

WEBSITE WORKBOOK



WELCOME TO PREFERRED HOTELS & RESORTS!

Did you know that 80% of travelers use websites when deciding where to vacation? This workbook will help us ensure your hotel has optimal online presence on the [Preferred Hotels & Resorts websites](#). This material is due to the Web Content team a minimum of 10 business days prior to your LIVE date on the website. Please fill the form out electronically and return to the form to webcontent@preferredhotels.com.

Hotel Name

Workbook Due Date

Website Live Date

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WEBSITE CONTENT

While you are completing training and inputting information in SynXis, the Preferred Hotels & Resorts Web Content team is writing unique material to highlight your hotel on our website. We leverage the data you provide in SynXis to generate custom-written content optimized for organic search. As you complete the following sections in SynXis, be sure to think like a guest and provide the information you would want to know if you were the traveler!

Descriptions: Property

- Property Description Long
- Property Description Typical
- Property Detail
- Selling Feature 1
- Selling Feature 2
- Selling Feature 3

Completed

Descriptions: Area Information

- Area Attractions
- Location

Completed

Descriptions: Dining & Entertainment

- Dining
- Meal Plan
- On Site Entertainment
- Off Site Entertainment

Completed

Rooms: Room Types

Completed

Additional Hotel Highlights for Preferred Hotel & Resorts Websites:

Descriptions: Services & Amenities

- Arrival / Room Service Amenities
- Facilities
- Health Club / Fitness Facilities
- Recreation
- Room Amenities
- Spa
- Services

Completed

Descriptions: Travel Details

- Tourist Information
- Transportation

Completed

Descriptions: Miscellaneous Info

- AWARDS
- Handicap Facilities
- Key Selling Points

Completed

HOTEL ATTRIBUTES

Preferred Hotels and Resorts' marketing and website teams publish hotel amenities, activities, interests, travel styles, and settings in directories, the website, and promotional materials. Please check the attributes your hotel offers:

Building Amenities

- Air Conditioning
- Complimentary Airport Shuttle
- Fitness Facilities
- Handicap Accessible Rooms
- High-Speed Internet
- Kitchenette
- Non-Smoking Rooms
- Parking
- Pool
- Spa

Activities

- Biking
- Cooking Classes
- Fishing
- Golf
- Hiking
- Horseback Riding
- Tennis
- Water Sports
- Winter Sport

Interests

- Food & Wine
- Honeymoon
- LGBT Welcoming
- Pet-Friendly
- Weddings

Styles

- Business
- Eco-Friendly
- Hip
- Relaxed
- Resort
- Romantic
- Stately
- Tranquil

Settings

- Beach
- City
- Lake
- Mountain

Family Certified Amenities

- Connecting Rooms/Suites
- Cribs
- Family-Friendly Pool

Family Services

- Babysitting
- Children's Dining
- Cooking Lessons
- Crafts
- Entertainment
- Equipment Rentals
- Kids' Club
- Playground
- Playroom
- Story-time
- Swimming Lessons

Age Groups

- 0-2 Infant & Toddlers 3-4
- Preschoolers
- 5-8 School-Age Children
- 9-12 Pre-teens
- 13-17 Teens

IMAGES

Images are used in four different channels:

Full Distribution: Your hotel can distribute 10 images to the VNetwork, which includes Global Distribution Systems (GDS- Amadeus, Galileo, Sabre, etc.) and Online Travel Agencies (Expedia, Travelocity, Orbitz, etc.).

- Your hotel manages these 10 images through SynXis CRS. Access the portal by going to: Setup > Images > Image Distribution
- We suggest the 10 images include: 2 exterior images, 3 guestrooms, 1 interior, 1 meeting room, 1 recreational facility, and 2 restaurant images.
- These photos should also be sent to Preferred Hotels & Resorts as part of the private media gallery outlined below

Completed

Room Type Images: Specifically, these images display each room type in your hotel's booking engine.

- Your hotel manages these images through SynXis CRS. Access the portal by going to: Setup > Rooms> Room Types
- You should provide 3 to 5 images showing the bedroom, bathroom, sitting areas, views, etc.
- Use landscape images sized 600 pixels by 400 pixels for the best performance

Completed

Website Backgrounds: Property listings feature unique images for overview, accommodations, dining, activities, special offers, reviews, and event calendar. **Background images must be at least 1500 pixels by 1000 pixels.**

- These images should be selected from the 50 images that were submitted for the Digital Library.
- Please indicate the file name for the photo desired as each page background:

Overview

Special Offers

Accommodations

Reviews

Dining

Event Calendar

Activities

TIP: RESOLUTION & FORMAT

Images need to be a high resolution to best highlight the property. Please make sure your images are at least **1500 pixels x 1000 pixels**. Images should be of the highest resolution possible and in .jpg format

TIP: NAMING CONVENTIONS

- Be specific and concise as possible.
- Please do not leave default/non-descript naming conventions.
- Instead of "guest room" say "Superior Room" or "Junior Suite." Also please use specific restaurant names versus "dining" or "restaurant."
- Do not include the hotel name in the caption.
- Do not use file extensions in the captions.

Preferred Hotels & Resorts Digital Library: Your hotel can feature a maximum of 50 images in your media gallery on the Preferred Hotels & Resorts website; these images also are available for download in our private digital library at images.preferredhotels.com Once submitted, we manage these images for you.

- These 50 images include the 10 full distribution images that were uploaded to SynXis, plus 40 additional images.

Completed

Do not send images directly in email messages. The image file sizes are too large and cause send/receive failures. Send all images through WeTransfer or Dropbox, to recipient images@preferredhotels.com, with the hotel information included. You will receive a confirmation receipt from images@preferredhotels.com when we receive the link.

NEXT STEPS

Submit this form. Please send this completed form to webcontent@preferredhotels.com. Retain a copy for your records and to reference for future website requests.

Completed

Download our brand logo. You can access all Preferred Hotels & Resorts brand and collection logos on our [Logos/Brand Assets](#) page. Please download the collection logo for your hotel and place on your website.

Completed

Direct Link to your Preferred Hotels & Resorts Page. Increase your exposure and add a direct link from your website to your listing on Preferred Hotel Resorts' websites. You will receive an email from Central Services when your pages are live that will include the link to your pages. Add the link to where you display the Preferred Hotels & Resort logo. If you have any questions about best practices for cross-linking between websites, please reach out to webcontent@preferredhotels.com.

Completed

Add Special Offers. View all of our marketing plans at phgmarketingsolutions.com and get started selecting the special offers for your hotel.

Completed

FUTURE UPDATES

We recommend that you regularly review and update your images, event information, and website content, to ensure we're always providing the best online representation for your hotel. Here's how to reach us with your updates:

Images: Requests to add, delete, or edit images should be sent to images@preferredhotels.com. Please indicate in the email where the changes should be made (media gallery, property page, etc.). Do not send image files directly in email messages. The image file sizes are too large, and cause send/receive failures. Send all images through WeTransfer or Dropbox, to recipient images@preferredhotels.com with the hotel information included.

Note: Updates to Room Type images are managed by your hotel through SynXis CRS. Access the portal by going to: Setup> Rooms> Room Types.

Hotel Website Content: Requests to add, delete, or edit content should be sent to webcontent@preferredhotels.com. Please note, updates to SynXis after your hotel is live on the website are not seen by the Web Content team. If you are experiencing an issue with website functionality, please detail your steps and provide screenshots if possible.

Member Portal: Access the [Preferred Hotels & Resorts Member Portal](#) for assistance with all things websites, meetings and events, marketing, and more.