

# TrueTour™ Integration Guide

AMPLIFY YOUR IMMERSIVE EXPERIENCES AND REACH A  
LARGER AUDIENCE



VISITING MEDIA

# What is an integration?

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When we refer to TrueTour™ integration, this means connecting your TrueTour™ digital content (360°s/3D, etc.) into another digital destination such as a website, proposal platform, CRM or third-party channel. These permanent integrations can take many forms including a simple hyperlink or pop-out script to more complex API connection.

TrueTour can integrate anywhere you communicate digitally with your customer.



Reach a Global Audience with True-to-Life Experiences



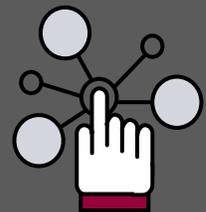
Increase Engagement - and Conversions - on All Your Platforms



Give Fuel to Your Marketing Investment



Immerse Your Customers in Exciting Visuals as Often as Possible



Integrating your TrueTour™ content in easy-to-share locations makes the virtual selling process easier and more efficient.

# TrueTour™ Integration Best Practices



What makes for a great integration? Our expert support and engineering teams have years of experience tracking and monitoring the best, most user-friendly and impactful integrations across hundreds of websites and platforms.

This guide outlines the most effective ways to integrate your TrueTour onto websites, profiles, social pages and other third-party channels. As you read through this document, please keep in mind the following goals:

- Maintaining the customer journey to purchase is critical!
- Immersive experiences must be available throughout a website, giving users access to 'step inside' and 'explore' the spaces they are interested in.
- To maximize engagement, it's important to describe immersive experiences using approachable calls-to-action. For example, "explore this space" or "see inside" versus "3D virtual tour."



Email Signatures



Proposals and PDFs



Selling Devices



Websites

TrueTour™ Integrates With Many Third-party Platforms, Including:



SALES COMPANION

and more...

# Third Party Integrations



The TrueTour™ app houses both traditional (photos, videos, PDFs and websites) and immersive (360°, 3D, VR, AR) media inside a single 'digital toolbelt.' This toolbelt can integrate with and deliver hundreds of different sites. Our most popular third-party integrations are listed here with directions for your next steps.

*Please make special note that for Integration specifically, the Visiting Media Support Rep for the account will provide free-of-charge the direct integration links & codes necessary for the locations outlined below.*

## Cendyn

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**Possible:** Yes!

**Methods Available:** Hyperlink or Embed Code [\[Example of Virtual Tour Column\]](#)

**Requirements before Implementation:** Your Visiting Media Support Representative will provide you the integration codes/links needed for the Eproposal of choice. These are very common for Hilton hotels to have and are great locations to integrate.

## Cvent

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**Possible:** Yes!

**Methods Available:** Link only [\[Example Here\]](#)

**Requirements before Implementation:** Your Digital Strategist can add the link to the "Web Links" Section and "Floor Plan" Section of CVENT listing.

**Process:** Click on Documents Section > Add Document Link > Select both Floor Plan & Other (you will have to load the link 2x)

## Synxis

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**Possible:** Yes! [for Guest Room Content]

**Methods Available:** Insert TrueTour URLs in "Video" field

**Requirements before Implementation:** Your Visiting Media Support Rep will provide you with the URLs you need for each room type. These are inserted in the Video field in the Synxis portal by the property.

## DAM (Digital Asset Manager)

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**Possible:** Yes!

**Methods Available:** Hyperlink

**Requirements before Implementation:** You can load TrueTour™ URLs into your DAM pointing to specific content. We recommend loading specific rooms via their shortened URL via TrueTour's Share tool.

## CVBs/DMOs

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**Possible:** Yes!

**Methods Available:** Hyperlink or Embed Code (depending on what they offer)

**Requirements before Implementation:** Provide a direct link to your TrueTour™ to your CVB/DMO . If they can embed your TrueTour™ to their website, even better! Embed codes are provided by your Support Coach.

## Google Street View

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**Possible:** Yes!

**Methods Available:** Through Visiting Media Only

**Requirements before Implementation:** For Marriott Hotels, this service is complimentary as part of the brand's Master Service Agreement. For all other locations, this is an additional service available as an added cost to the contract. Talk to your Visiting Media Support Rep for details.

## TripAdvisor

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**Possible:** Yes!

**Methods Available:** Hyperlink only

**Requirements before Implementation:** You can do this yourself! Super easy, under manage your listing you can add a link under Contact Details. There is a Virtual Tour field!

## Booking.com

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**Possible:** Yes!

**Methods Available:** Raw Flattened 360 files

**Requirements before Implementation:** Request the flattened files from your Visiting Media Support Representative, they will develop these for you so you can upload them. Restrictions apply; speak with your support coach.

## Wedding Wire

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**Possible:** Yes!

**Methods Available:** Matterport 3D Modeling Only

**Requirements before Implementation:** A requirement here is that the property will need to be a PREMIUM subscription member, at that point please contact your Visiting Media Support Rep for the Matterport Direct Link. This link is what you will need to give to your WeddingWire account representative to make the magic happen.

## Facebook

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**Possible:** Yes!

**Methods Available:** Coding Work Needed [[Here is an Example of this implementation.](#)]

**Requirements before Implementation:** To start, you will need at least 2000 likes for your page. Some code work will be needed here to make it possible. This supersedes our abilities to implement this for you. [Here is a walkthrough of the coding work needed.](#)

## LinkedIn Business Page

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**Possible:** Featured Link with hero image

**Methods Available:** Insert TrueTour URL:

- Add Profile Section
- Expand Features Menu
- Add link
- Provide the file for the Hero Image for your link

# Across Your Platforms



Starting with the locations you can integrate immediately, we recommend a number of integration locations to put your TrueTour at your and your customer's fingertips. See the list below for examples and instructions to get started.

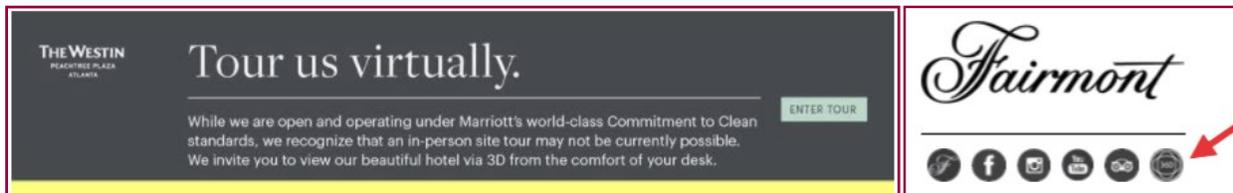
*Please make special note that for Integration specifically, the Visiting Media Support Rep for the account will provide free-of-charge the direct integration links & codes necessary for the locations outlined below.*

## Email Signature

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**Methods Available:** Hyperlink an image/button or direct link

**Requirements before Implementation:** Your Visiting Media Support Representative will provide you the integration codes/links needed for your email signature. Some properties have their brand/marketing team create a button which matches their brand standards. We also have an email signature button available for download in a handful of common colors. Click here to read our blog post on email signature integration.



## Proposals, Digital Brochures and PDFs

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**Methods Available:** Hyperlink on PDF or in Slideshows

**Requirements before Implementation:** Your Visiting Media Support Representative will provide you the integration codes/links needed. You can hyperlink to a TrueTour™ 360° or 3D model anywhere you would link to a traditional website. We recommend hyperlinking your still images with a "Step Inside" or 360° icon to indicate the viewer can be transported to an immersive experience within the PDF or digital brochure.

## Selling Device

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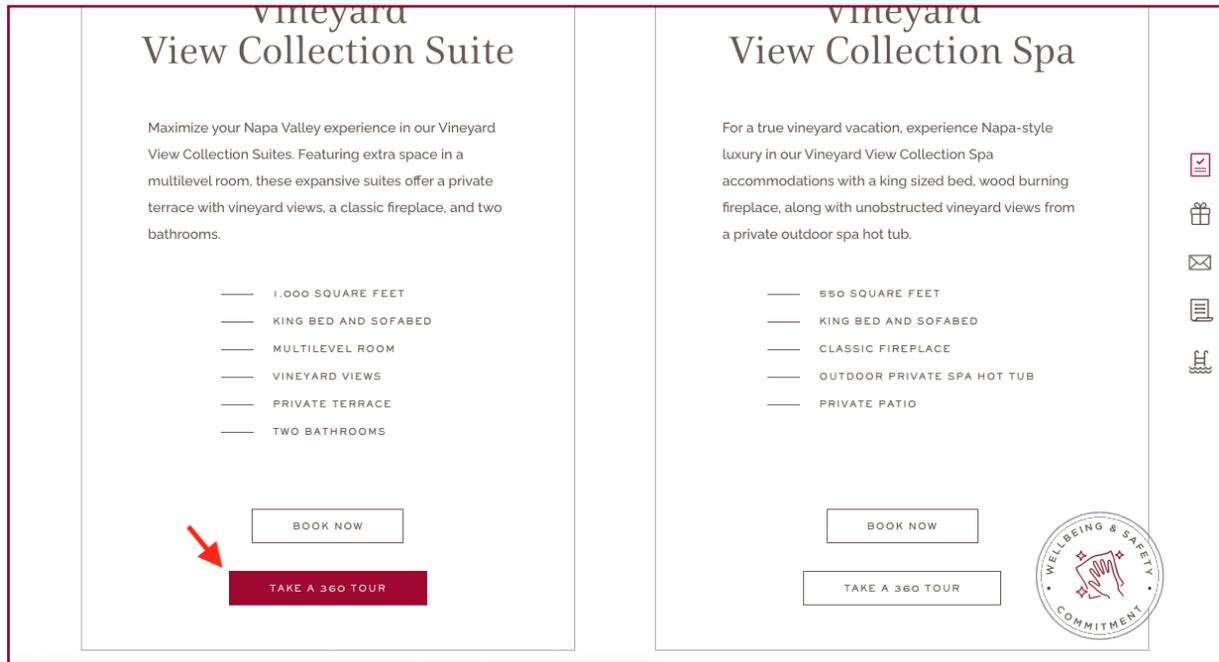
Methods Available: Shortcut, Bookmark or Add to Favorite

**Requirements before Implementation:** You can easily and quickly save your TrueTour onto any of your selling devices -- whether that be from desktop, laptop, mobile or tablet. Simply save a bookmark or add your TrueTour™ to your "Favorites" list in your browser for immediate access. We recommend adding a shortcut to the home screen of all company iPads and mobile devices so your property's TrueTour functions like an app.

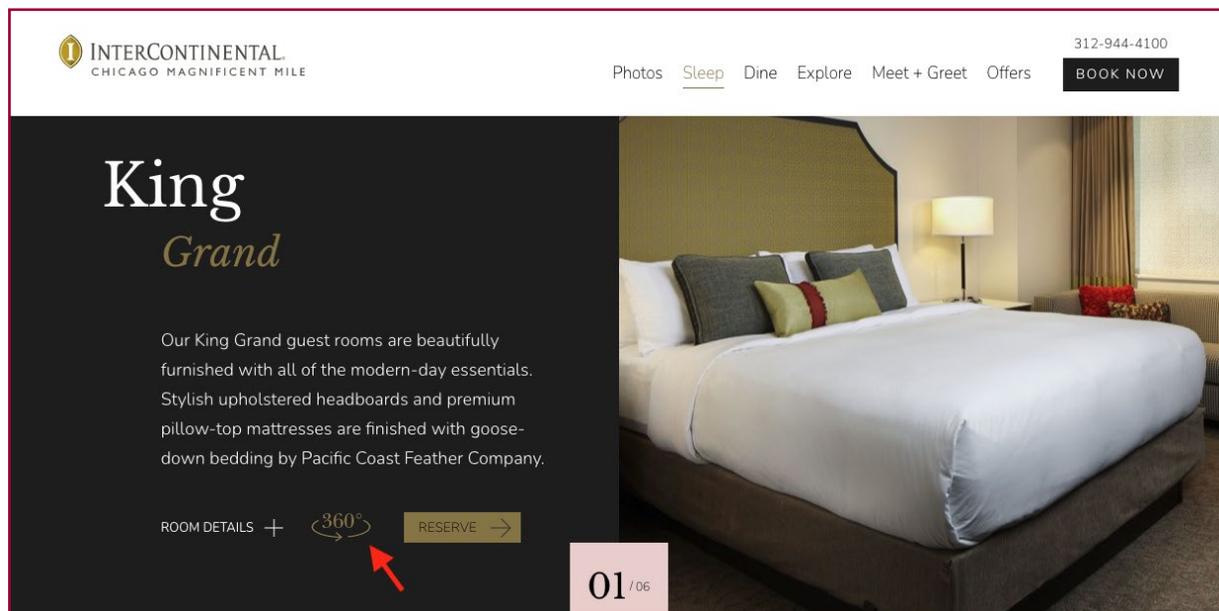
# Websites

## Accommodations

Below are a handful of visual examples where icons, popouts, tiles, hyperlinks, banners and other solutions have been created to line up with brand standards. Web designers will feature different types of callouts depending on your site architecture. These are just inspiration to get you started!



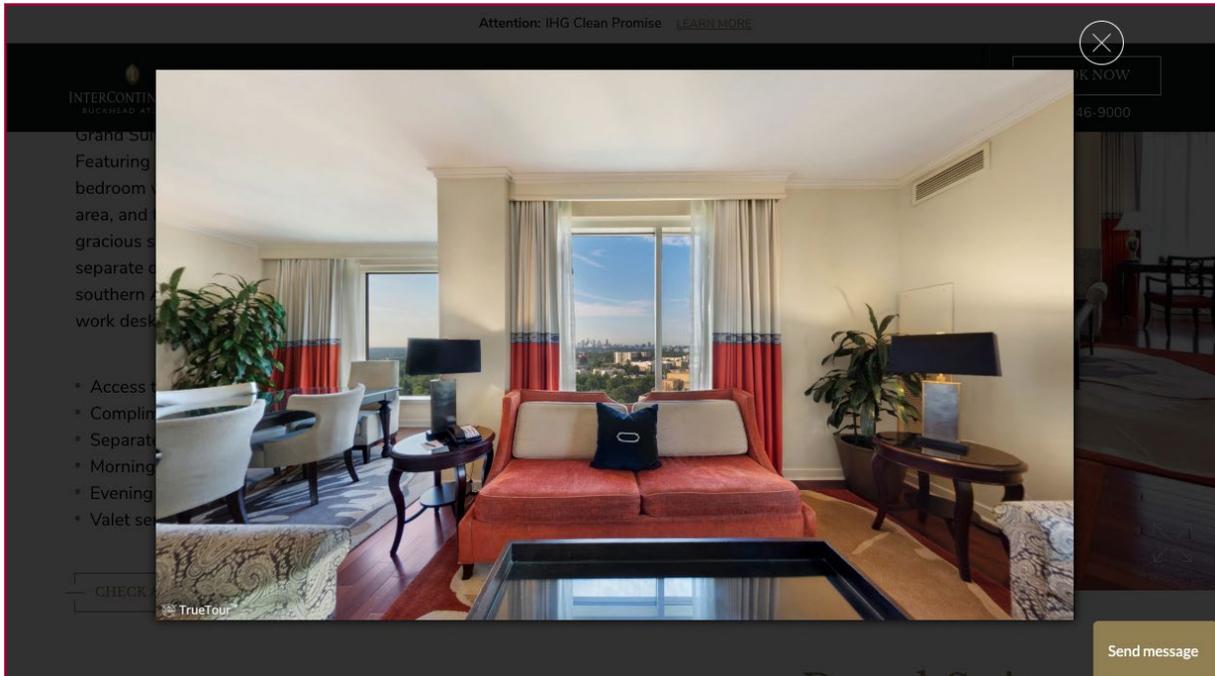
A "Take a 360° Tour" button can be featured below each room type as an eye-catching CTA



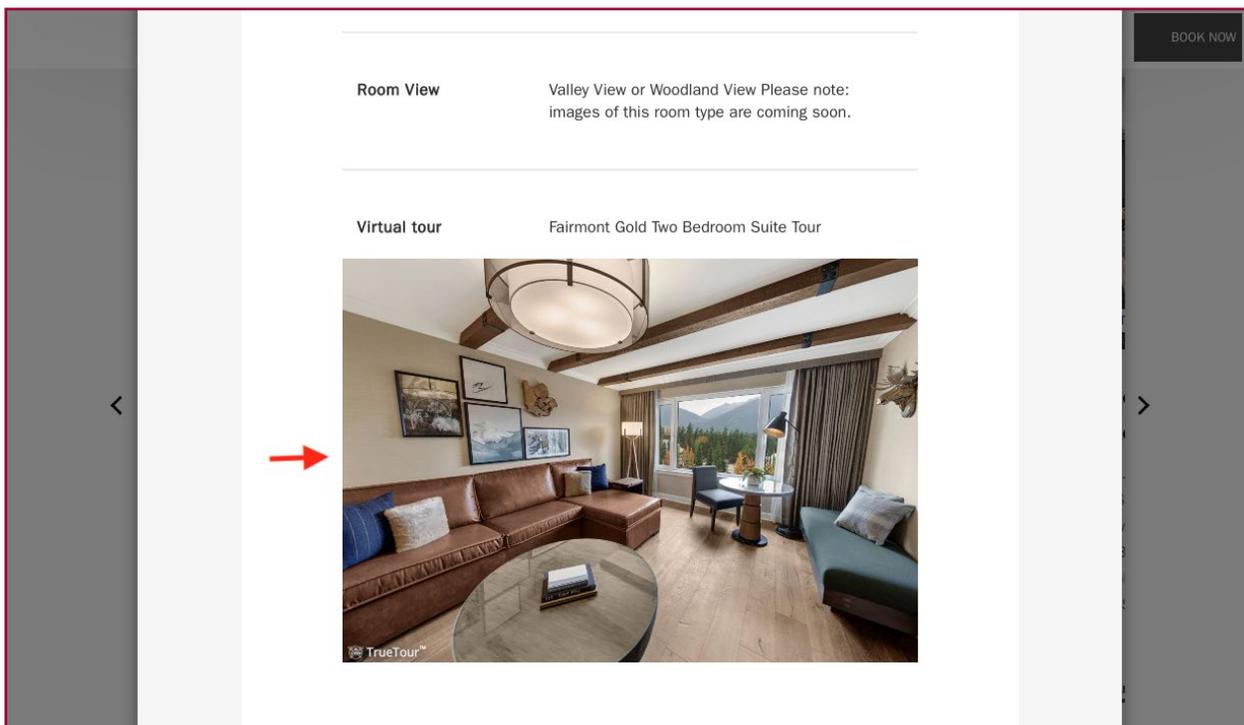
Some brands use more subtle graphic icons to indicate a virtual experience is available for each room type

# Websites

## Accommodations (continued)



*These buttons or icons can open on a new tab, but we strongly recommend an attractive popup like this one, in order to keep the viewer on one single booking page and allow a more seamless experience.*

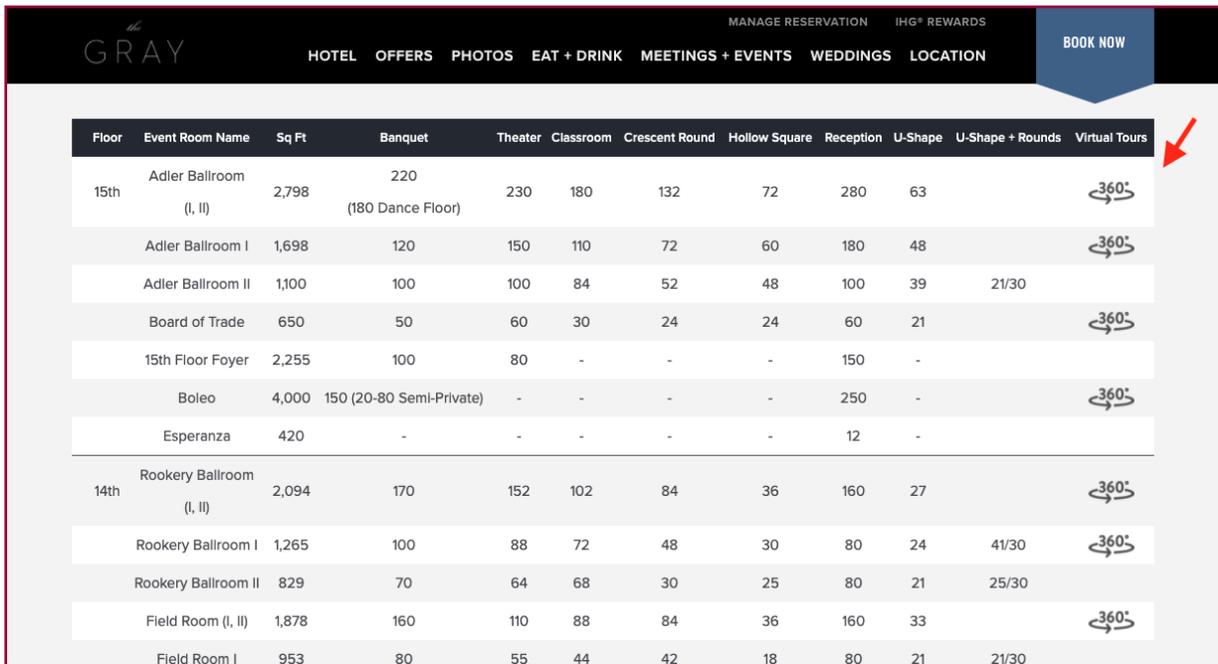


*Some brands embed their TrueTour™ directly onto their accommodation landing pages! This should be done thoughtfully with only one embed featured on a page, otherwise your page load speed can get sluggish for users on older systems or who have slow connection speeds*

# Websites

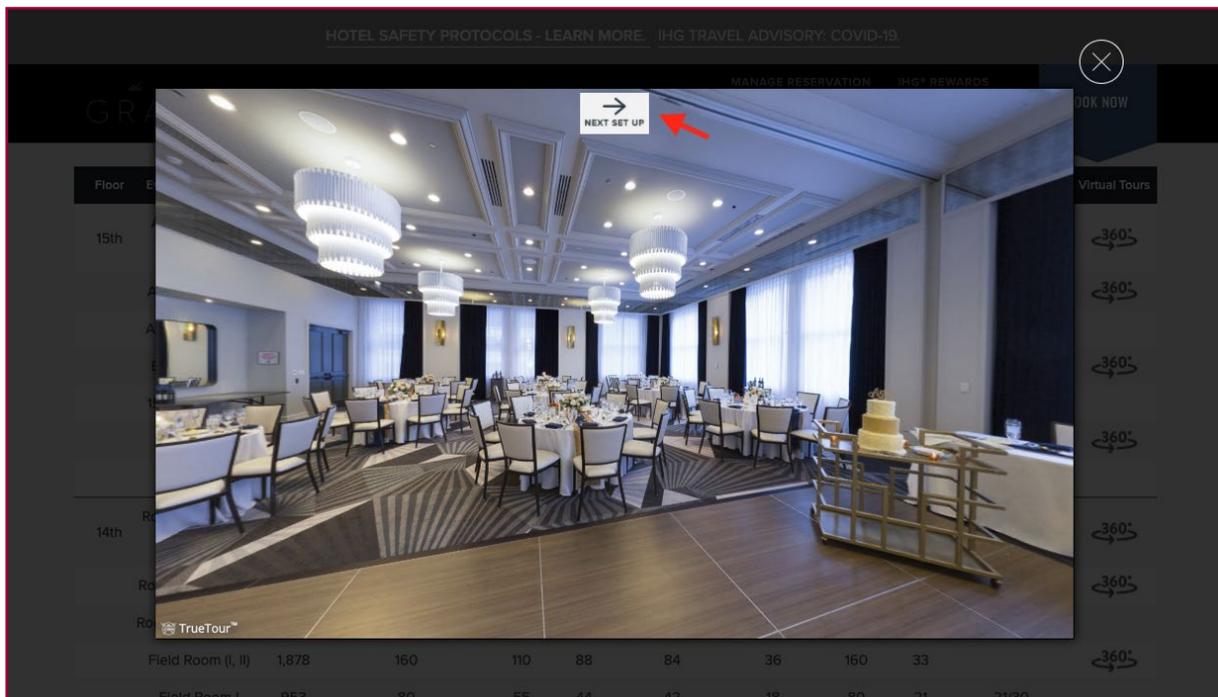
## Event Facility

There are creative ways to integrate your TrueTour within event pages and capacity charts.



Floor	Event Room Name	Sq Ft	Banquet	Theater	Classroom	Crescent Round	Hollow Square	Reception	U-Shape	U-Shape + Rounds	Virtual Tours
15th	Adler Ballroom (I, II)	2,798	220 (180 Dance Floor)	230	180	132	72	280	63		
	Adler Ballroom I	1,698	120	150	110	72	60	180	48		
	Adler Ballroom II	1,100	100	100	84	52	48	100	39	21/30	
	Board of Trade	650	50	60	30	24	24	60	21		
	15th Floor Foyer	2,255	100	80	-	-	-	150	-		
	Boleo	4,000	150 (20-80 Semi-Private)	-	-	-	-	250	-		
	Esperanza	420	-	-	-	-	-	12	-		
14th	Rookery Ballroom (I, II)	2,094	170	152	102	84	36	160	27		
	Rookery Ballroom I	1,265	100	88	72	48	30	80	24	41/30	
	Rookery Ballroom II	829	70	64	68	30	25	80	21	25/30	
	Field Room (I, II)	1,878	160	110	88	84	36	160	33		
	Field Room I	953	80	55	44	42	18	80	21	21/30	

An easy addition to your capacity chart, a "Step Inside" column can link to each individual meeting space you provide. This provides critical context to all of your event facilities



We suggest these icons open in a popup window, and using your TrueTour "tabs" at the top of the window, allow the viewer to toggle between setups. Start with the empty space, then show a ballroom setup, classroom setup, ceremony setup and more.

# Websites

## Event Facility (continued)

The screenshot shows the website for InterContinental Chicago Magnificent Mile. The top navigation bar includes links for Photos, Sleep, Dine, Explore, Meet + Greet, and Offers, along with a phone number (312-944-4100) and a BOOK NOW button. Below this is a secondary navigation bar with Planning Kit, Event Spaces, Catering, and a Request button. The main content area features a modal window for the Avenue Ballroom, which includes a photo of the room, its size (4,144 sq. ft. | 500 guests), and a 360-degree view icon. A red arrow points to the 360-degree icon. Below the modal, there are links for Camelot Ballroom and King Arthur Court, each with a View more + button.

*Featuring 360° graphic icons alongside room details also provides an intuitive option to step inside.*

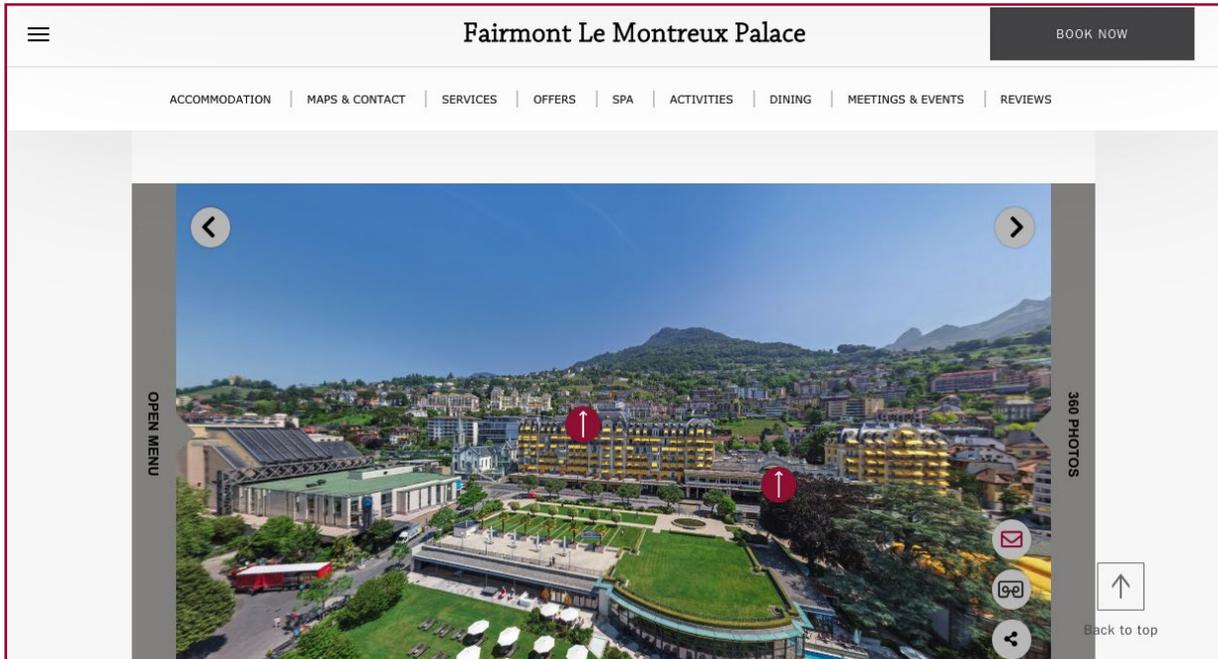


*If your website has the flexibility, popups can include more eye-catching text or graphics to give the viewer context. We supply a standard unbranded popup modal code for you to use, but we encourage your creative/web team to implement branded elements if desired.*

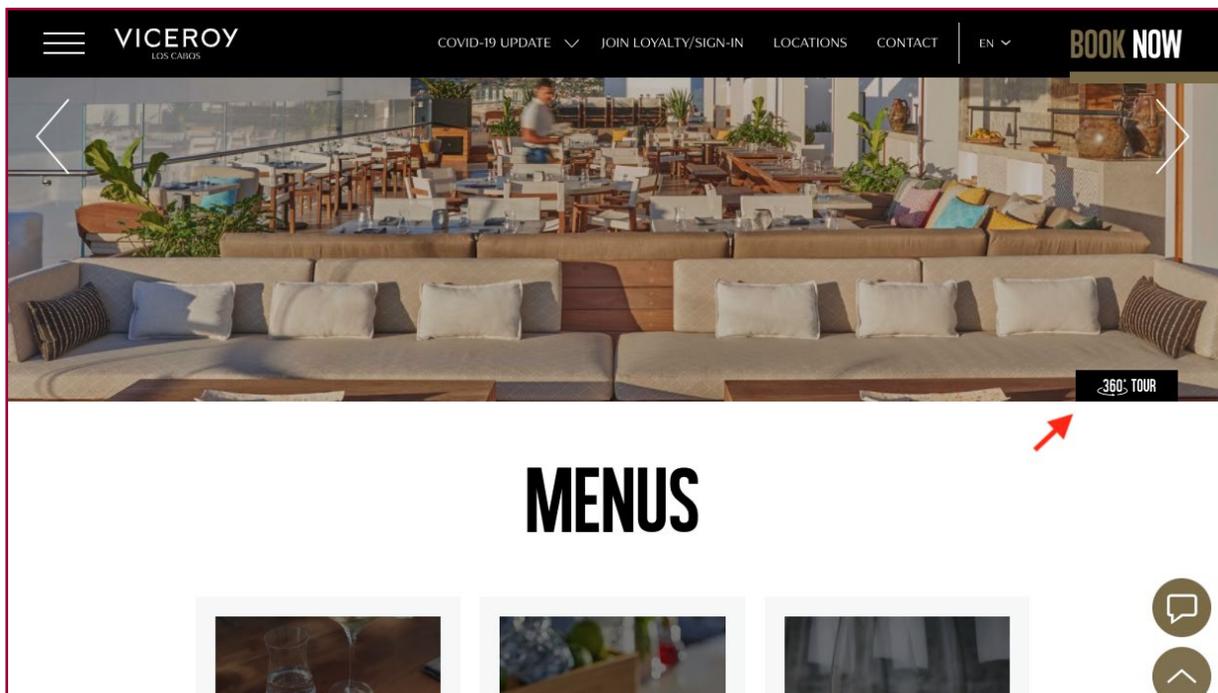
# Websites

## Common Areas

Don't overlook your common areas such as your spa, lounge, lobby or fitness center as an opportunity to showcase your overall ambiance. Especially as virtual site inspections become the norm (not the exception!), customers will want to visit your entire property virtually.



*Whether embedded on the page or in a popup, right on your homepage you can begin your viewe'r's journey from an aerial vista overhead to gain the full context of your property.*

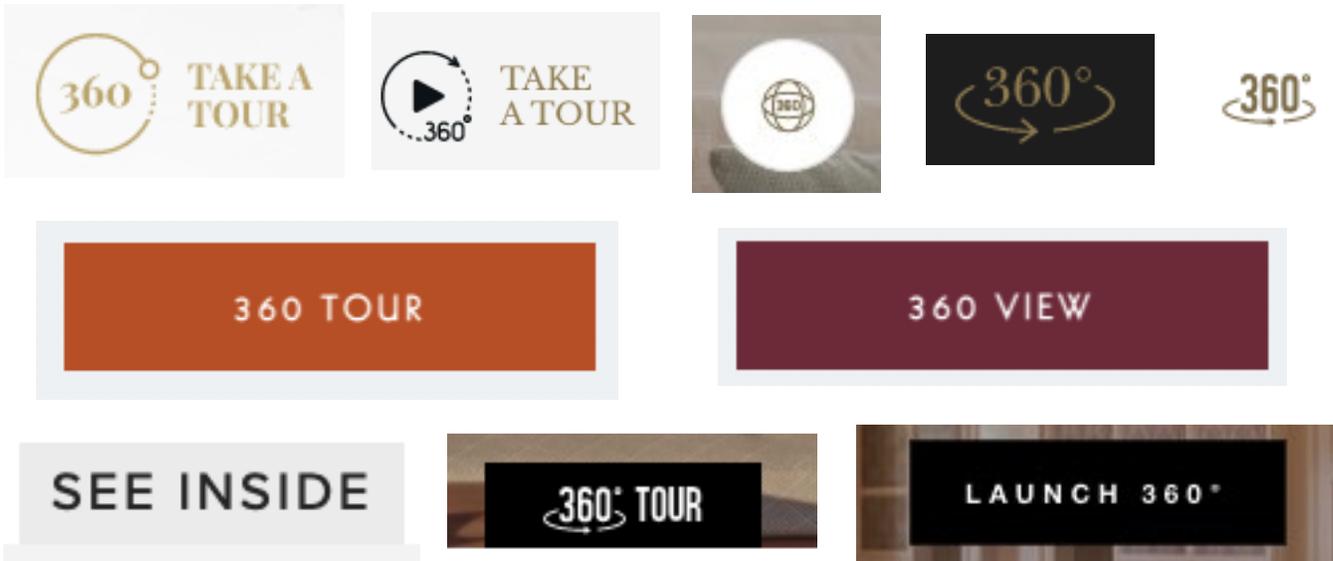


*Before they open the menu, guests can take a look at the great view or get a feel for the chic vibes of your restaurant via a button overlay on your masthead*

# Websites

## Graphics, Icons and Buttons

Brands use a variety of icons, buttons, images and graphics to call out immersive experiences. Your designer or brand department can develop something tasteful and in line with the rest of your site. Here are some of our favorites. We recommend using the phrase "Take a Tour", "See Inside", "Step Inside," "Explore This Room," or "Take a TrueTour™".



## [WEBINAR]: 360 Degrees of Interactive Content

Tips to increase online traffic and bookings by integrating interactive content within your digital marketing channels.



[CLICK HERE](#) to watch a free webinar chock full of methods to leverage TrueTour™ throughout your earned and paid digital marketing channels, presented by **Scott Meldrum of Digitality Solutions** and **Ben Powers, SVP of Sales for Visiting Media**.

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