

Follow 4 things to ensure success with your experiences

1. Bring your team onboard

Project Lead	Implementation oversight and stakeholder management
Marketing & IT	Web implementation and demand generation
Operations	Coordination of experience bookings and guest relations
Legal & Finance	Contractual and payment compliance

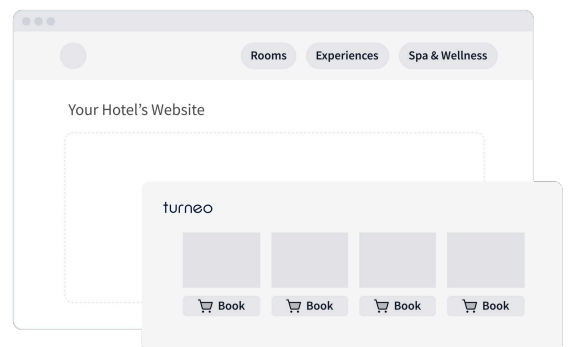
2. Create a great experience portfolio

- ✓ **A diverse range of high-quality experiences** offered either in-house or by trusted partners
- ✓ **A high standard** for images, videos and activity descriptions so guests know what to expect
- ✓ Wide experience availability which is always **up-to-date** on the booking page



3. Give visibility to experiences on your website

- ✓ **Embed experiences** to your existing website or create an experience store
- ✓ Add experiences to the website **navigation bar** - as a single page or category-specific page
- ✓ Add experiences to your **homepage** - below your room booking section



[Read best practices](#)

4. Promote across marketing and communication channels

All your guest outreach can now **include bookable links** for your experiences. Make sure you leverage this opportunity **across the guest journey**.

Pre-booking	Website, social media, email newsletters
Pre-arrival	Booking confirmation, pre-arrival email
On-property	QR codes across reception, elevator, hallways, rooms , TV