# Hilton Website Integration Guide

**Rooms & Suites Page – Individual Room Modals**

*Value Drivers: Room Bookings | Group Bookings | Room Upsells*

*Product Tiers: SalesHub Starter | SalesHub Pro*

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# Overview

Hilton properties can enhance their Rooms & Suites pages by embedding immersive virtual tours within individual room modals through Visiting Media's CoreAPI. This allows travelers to explore accommodations interactively, helping drive conversions, upsells, and guest confidence. Using **SalesHub Starter** or **Pro**, you can deploy high-quality visuals that connect directly to specific room types and match the exact room being viewed on the website.

## Benefits:

- **Create Premium Booking Experiences:** Showcase your suites and guestrooms in stunning detail with interactive 3D models on Hilton's Room page.
- **Drive Engagement:** Go beyond static images—interactive content keeps travelers exploring longer and builds excitement.
- **Boost Upsell Revenue:** By offering realistic, visually compelling previews of premium rooms and suites, guests are more likely to explore higher-tier options—leading to increased confidence, more direct bookings, and greater upsell potential at the moment of decision.
- **Inspire Confidence:** Leverage 3D virtual tours to help travelers confidently explore room layouts and amenities.
- **Drive Room Bookings:** Let guests explore layouts and amenities with confidence—helping them envision their stay before they book.

# How To: Visiting Media's CoreAPI

- Built to simplify and automate how immersive content is distributed across your website and digital channels, the CoreAPI enables seamless syncing of approved assets—like virtual tours—directly to your brand and vanity sites, reducing manual effort and ensuring updates are instantly reflected wherever they're used
- Contact your Account Manager for more information on getting started

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# Recommended Content Types

| Content Type | Why It Works |
|---|---|
| Enhanced 3D Models | Let visitors "walk through" the rooms virtually |
| 360° Photos | Offer a highly realistic, detailed view of guestrooms |

These formats increase clarity, encourage upsells, and enhance guest confidence.

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# 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.

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## Need Help?

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