

# WEBSITE WORKBOOK



## WELCOME TO PREFERRED HOTEL GROUP!

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 Hotel Group websites. This material is due to the Web Content team a minimum of 10 business days prior to your LIVE date on the website.

**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 Hotel Group 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 Group 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 FOR WEBSITE SEARCH

Preferred Hotel Group's website includes an advanced search option. Guests can search for hotels with desired amenities, activities, and interests, or for specific travel style or setting. Please check the amenities your hotel offers:

Air conditioning	Diapers/Nappies
Airport	Downtown/City Center
All-inclusive meal plan	DVD players
Art classes	Eco-friendly
Babysitting service (hotel employee)	Family concierge
Babysitting (referral service)	Family rates, packages, promotions
Beach	Family-friendly pool
Bibs	Financial district
Bicycle rentals for children	Fishing
Biking	Fitness Facilities
Booster chairs	Food and wine
Bottle warmers	Full kitchen
Bottles	Gaming systems (ie: Playstation)
Business	Gastronomic
Butler service	Golf
Car seats	Halal food
Casino	Handicap accessible rooms
Castle/Chateau	Highchairs
Children not allowed	High-speed internet
Children's activities	Hiking
Children's books	Historic
Children's DVDs	Honeymoon
Children's games	Horseback riding
Children's medicine	Hunting
Children's playroom (supervised)	Ice skating
Children's playroom (unsupervised)	Infant bathtubs
Children's robes and/or slippers	Infant soap and/or shampoo
Children's toys	In-room safety kit
Children's TV programming	Italian lessons
City	Kids Club
Classic	Kids Club/Childcare Ages 0-2
Complimentary airport shuttle	Kids Club/Childcare Ages 3-4
Connecting rooms	Kids Club/Childcare Ages 5-8
Cooking classes	Kids Club/Childcare Ages 9-12
Cooking lessons for children	Kids Club/Childcare Ages 13-17
Cottages	Kitchenette
Country house hotel	Kosher food
Crafts	Lake
Cribs/Cots	LGBT-friendly
Desert	Lively
Destination spa/hotel	Mini-bars/ Refrigerator with Freezer

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Minimalist  
Modern  
Mountain  
National Historic Landmark  
National Register of Historic Places  
Nightlife district  
Non-smoking rooms  
Outdoor playground (supervised)  
Outdoor playground (unsupervised)  
Pack 'n' Play /Portable Play Pens  
Palace  
Parking  
Pay-per-view blocking  
Pet-friendly  
Pool  
Pool toys  
Rafting  
Ranch  
Relaxed  
Resort  
Restaurants with Children's menus  
Rock climbing  
Roll-away beds  
Romantic  
Room service  
Rustic  
Safari  
Sand Toys  
Sailing  
Sauna  
Scuba diving  
Shopping district  
Shops and Commercial Skiing  
Ski rentals for children  
Snow mobiling  
Special dining options  
Spa  
Spa services for children  
Stately  
Steam bath/ Hammam  
Story time  
Strollers/ Pushchairs  
Suites  
Surfing  
Swimming lessons for children  
TAG approved  
Tennis  
Theatre district  
Tranquil  
Valet Parking  
Video Arcade (Supervised)  
Video Arcade (Unsupervised)  
Villas  
Weddings  
Wheelchair/ Stroller accessible  
Wind surfing  
Wine/ Vineyard destination  
Winter sports

## IMAGES

Images are used in three 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 Hotel Group as part of the private media gallery outlined below

Completed

**Preferred Hotel Group Digital Library:** Your hotel can feature a maximum of 50 images in your media gallery on the Preferred Hotel Group website; these images also are available for download in our private digital library at <http://www.preferredhotelgroupimages.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

**Website Backgrounds:** Each page within the property listing features custom images for overview, accommodations, dining, activities, special offers, reviews, and event calendar.

- These images should be selected from the 50 images that were submitted for the Digital Library. Background images must be at least 1500 pixels x 1000 pixels.
- 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.

**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@preferredhotelgroup.com](mailto:images@preferredhotelgroup.com), with the hotel information included. You will receive a confirmation receipt from [images@preferredhotelgroup.com](mailto:images@preferredhotelgroup.com) when we receive the link.**

## EVENT CALENDAR

Your hotel's event calendar on our website is a great way to connect travelers with your community. For more information on submitting additional events see [Future Updates](#). Please list on-site or local events for your hotel:

Event Dates

Title of Event

Event Website (if applicable)

Event Description

Event Dates

Title of Event

Event Website (if applicable)

Event Description

Event Dates

Title of Event

Event Website (if applicable)

Event Description

Event Dates

Title of Event

Event Website (if applicable)

Event Description

## NEXT STEPS

**Submit this form.** Please send this completed form to [webcontent@preferredhotelgroup.com](mailto:webcontent@preferredhotelgroup.com). Retain a copy for your records and to reference for future website requests.

**Completed**

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

**Completed**

**Direct Link to Preferred Boutique Homepage.** Increase your exposure by including this link to the brand homepage from your hotel website where you display the Preferred Boutique Logo.  
<http://preferredhotelgroup.com/preferred-boutique?src=26019841>

**Completed**

**Add Special Offers.** View all of our marketing plans at [phgmarketingsolutions.com](http://phgmarketingsolutions.com) and get started selecting the special offers for your hotel.

**Completed**

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## 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@preferredhotelgroup.com](mailto:images@preferredhotelgroup.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@preferredhotelgroup.com](mailto:images@preferredhotelgroup.com) with the hotel information included.

**Hotel Events and Website Content:** Requests to add, delete, or edit content or events should be sent to [webcontent@preferredhotelgroup.com](mailto:webcontent@preferredhotelgroup.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 Hotel Group Member Portal](#) for assistance with all things websites, meetings and events, marketing, and more.