

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. 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 Website:

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 to help guests find hotels with specific amenities. Please check the amenities your hotel offers:

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

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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
Pets allowed
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 library outlined below.

Completed

Preferred Hotel Group Digital Library: Your hotel can have a maximum of 50 images in the website media gallery and private media library (PDL) at <http://www.preferredhotelgroupimages.com>.

- 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. 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, with the hotel information included.

Event Calendar

Your hotel's event calendar on our website is a great way to connect travelers with your community. 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. 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

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. 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 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. 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.