



Marriott Website Integration Guide

Narrative Tier – Accommodations Page

Value Drivers: Room Bookings | Room Upsells

Product Tiers: SalesHub Starter | SalesHub Pro

Overview

Marriott properties can enhance their Accommodations page with immersive content using **SalesHub Starter** or **Pro**. This integration enables planners & travelers to explore your guestrooms virtually, creating a more engaging and informative experience that supports faster, more confident booking decisions.

Benefits:

- **Create Premium Booking Experiences:** Showcase your suites and accommodations in stunning detail with interactive 3D models on Marriott's Narrative platform.
 - **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:** Virtual tours provide clarity and transparency, helping guests feel more confident in choosing your property over others.
 - **Turn Browsers into Bookers:** By setting clear expectations and visually highlighting your best inventory, you turn browsers into bookers—right on the brand site.
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Step-by-Step: Creating Your Link

Step 1: Create the Experience

Use **SalesHub Pro** to:

- Create a multi-asset experience that aligns with the spaces featured on your Accommodations page:
 - 360° Photos of standard rooms
 - Enhanced 3D Models (preferred) of Suites
- Customize asset arrangements to match your narrative or key selling points
- Title the Experience ***Distribution - Marriott Website - Accommodations 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
 - Typically a 3D model of a popular upgrade/suite type

Step 2: Copy Your Link(s)

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: Embed on Accommodations Page

- If you have a Marriott Digital Services (MDS) representative, email your link to them.
- If you don't have an MDS representative, you can add the links via the **Marriott Product Catalog** by following these steps:
 - Go to:
https://marriott-prod.mdm.stibosystems.com/webui/catalog_ui#deepLink=1&contextID=en_US&workspaceID=Main&screen=homepage
 - Enter your hotel's MARSHA code in "Property Search"



- Navigate: Sales Messages > Alerts, Messages & Social > Property Messages > **+ Add**
 - Under "Hotel Message Type," select a relevant HWS Page/Section
 - Fill in:
 - Title
 - Description
 - Start Date
 - End Date (max 1 year; must be re-added annually)
 - Link Title (e.g., "Take A Virtual Tour")
 - Hyperlink the experience URL (entered in "link path" field)
 - Click **Save**, which will submit your request.
 - Messages should appear on HWS Pages within 2 business days.
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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.*

Recommended Content Types

Content Type	Why It Works
Enhanced 3D Models	Let planners "walk through" the accommodations virtually
360° Photos	Offer a highly realistic, detailed view of your rooms & suites

These formats help planners visualize experiences clearly and confidently.



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 experience link, contact your Customer Success Manager.