



Marriott Website Integration Guide

Narrative Tier – Overview Page

Value Drivers: Site Tours

Product Tiers: SalesHub Starter | SalesHub Pro

Overview

Marriott 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:

- **Create a Visual First Impression:** Showcase your hotel with a virtual tour embedded on your brand 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

Step 1: Create the Experience

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 - Marriott Website - Overview Page***
- Open Experience settings to turn off the Property Info Card & Digital Business Card, then lock the Experience

Use **SalesHub Starter** to:

- Select a single immersive asset that captures the essence of your property—typically an Enhanced 3D Tour or Aerial 360°

Step 2: Copy Your Link(s)

For Experience Links:

- Click the **Share** icon on the Experience
- Click **Copy**

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 Events 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.

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 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

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.