



# IHG Integration Guide

## Overview Page

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

**Product Tiers:** *SalesHub Starter | SalesHub Pro*

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## Overview

IHG properties can create a powerful first impression by embedding immersive visuals on their brand website's Overview page. Using **SalesHub Starter** or **Pro**, you can feature your public spaces, amenities, and local highlights in an interactive format that encourages exploration, builds excitement, and drives inbound interest.

### Benefits:

- **Deliver Virtual Site Tours, Instantly:** Give customers an immersive way to explore your hotel with a virtual tour featured on your brand website overview page.
  - **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

### Step 1: Select the Right Content

Use **SalesHub Pro** to:

- Build a multi-asset Experience focused on showcasing public spaces and guest-facing amenities
  - Hotel lobbies and public spaces



- Restaurants, bars, spas, pools, lounges
- Leisure brochures, wellness features
- Aerial 360° tours of property or surroundings
- Videos and narrated welcome tours
- Arrange assets to match your ideal discovery flow
- Title the Experience **Distribution - IHG Website - Overview Page**
- Open Experience settings to turn off the Property Info Card & Digital Business Card, then lock the Experience

Use **SalesHub Starter** to:

- Choose one immersive asset
  - Select your most comprehensive 3D model of the connected meeting space

## Step 2: Generate the Asset Link

For Experience Links:

- Click the **Share** icon on the Experience
- Click **Copy**
- **Paste** the link into a new browser tab or window to open it
- Once the Experience loads, **copy the URL from the browser address bar**

For Single Assets:

- 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: Submit the IHG Request

- Log into your IHG content portal
    - Or reach out to your IHG web content contact
  - Navigate to the **Highlights** section of your **Overview** page
  - Input the following:
    - Link Field: Paste your TrueTour URL
    - Hero Image: Upload your selected or provided image
    - Title: i.e. "Take a Virtual Tour"
  - Caption (optional but recommended): *Click "Learn More" to immerse yourself in our virtual tour and experience our hotel before you arrive.*
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## Experience Settings Configuration

Apply these settings to your **SalesHub Pro** experiences in app:

Settings	Recommended Status
Menus	Hidden
Property Info Card	Disabled
Digital Business Card	Disabled

*\*Experience settings can be accessed by clicking the Settings Icon to the left of your experience title.*

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## Recommended Content Types

Content Type	Why It Works
Enhanced 3D Models	Let planners “walk through” the space virtually
360° Photos	Offer a highly realistic, detailed view of spaces and setups
Aerial 360°	Offer context with immersive views of the full property and surrounding locale
Nearby Attraction Tours	Highlight local destinations that support leisure & group
Video Productions	Engage audiences with dynamic walkthroughs

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.