by the property. Select Cloudbeds, log into your Cloudbeds account and click on the button “Add accommodation” (“Accommodatie toevoegen”).



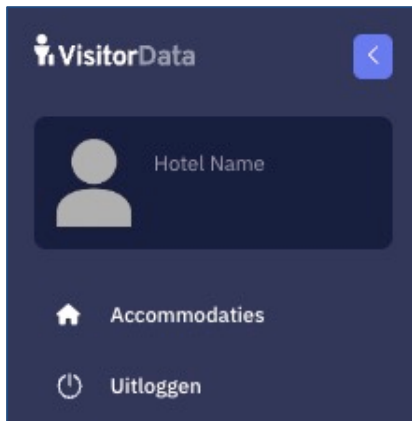
5. Select “New accommodation” (“Nieuw accommodatie”) and automatically the form for connecting a new property (“Nieuwe accommodatie”) will open. Next, fill out the mandatory fields. For example, a property must have a valid address, and if the city contains multiple districts, the city district where 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 property will be added to your VisitorData account and the daily anonymous data will be processed via the Cloudbeds integration.

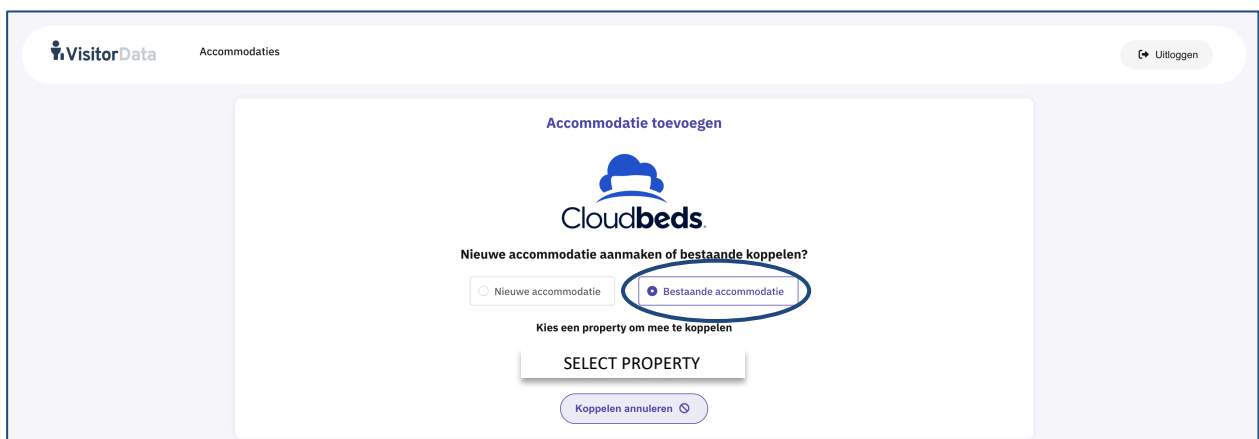
How do make an Cloudbeds connection for a hotel that has previously already been connected to VisitorData via another PMS?

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. Make sure you are logged into your Cloudbeds account and then 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. Click on “Add new accommodation” (“Nieuwe accommodatie aanmelden”).
5. Select “Existing accommodation” (“Bestaande accommodatie”) and select for which property you want to make the connection via Cloudbeds.



6. Automatically the form for adding an existing property will open and all known information will be given based on the information in VisitorData.
7. Click on the button “Connect accommodation” (“Accommodatie koppelen”). At this point the Cloudbeds integration will be active.

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 Cloudbeds. Once you’ve disconnected the app no more data will be processed. That also means the monthly CBS statistics will automatically stop.

How can I get support from VisitorData?

When you log into your VisitorData account, you can contact VisitorData support via the “Support” button. You can also ask for support by sending an e-mail with your question to support@visitordata.nl.