HistoricHotelsWorldwide.com MEMBER PROFILE WORKBOOK

Welcome to Historic Hotels Worldwide!

Completion of this workbook marks the beginning of the implementation process for your hotel's profile on HistoricHotelsWorldwide.com, and will help ensure your hotel has optimal web presence. Please complete and return as soon as possible. Failure to return in a timely manner will result in delaying your listing going live on HistoricHotelsWorldwide.com.

Please send the completed workbook to webmaster@historichotels.org.

Hotel Name

Website URL

Email Address for Reservations

Can we pull content from your website to assist with building your profile on HistoricHotels.org?   Y   N

Table of Contents

Member Profile Content

As you complete the following sections, please include all available information you feel may be useful to the luxury heritage traveler. Information from this workbook will be used to generate historic-centric, custom-written content optimized for key search results.

Profiles on HistoricHotelsWorldwide.com contain original content and does not use duplicate content from existing websites or sources. Please note all copy is subject to comply to the Historic Hotels of America brand style guide.

Overview

Keywords

Check-in Time: _____   Check-out Time: _____

Age Requirements/ Restrictions: _____

Airport Shuttle: _____

Cancellation Policy: _____

Cribs/Pack-in-Play: _____

Deposit Policy: _____

Eco-Friendly Practices: _____

Early Check-in/ Late Check-out Policy: _____

Extra Person Fees: _____

Family Friendly Program: _____

Gift Shop: _____

Nearest ATM: _____

Occupancy Restrictions: _____

Parking Options: _____

Payment Types Accepted: _____

Pet Policy: _____

Rollaways: _____

Seasonal Property: _____

Smoking Policy: _____

Taxes & Hotel/ Resort Fees: _____

Travel Agent Commission: _____

Fun Fact

History

Building Constructed:

Architectural Style: *If Other:*

Property Style: *If Other:*

Ghost Stories

Accommodations

| Number of Guestrooms: | | Adjoining Rooms: | |
| Number of Suites: | | Handicap Accessible Rooms: | |

Dining

If available, please send menus, entertainment calendar, and any other relevant documents you would like to be included in the dining sections. Information on sending files is available on .

Spa

If available, please send spa menus and brochures to supplement the content. Information on sending files is available on .

Golf

If available, please send course brochures, maps, and any additional documents to help supplement the content. Information on sending files is available on page 8.

Meetings & Groups

If available, please send capacity charts, floor plans, sample menus, and other relevant documents which will be included in the Meetings & Groups section. Information on sending files is available on page 8.

Group Value Dates

Group Booking Policy

Weddings

Activities & Events

Local Attractions

Events Calendar

Location

Seasonal Weather Conditions

Airport

Driving Directions

Public Transportation

Special Offers & Packages

Please note, all rates must be loaded and mapped to the appropriate channels in order for your hotel to be bookable on HistoricHotelsWorldwide.com.

All rates, special offers, and packages bookable through HistoricHotelsWorldwide.com will be listed under your profile's *Hot Deals* section.

Please visit the Member Portal for rate loading instructions, available in the Reservations section. **Login:** *hhw /* **Password**: *hotels*

Website Image Information & Tips

The better your images look, the better your hotel will look on HistoricHotelsWorldwide.com. Images will be used throughout your hotel profile and its media gallery.

Below are tips and guidelines which will help ensure your hotel has the best visual presence on HistoricHotelsWorldwide.com.

REQUESTED IMAGES

Please send a variety of high-resolution images, including Exterior, Interior, Accommodations, Dining, Activities, Meetings, Weddings, Hotel Facilities (i.e. fitness center, spa, pool, etc.), and, most importantly Historic images. Your hotel can feature an unlimited number of images in your profile's media gallery on HistoricHotelsWorldwide.com.

These images are also available for download in our private digital library and may be used in print publications, marketing campaigns, public relations imprints, social media, and more **IF** they meet the resolution requirements.

RESOLUTION & FORMAT

In an effort to best highlight your hotel, images need to be of the highest resolution.

- **Images must be <u>at least</u> 2048 pixels on the longest side. Send as many horizontal-oriented images as possible.** *Many of the major travel websites require images to be greater than 2048 pixels on the longest side. Expedia specifically requests images to be larger than 2800 pixels on the longest side in order for them to be displayed on their websites.*

- **Images should be 300 dpi.** This is extremely important as devices and monitors are becoming high definition, like Apple products featuring Retina display.
For consideration for print materials, the images must meet this resolution requirement.

IMAGE BEST PRACTICES

- Submit a variety of images to showcase all aspects of your hotel
- File names should be specific and describe the photo. Instead of *guestroom.jpg*, name the file *Superior Room.jpg* or *Presidential Suite_Living Room.jpg*. **The image file names are the <u>only</u> indicator we have for image captions.**
- Include a variety of portrait– and landscape-oriented images
- Avoid sending artist renderings and images that include models

WEBSITE MASTHEADS & HERO IMAGES

Hotel listings feature unique images for the Overview, Accommodations, Dining, Activities, Meetings & Events, and Hot Deals pages. Specific mastheads, search thumbnails, and featured images can be requested, but the published imagery is at the discretion of Historic Hotels Worldwide and based on the guidelines and resolution requirements.

Files

If applicable, please send high-quality supplemental files and documents to ensure a robust profile on HistoricHotels.org. Files may include, but not limited to, Dining & Catering Menus, Meeting & Wedding Capacity Charts & Brochures, Spa Menus, Floor Plans, and Press Releases.

Submitting Images & Files

Please send all images and files to webmaster@historichotels.org through DropBox, WeTransfer, or any free online file sharing tool. Please do not send images directly via email as file sizes are often too large, causing failure to send or receive.

Next Steps

Submit Form. Please send this completed form to webmaster@historichotels.org. Retain a copy for your records.

    Completed

Complete Room Type Description Form *(needed for Open Hospitality hotels only)***.** Please send completed form to webmaster@historichotels.org.

    Completed

Send Images. Review the instructions and guidelines, located on page 8, to complete this step.

    Completed

Send Files. Review the instructions and guidelines, located on page 8, to complete this step.

    Completed

Load Rates. Review the instructions and guidelines, located on page 7, to complete this step.

    Completed

Future Updates

Members are encouraged to regularly review and update their hotel's profile to ensure it is displaying up-to-date and relevant content and imagery is a priority.

For future updates to your member profile, please follow these instructions:

Packages
For requests to add offers and packages to HistoricHotelsWorldwide.com, please download the Package Request Form. Once completed, please submit to webmaster@historichotels.org.

Images & Files
Requests to add, delete, or edit current images and files currently being displayed should be emailed to webmaster@historichotels.org. Please indicate in the email where changes should be made (i.e. media gallery, property page, etc.). Do not send files directly in email messages due to file sizes being too large. Send all images through DropBox or   WeTransfer to webmaster@historichotels.org.

Website Content
Requests to add, delete, or edit content or events on your hotel's profile should be sent to webmaster@historichotels.org. If you are experiencing an issue with website functionality, please detail steps taken and provide screenshots if possible.