



# Sofitel Website Integration Guide

## Rooms Page

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

*Product Tiers: SalesHub Starter | SalesHub Pro*

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## Overview

Sofitel properties can enhance their brand website listings by embedding immersive virtual tours through the designated Virtual Tour field. With **SalesHub Starter** or **Pro**, you can showcase your rooms & suites through rich, interactive visuals—giving visitors a realistic, self-guided preview that builds confidence and drives bookings.

### Benefits:

- **Go Beyond the Capacity Chart:** Help planners understand flow, layout, and ambiance in a way specs alone can't convey.
  - **Deliver Virtual Site Tours, Instantly:** Give planners a quick, self-guided look at your meeting spaces—helping them assess fit and flow right from the listing.
  - **Inspire Confidence:** Virtual tours provide clarity and transparency, helping planners visualize their meeting space and feel more confident in choosing your property over others.
  - **Accelerate Event Inquiries:** With fewer questions and more clarity upfront, planners are more likely to reach out and move forward, faster.
  - **Drive Group Bookings:** When planners can see how their groups will fit into your space, they're more likely to secure your venue for larger events.
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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: Submit to Your E-Commerce Manager

Once your links are ready, follow this procedure:

- Email your property's E-Commerce Manager requesting to have your virtual tours distributed on the Rooms page of your brand website
- Include:
  - The completed worksheet with a brief note requesting the link to be placed in the Accor Virtual Tour Field using the stylized virtual tour icon

**\*Important Note:** For the best viewing experience, most websites only require a URL link to display content in a popup modal—this avoids redirecting users, opening new tabs, or embedding heavy elements that slow down page load. Popups are the preferred method, and if automatic conversion isn't supported, popup script code can be added manually.

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## 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](#).

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## Need Help?

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