



Fairmont Website Integration Guide

Accommodations Page

Value Drivers: *Event Bookings | Group Bookings | Site Tours*

Product Tiers: *SalesHub Starter | SalesHub Pro*

Overview

Fairmont hotels can elevate their brand website experience by embedding immersive virtual tours within the Accommodations page. Using **SalesHub Starter** or **Pro**, you can showcase your guest rooms and event venues with high-impact visuals that drive bookings, inspire confidence, and turn browsers into qualified leads.

Benefits:

- **Create a Visual First Impression:** Showcase your hotel with a virtual tour embedded on your website, giving guests and planners an immersive way to explore your property.
 - **Drive Engagement:** Go beyond static images—interactive content keeps travelers exploring longer and builds excitement.
 - **Save Time:** Let the tour answer initial questions for you—minimizing the need for early-stage back-and-forth.
 - **Generate Qualified Leads:** By helping visitors visualize the experience, you turn casual website traffic into planners ready to reach out.
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Step-by-Step: Creating Your Link List

Step 1: Select the Right Assets

- Choose one immersive asset per room & suite listed on your website
- Recommended Asset Types:
 - 360° Photos for Standard Rooms or Views
 - Enhanced 3D Models for Suites



Step 2: Generate Share Links

To streamline deployment, download the attached [worksheet](#) and follow these steps:

- Open the specific asset modal in your asset library
- Click the drop down arrow next to **Channel Distribution**
- Click the **Copy** button next to **Link**

Step 3: Add the Tour Link in Ektron

- Navigate in Ektron to: Accommodations → Room Type
- Locate the Virtual Tour Link section
- Fill out the Virtual Tour Text field
 - Provide a compelling call to action, such as "Take a Virtual Tour"
- Leave the Target field unchanged
- Save and publish your update
- Repeat for each Room Type

Recommended Content Types

Content Type	Why It Works
Enhanced 3D Models	Let planners "walk through" the meeting space space virtually
360° Photos	Offer a highly realistic, detailed view of spaces and setups

These formats help planners visualize your space, assess fit, and accelerate engagement.

Placement Best Practices

- Whenever possible, use a pop-up modal to keep the user on your website. This ensures a faster, smoother experience
 - Avoid opening new tabs or embedding the experience directly on the page, as these methods can slow down load times and disrupt the flow of engagement
 - Use consistent CTAs ("Take a Virtual Tour") to indicate interactivity
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Make Sure Your Virtual Tours Work Seamlessly

To ensure your platform content loads quickly and works smoothly on your website, we recommend sharing a quick list of approved web domains with your IT team. This helps make sure your virtual tours, booking links, and interactive experiences display the way they're intended—without being blocked or slowed down by network filters.

One key domain to include is <https://visitme.co>, which powers many of your tour links.

You can find the full list of recommended domains to allow [here](#).

Need Help?

If you're unsure which assets to include, or how to generate your asset link, contact your Customer Success Manager.