

Introduction of Property Content Score

1. What is Property Content Score?

Property Content Score is a scoring formula that comprehensively evaluate the **Quality** and **Integrity** of static information of the property in [Trip.com](https://www.trip.com).

You could check your content score in eBooking → Property Information → Content Score.

The screenshot shows the eBooking interface for a property overview. The main content area is titled "Property Overview" and includes a navigation bar with icons for General Information, Photos & Videos, Room Information, Property Policies, Facilities & Services, and Room Amenities. A red box highlights the "Content Score" section, which displays a score of 86% and a progress bar. Below the score, it states: "A full content score can get more exposure and potentially lead to more bookings." To the right of the score is a "Competitor Set Ranking" table:

Property	Score
Timney Hotel	100%
Corinthia London	98%
Bishopsgate Plaza	96%
10 Vintry & Mercer	95%

Below the table, it indicates "Behind 25% hotels in the same city" and an "Update" button. Below the ranking is a "Take Your Actions" section with the instruction: "Complete the following tasks to increase your property's content score." It lists three actions:

- +7% Upload at least 40 high resolution photos, now still need 19 photos. [Add now]
- +2% Add at least 4 items from the top facilities. [Add now]
- +2% Edit Breakfast Policy. [Add now]

On the right side of the page, there is a "Business Advices" section with a "Guide for Beginners" icon and a "Update" button.

What can you benefit from content score?

1. Higher content score generates higher conversion rate/Higher ranking/Medal properties and larger order quantity.

2. Content score will affect the hotel's important cooperation with [Trip.com](https://www.trip.com).

According to Trip.com's database, the property with an information score above 85% receive three times more bookings than a low-scoring property.

2. What is included in the property content score?

The property content score will be divided into different scoring contents and rules according to the property type.

You may find the contents and rules as below:

(1) Photos

① Quantity

- 4-5 star: Upload at least 60 photos.
- 0-3 star: Upload at least 40 photos.

Note: Each photo you upload is included in the content score.

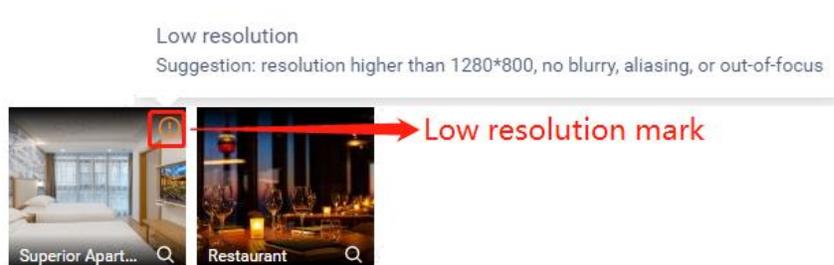
② Quality

Make sure all of your photos are high resolution.

How to confirm whether the photo is high resolution or not?

Enter "Photos & Videos", and check if there is a "🚩" mark on your photo?

If there is no "🚩" mark on the photo, then it is a high resolution photo.



③ Hero Image

Hero image should be high resolution (resolution higher than 1280*800, no blurry, aliasing, or out-of-focus).

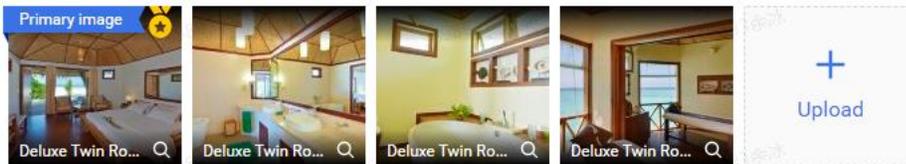
④ Others

Upload photos in Exterior album & Public area album. (Only apply to Hotel, Serviced apartment)



Upload at least 4 photos for each room, including at least 1 photo with bed and 1 photo with toilette for each room.

Deluxe Twin Room (4)



(2) Facilities & Services

① Please add below popular facilities to attract more guests:

- Non-smoking in all rooms
- Parking
- Airport pick-up service
- Airport drop-off service

NOTE: If the property do not offer the amenities, please select "No", which can also be scored.

② Please add below popular amenities AND upload photos related to the amenities:

- Swimming pool
- Restaurant
- Spa
- Sauna
- Bar
- Fitness room
- Water park
- Garden
- Beach

NOTE: If the property do not offer the amenities, please select "No", which can also be scored.

(3) Room Amenities

① Add below popular amenities:

- Wi-Fi
- Refrigerator
- Heating
- Balcony
- Terrace
- Bathroom
- Air Conditioning
- TV

NOTE: If the property do not offer the amenities, please select "No", which can also be scored.

② Add below popular amenities AND upload photos related to the amenities (Only apply to **Youth hostel, Homestay, Villa, Farmstay, Featured accommodation**):

- Kitchen
- Washing machine

NOTE: If the property do not offer the amenities, please select "No", which can also be scored.

③ Add any kind of view under the VIEW category and upload a photo for it.

(4) General Information

It is necessary to maintain the following information in the system:

- Property Name (English and local language);
- Accurate Property Address to ensure guests can easily locate the accommodation;
- Correct telephone number for guests to contact the property;
- Property Opening date & Last Renovated Date, as many guests pay attention to this information when making a reservation.

(5) Property Policies

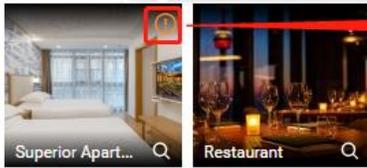
It is necessary to maintain the following information in the system:

- Check-in Time

- Check-out Time
- Check-in Method
- Child Policies
- Extra beds policy
- Breakfast policy (Available or not)

(6) Room Information

- Room Size
- Layout & Bedding
- Windows
- Smoking Policy
- Max. Occupancy (including Max. Adults & Max. Children & Max. Occupancy)

Content		Rule
Photos	Quantity	<ul style="list-style-type: none"> • 4-5 star: Upload at least 60 photos. • 0-3 star: Upload at least 40 photos. <p>Note: Each photo you upload is included in the content score.</p>
	Quality	<p>Make sure all of your photos are high resolution.</p> <p>How to confirm whether the photo is high resolution or not?</p> <p>Enter "Photos & Videos", and check if there is a "🚩" mark on your photo?</p> <p>If there is no "🚩" mark on the photo, then it is a high resolution photo.</p> <div style="border: 1px solid #ccc; padding: 5px; margin: 10px 0;"> <p>Low resolution Suggestion: resolution higher than 1280*800, no blurry, aliasing, or out-of-focus</p> </div> <div style="display: flex; align-items: center; margin: 10px 0;">  <p style="margin-left: 10px; color: red;">Low resolution mark</p> </div>
	Hero image	<p>Hero image should be high resolution (resolution higher than 1280*800, no blurry, aliasing, or out-of-focus).</p>

	Others	<p>Upload photos in Exterior album & Public area album.</p> <p> <input type="button" value="All 23"/> <input type="button" value="Room type 18"/> <input type="button" value="Exterior 2"/> <input type="button" value="Dining 1"/> <input type="button" value="Leisure 1"/> <input type="button" value="Business 0"/> <input type="button" value="Family 0"/> <input type="button" value="Public areas 1"/> <input type="button" value="Surroundings 0"/> <input type="button" value="Others 0"/> </p> <p>Upload at least 4 photos for each room, including at least 1 photo with bed and 1 photo with toilette for each room.</p> <p>Deluxe Twin Room (4)</p>  <p>* Only apply to <i>Hotel, Serviced apartment</i></p>
Facilities & Services		<p>Please add below popular facilities to attract more guests:</p> <ul style="list-style-type: none"> • Non-smoking in all rooms • Parking • Airport pick-up service • Airport drop-off service <p>NOTE: If the property do not offer the amenities, please select "No", which can also be scored.</p> <hr/> <p>Please add below popular amenities AND upload photos related to the amenities:</p> <ul style="list-style-type: none"> • Swimming pool • Restaurant • Spa • Sauna • Bar • Fitness room • Water park • Garden • Beach <p>NOTE: If the property do not offer the amenities, please select "No", which can also be scored.</p>

Room Amenities	<p>Add below popular amenities:</p> <ul style="list-style-type: none"> • Wi-Fi • Refrigerator • Heating • Balcony • Terrace • Bathroom • Air Conditioning • TV <p>NOTE: If the property do not offer the amenities, please select "No", which can also be scored.</p>
Room Amenities	<p>Add below popular amenities AND upload photos related to the amenities:</p> <ul style="list-style-type: none"> • Kitchen • Washing machine <p>NOTE: If the property do not offer the amenities, please select "No", which can also be scored.</p> <p>* Only apply to <u>Youth hostel</u>, <u>Homestay</u>, <u>Villa</u>, <u>Farmstay</u>, <u>Featured accommodation</u></p> <p>View (Select any item under the VIEW category and upload a photo for it)</p>
General Information	<p>Edit Property Name (English and local language).</p> <p>Maintain accurate Property Address to make sure users can find the accommodation smoothly.</p> <p>Edit telephone number, let users contact property.</p> <p>Edit Property Opening date & Last Renovated date. Many users pay attention to them when booking.</p>
Property Policies	<p>Edit Check-in Time, Check-out Time and Check-in Method.</p> <p>Edit Child Policies.</p> <p>Edit Extra beds policy.</p> <p>Edit Breakfast policy (Available or not).</p>
	<p>Room Size</p>

Room Information	Layout & Bedding
	Windows
	Smoking Policy
	Max. Occupancy (including Max. Adults & Max. Children & Max. Occupancy)

🚩 How to check the property type?

Step 1: Click "Property Information".

Step 2: Click "General Information".

The screenshot shows the eBooking hotel dashboard. The 'Property Overview' section is active. The 'General Information' tab is highlighted with a red box. A red arrow points from the 'General Information' tab in the left sidebar to the 'General Information' tab in the main content area. The dashboard displays a Content Score of 86%, a Competitor Set Ranking table, and a 'Take Your Actions' section with three tasks to improve the content score.

Property	Score
Timney Hotel	100%
Corinthia London	98%
Bishopsgate Plaza	96%
10 Vintry & Mercer	95%

Behind 25% hotels in the same city

Take Your Actions

Complete the following tasks to increase your property's content score

- +7% Upload at least 40 high resolution photos, now still need 19 photos. [Add now](#)
- +2% Add at least 4 items from the top facilities. [Add now](#)
- +2% Edit Breakfast Policy. [Add now](#)

Step 3: Scroll down the page to "Details" and find "Property Type".

Details

Property Type	Homestay Pension
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3.How to improve the Property Content Score?

You can improve your score by completing the tasks on the page of "Property Information" → "Content Score"!

The screenshot shows the eBooking hotel dashboard. The main navigation menu on the left includes Home, Reservations, Rates & Availability, Promotions, Finance, Analytics, Opportunity, Guest Relations, and Property Information. The Property Information section is expanded, showing Property Overview, General Information, Photos & Videos, Room Information, Property Policies, Facilities & Services, and Room Amenities. The Property Overview section displays a Content Score of 86% and a Competitor Set Ranking table. A 'Take Your Actions' box highlights three tasks to increase the content score: uploading photos (+7%), adding facilities (+2%), and editing the breakfast policy (+2%).

Competitor	Score
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Behind 25% hotels in the same city

Take Your Actions

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Step 1: Click the main task.

The screenshot shows the 'Specify the occupancy for your 19 room types' task. The task is highlighted with a red box and a red arrow. Below the task, a list of room types is shown, each with an 'Add Now' button. The list is also highlighted with a red box.

Room Type	Action
Japanese Room	Add Now
Fashionable Terrace Apartment	Add Now
Standard Double Room	Add Now
Premium Double Room with Garden view	Add Now
Deluxe Triple Room	Add Now
Deluxe Cabin	Add Now

Step 2: Click "Add Now", and it will jump to the corresponding information page directly. You can click "Edit" on the page to add corresponding information.

▼ +3% Specify the occupancy for your 19 room types.

Japanese Room

Add Now

Add Now

Step 3: After completing the task, the content score will increase +3% as the page shown.

Some amenities need related photos when set to "Yes". And the photos need to be tagged in the "Photos & Videos".

For example: Room type "Deluxe Double Room" has city view.

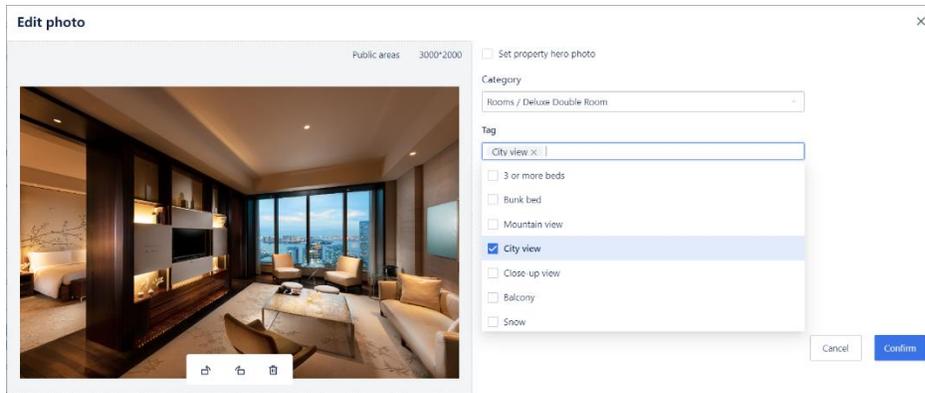
First, you need to maintain the City view information in the "Room Amenities" for "Deluxe Double Room".

Property Info Home > Room Amenities

Room Amenities

View			
Sea view	None	River view	None
Lake view	None	Landmark view	None
Mountain view	None	Swimming pool view	None
Garden view	None	Courtyard view	None
City view	Some rooms	Park view	Unmaintained
Deluxe Double Room		Harbour view	Unmaintained
View of golf course	Unmaintained	Valley view	Unmaintained
Bay view	Unmaintained	Volcano view	Unmaintained
Desert view	Unmaintained		
Canyon view	Unmaintained		

Then you need to go to the "Photos & Videos", and upload the photo (with city view) in the room type "Deluxe Double Room" and tag "City view" as followed .



After all of these steps, you will get corresponding content score.