THE HYATT EDITOR

User Manual for Agency Partners



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Editor Essentials

Important information to be aware of before you start using the Hyatt Editor

Fundamental Points

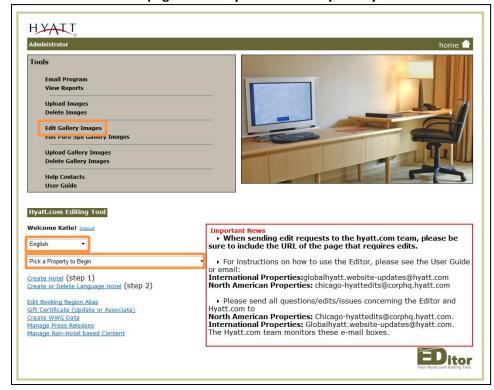
- The Editor is a web-based content management application, built specifically for Hyatt hotel websites. It is accessible via www.thehyatteditor.com.
- The system does not utilize a test or staging environment. Any changes which are made in the Editor will automatically go live within 24 hours (period required for Hyatt to refresh all production caches).
- Deleting content from the Editor removes from the database completely.

The Editor Landing Page

Agencies with Administrator access should only utilize the following fields on the landing page:

- Language established which language sites the user will be editing
- Hotel Selection established which particular property site the user will be editing
- Edit Gallery Images allows the user to update the hotel's photo gallery

All other fields on this page must only be accessed by the Hyatt eCommerce Content Team





Hotel Editing Menu

While some of the following section may be accessible in the Hotel Editing Menu via the Administrator login, these are only to be updated by the Hyatt eCommerce Content Team.

- All Rooms & Rates information
- Meeting Special Offers (under Meetings & Events)
- Sections (bottom of the Hotel Website Content Menu screen)

Navigation

When inside the Hotel Editing Menu for a specific hotel, click the "home" link (with house icon) on the top right-hand corner to return to the initial Editor landing page.



Character Limits

All fields have pre-set character limits. If the limit is exceeded, the system will display an error popup when the user attempts to save the content. **Character limits include all spacing and formatting**. The User Manual which Hyatt will provide will include all applicable character limits.

Input Fields

The Editor features different types of input fields:

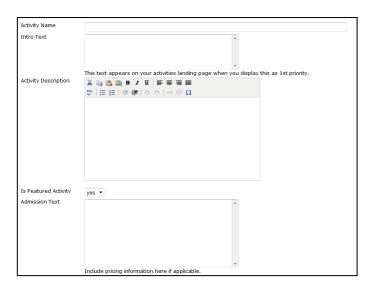


With a Tool Bar (or "WYSIWYG")

Most main body fields will include a tool bar in order to all basic formatting and creation of links.

Without a Tool Bar

Fields such as title, intro text and admission fields will not feature a tool bar. However, most can accommodate HTML tags in order to insert formatting.



New Images

If a hotel requests to utilize an image which is not available with the Editor, please contact the Hyatt eCommerce Content Team. All images requested by hotels must be available within Hyatt's image database, <u>Hyatt Brand Manager</u> (HBM). Hotels are aware of this requirement.

HBM uses a uniform image reference codes for hotel image files, which the hotel must provide the Hyatt eCommerce Content Team in order to load the image to the Editor.

Example

The file format will look like this – BERGH_P227

BERGH is the 5-character "Spirit" reference code for Grand Hyatt Berlin. Each hotel has a unique Spirit code

P227 is the picture number for this image file in HBM



Overview Text

If an overview text needs be created in a section which does not currently feature this field, the initial set-up must be handled by the Hyatt eCommerce Content Team. Once the overview text field has been created for that page, the agency can make any subsequent updates to the text.



RESTAURANTS

While relaxing in Hua Hin, fresh seafood is one of the not-to-be-missed delights and the four restaurants at Hyatt Regency Hua Hin include seafood specialties on their menus to ensure that guests enjoy the freshest catch of the day ... every day. Figs offers Italian dishes and a special seafood menu for dinner, while Talay Thai proudly presents home-style Thai cuisine with the highlight a seafood basket that allows guests to choose their favourite items that are then cooked in their preferred style. You & Mee Noodle Shop showcases Asian noodles and comfort food, along with views of the pools and the ocean. For a more chilled-out atmosphere, McFarland House — an historical home in Hua Hin — features Thai and Western cuisines, including seafood items, served tapas style, along with a wide selection of wines available by the glass, as well as refreshing beverages.

For information and reservations, please call +66 3252 1234 or e-mail huahin.regency@hyatt.com.

Figs Restaurant



Enjoy a variety of flavourful Italian dishes, both indoors and alfresco, at Figs Restaurant Hua Hin. This Thailand beach resort restaurant features an international breakfast buffet and a la carte or set Italian for dinner.

Hotel Pages

In order for content to display properly on-line, a Hotel Page for the respective website page needs to be present in the Editor. All existing on-line web pages will have a Hotel Page in the Editor. These are viewable via "Manage Masthead Images" within the Hotel Editing Menu.

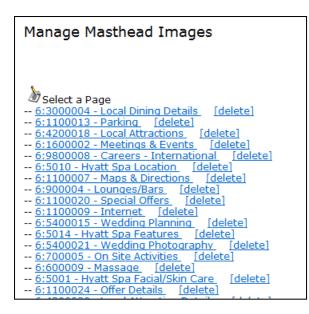
New Content - English

If content is entered into the Editor which will result in a brand new page* appearing on the hotel's English site, the respective Hotel Page will be created automatically in the Editor. However, the masthead image will need to be manually assigned.

New Content – Translated

If content is entered into the Editor which will result in a brand new page appearing on the hotel's translated language site, the agency will need to contact the Hyatt eCommerce Content Team, to create the corresponding hotel page in that language.

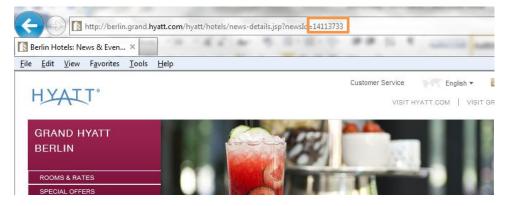






*Some on-line sections have multiple unique pages, which share the same base URL (differentiated by content id number in URL). If at least one of these pages already exists on the hotel site, then a new Hotel Page does not need to be created. Examples include:

- Hotel News & Events Detail page
- Onsite/Offsite Activities Detail page



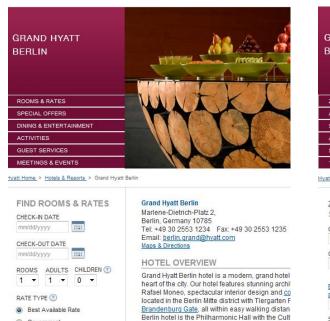
Translated Language Hotel Sites

While the language drop-down on the Editor displays 18 different language options, it is important to note that only 11 of these are directly managed via the Editor.

English Site

Translated Site





The design hotel features 342 luxury hotel rooms facilities such as WLAN and Bang & Olufsen flat:

Hyatt Berlin is the perfect starting point for both a



Where applicable, the full translated sites can be viewed by selecting the translated language option from a drop-down menu on the hotel site header.

Full Sites

Government AAA/CAA Member

Senior Citizen

SPECIAL OFFER CODE

Full service hotel sites, in which translated languages have all the applicable pages available on the English site.

Abridged Sites

3-page mini-site, called the World Wide Guide (WWG). These pages offer an overview of each hotel's facilities, translated in Hyatt 9 core translated languages:

- German
- Japanese
- Spanish
- Simplified Chinese
- French
- Traditional Chinese
- Portuguese
- Korean



If the hotel has a full translated language site in one of the core languages (e.g. German), it will not feature a WWG in that language.

- Russian **Slim Sites**

While the language drop-down on the Editor displays 18 different language options, it is important to note that only 11 of these are directly managed via the Editor.

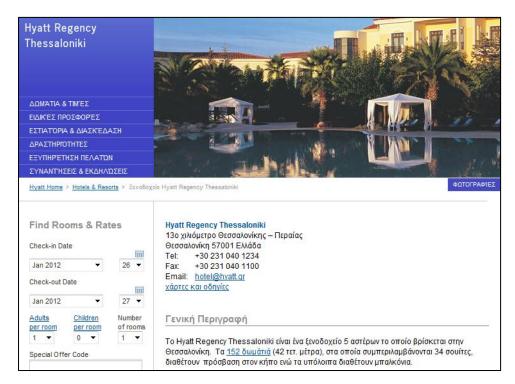
The Editor Cendyn



English Arabic
German Greek
Spanish Polish
French Serbian
Italian Turkish
Japanese Ukrainian
Simplified Chinese
Traditional Chinese

Korean Portuguese Russian

The remaining languages are available in limited content (or "slim") sites for hotels in specific locations. These sites are managed by a company called Cendyn. All changes to these sites must be channeled through the Hyatt eCommerce Content Team. The table below highlights which language sites can be edited via the Editor and which will be updated by Cendyn.



World Wide Guides (WWG)



In addition to full translated and "slim" sites, Hyatt hotels feature a 3-page abridged minisite, called the World Wide Guide (WWG).

These pages offer an overview of each hotel's facilities, translated in Hyatt 9 core translated languages.

The translated text is based on an English source file, which is managed by the Hyatt eCommerce Content Team.

*if the hotel has a full translated language site in one of the languages (e.g. French), it will not feature a WWG in that language.



Le style art moderne de l'hôtel se reflète dans son hall contemporain où les clients trouveront une conciergerie, un centre d'affaires et un centre commercial attenant. Doté de neut saltes de réception ultra-modernes, dont une salte plénière de 743 mêtres carrés. l'hôtel convient parfaitement à l'organisation de réunions d'affaires ou de réceptions privés. Des professionness dédiés aux événements mettent leur compétence à votre service pour assurer le parfait déroulement de votre manifestation.

Le spa et centre de remise en forme Club Olympus offre un luxueux espace de détente de 863 mêtres carrés proposant une piscine couverte, un bain à remous, un hammam, un saun, des appareits d'exercice, une terrases sur le toit et des soins de spa L'offre gastronomique comprend le restaurant et bar Vox, qui propose une cuisine de saison, le Tizans servant des plats internationaux ou le Mesa avec une cuisine authentique à parfager dans une atmosphère convivale.

idéalement situé dans le nouveau cœur de Berlin sur la Potsdamer Platz. à 11 kilomètres seulement de l'aéroport international de Tegel, le Grand Hyatt Berlin n'est qu'à quelques minutes à pied du parc Tiergarten, du quartier de Mitte, du Reichstag et de la porte de Brandebourg.

Accessing the Editor

Log-in Screen



The Editor can be accessed at www.thehyatteditor.com.

To obtain a login, email your name, hotel, and email address to <u>golbalhyatt.website-updates@hyatt.com</u>

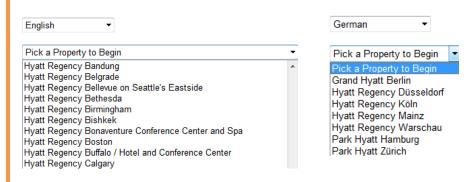


The Editor Landing Page – Administrator Access



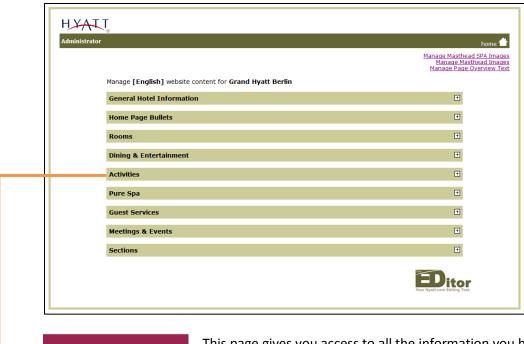


- 1. Select the language you of the website you wish to update. System will default to English
- 2. Select the hotel website you wish to update. Changing the language will display all the hotels with websites in the chosen language.





Hotel Editing Menu





This page gives you access to all the information you have access to edit via the Editor.

- You can click anywhere on the green tool bar to expand and contract the window.
- If you take a look at your online Hyatt.com site, you will see that
 most of Editor sections correspond with your online left hand
 navigation. This is an easy way to figure out where the
 information will populate once it goes live.
- Though you have access to Rooms & Rates, please keep in mind that this section should only be updated by the Hyatt eCommerce Content Team. To deliver a consistent message to online customers, Hyatt has partnered with Edel to write the room descriptions for Hyatt.com. In order to maintain the content, the Hyatt eCommerce Content Team needs to review any changes made to these fields. This information is also integrated into Hyatt's on-line booking engine.

For changes to the Rooms & Rates page, as well as Special Offers, please contact the Hyatt eCommerce Content Team.



Hotel Editing Menu - Sections

Main Table

| General Hotel Information | Edit Hotel Profile and News and Events can be accessed in this section. |
|---------------------------|---|
| Home Page Bullets | Create and update the landing page bullet point lists with this section. |
| Rooms | Contains the room descriptions and amenities lists for the hotel's room categories. All changes to this section must be conducted by the Hyatt eCommerce Content Team. |
| Dining & Entertainment | Dining facilities, lounges, live entertainment and room service can be accessed in this section. |
| Activities | Spa facilities, golf information, fitness centre, Camp Hyatt, pool, casino, onsite activities and offsite activities can be accessed in this section. |
| Pure Spa | The enhanced "Hyatt Spa" pages can be accessed in this section. |
| Guest Services | Directions, business service, hotel shops, parking, transportation, accessibility (for disabled guests), Internet access and additional services can be accessed in this section. |
| Meetings & Events | Meetings, Weddings, Events and Catering information can be accessed in this section. |
| Sections | Central fields for on-line "sections". All changes to this section must be conducted by the Hyatt eCommerce Content Team. |

Upper Right-Hand Links

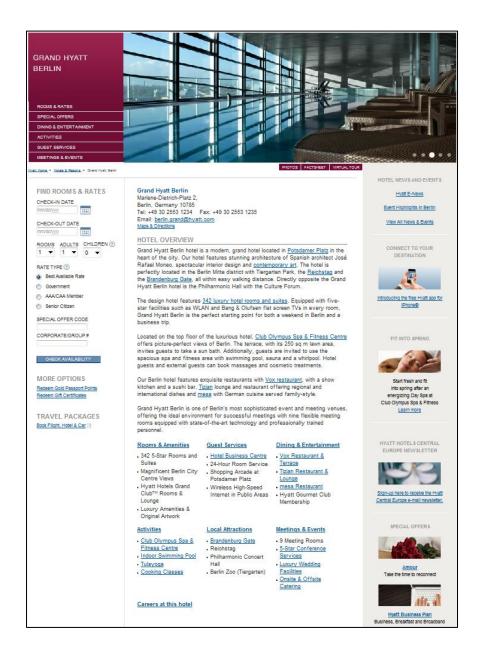
| Manage Masthead SPA Images | The masthead images for the enhanced "Hyatt Spa" pages can be changed in this section. |
|----------------------------|--|
| Manage Masthead Images | The masthead image for each individual page can be changed in this section. |
| Manage Page Overview Text | All introductory text for pages can be found in this section. |



Website Home Page

Section Features

- Signature Image
- Hotel Address and Contact Details
- Hotel Overview Text
- Home Page Bullet Points
- Hotel News & Events
- Home Page Promotional Slots
- Special Offer Links





Signature Image

Definition

Major image on the hotel website landing page.



Editable by Agency? Update Process

No

Please contact Hyatt eCommerce Content Team for assistance

Considerations

Format of the image is determined by the Hyatt Brand of the property

- **Grand/Regency/Hyatt Hotel/Resort** features a flash application of 4-5 rotating property images. 742px by 294px
- Andaz features a flash application of 5 rotating property images.
 702px by 468px
- **Park** features a large static image. 954px by 567px

Images must be available in Hyatt Brand Manager

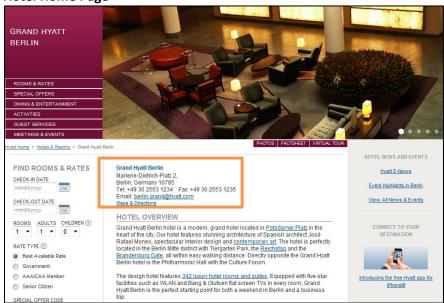


Hotel Address and Contact Details

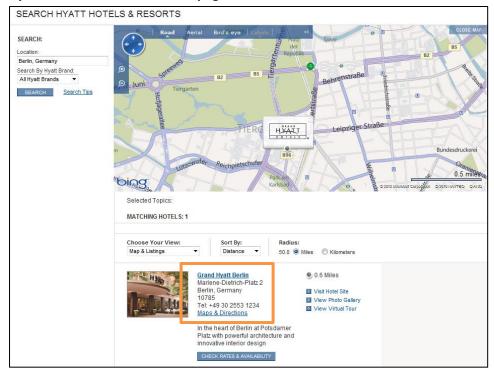
Definition

Central display for hotel title, address, telephone, fax and generic e-mail. Information displays on the hotel home page and the hotel search results on Hyatt.com.

Hotel Home Page



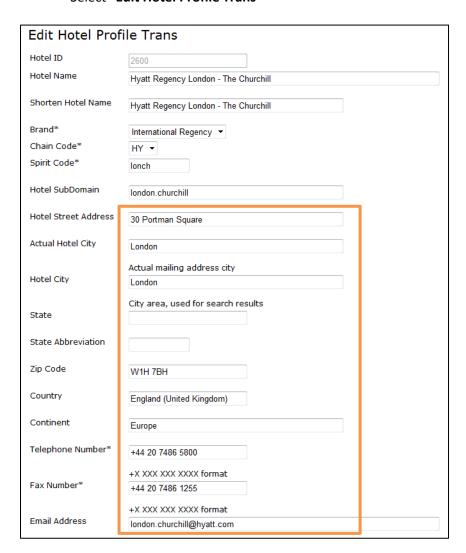
Hyatt.com hotel search results page





Editable by Agency? Yes Update Process

- Open "General Hotel Information"
- Select "Edit Hotel Profile Trans"



- Edit content with these fields, then click "Save"

Considerations

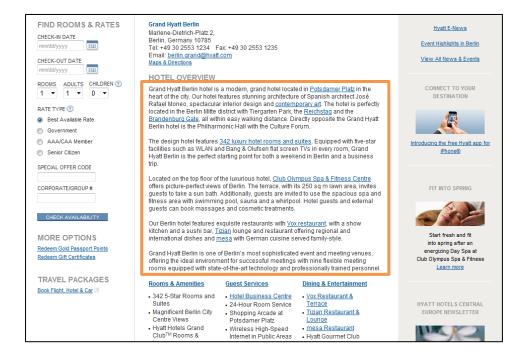
As these fields impact search results and are the primary contact details for the hotel, please confer with Hyatt eCommerce Content Team before updating.



Hotel Overview Text

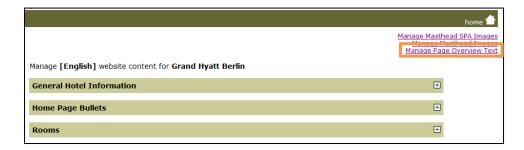
Definition

Includes details on unique hotel services and attributes and internal links to additional details. Format is visually appealing and easily scanned. Optimized for search & key word rich based on your target marketing goals.



Editable by Agency? Yes Update Process

- Select "Manage Page Overview Text" from upper right hand link



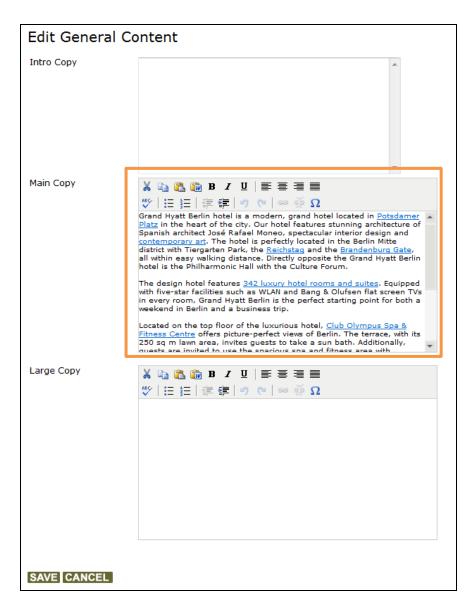


- Locate link under the title "Hotel Overview Page Overview Text"
- Select corresponding link



Make changes in "Main Copy" field only
 *Field has a character limit of 30,000





- Once completed, click "Save"

Considerations

- If the field has not yet been created, Please contact Hyatt eCommerce Content Team for assistance
- One of the most valuable SEO fields on the website
- The links within the text should all direct to internal pages. External links can only be added with permission from Hyatt

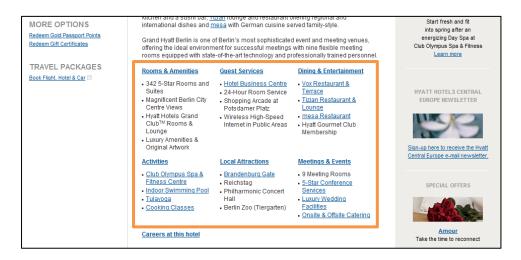


Home Page Bullet Points

Definition

Six sets of grouped bullet point lists, four points per group. Points offer concise selling points with optimised text and internal links where applicable. Set headings correspond with website sections:

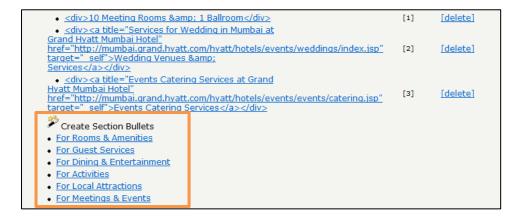
- Rooms & Amenities
- Guest Services
- Dining & Entertainment
- Activities
- Local Attractions
- Meetings & Events



Editable by Agency? Yes Update Process

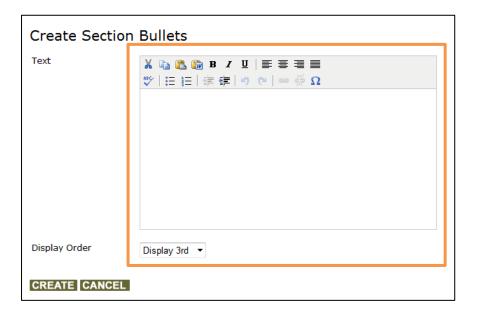
TO CREATE

- Open "Home Page Bullets"
- Proceed to bottom of the section, "Create Section Bullets", and select the appropriate link for the heading the new bullet should appear under.





- Enter content (with internal link if applicable)
- Assign the order in which the entry will appear on the list (1-4)



Click "Create"

TO EDIT

- Select point you would like to edit



- Edit content as desired
- Click "Save"

Considerations

- REMEMBER Maximum of 4 links under each heading
- Content is concise and contains internal links to additional details.
- Format is visually appealing and easily scanned.

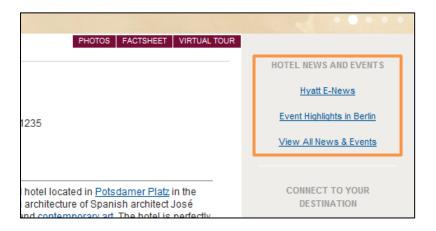


Hotel News & Events

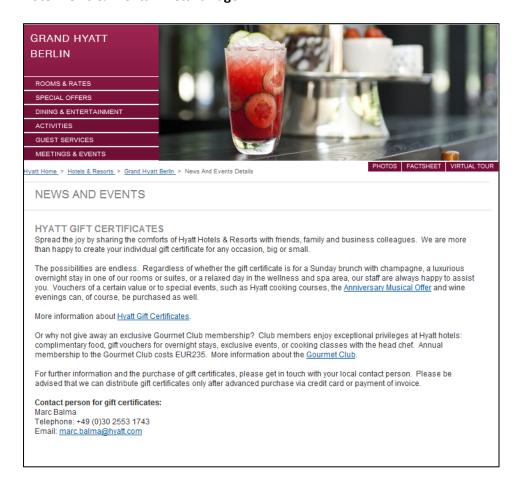
Definition

A free form section of the website, designed to display useful guest content including hotel promotions (excluding accommodation offers), dining promotions, important guest information and social media links.

Links on Home Page



Hotel News & Events - Details Page





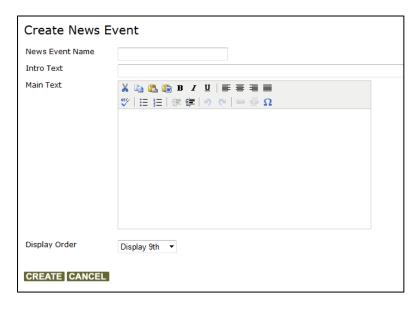
Editable by Agency? Yes Update Process

To Create

- Open "General Hotel Information"
- Select "Create News Event"



- Complete the following fields:
 - News Event Name Title of the article to be displayed on-line (character limit of 100)
 - Intro Text Summary text to display on Hotel News & Events listing page (character limit of 120)
 - Main Text Body text for the article. Can include internal and PDF links (character limit of 4000)
 - Display Order drop-down list for order allocation. List offers order 1 to 10. If no specific order is selected, order will default to 9.



- Once completed, click "Create"



To Edit

- Select Title of the article you wish to edit (under "Edit News Event" heading)



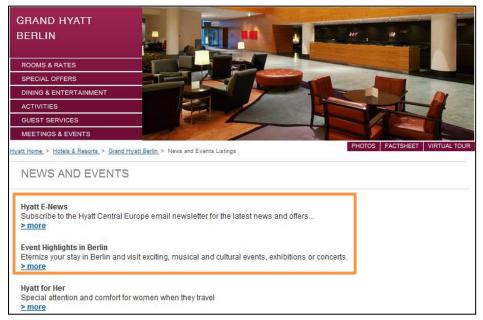
- Update News & Events article fields as required
- Once completed, click "Save"



Considerations

- The Hotel News & Events section includes 2 article links on the home page and another link ("View All News & Events") for the Listings Page. The article specific home page links will display the first 2 articles assigned in the Listing page. Therefore, the 2 most relevant articles should be given the first and second slots.





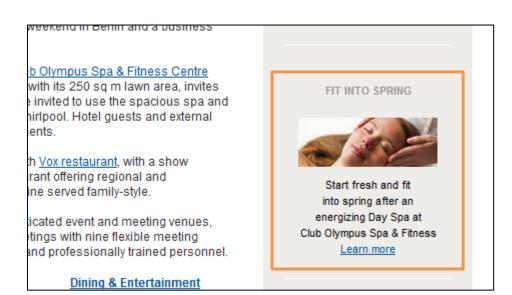
- The home page Listings Page link will only appear when 3 or more articles have been loaded to the site.
- There is no limit to the number of Hotel News & Events articles which can be posted on the site. If attempting to assign order when there are more than 10 articles:
 - You can assign the same display order to more than one article
 - The articles under the same allocation number will then display based on the alphabetical order of their title fields (News Event Name)
- The masthead image for the News & Events detail pages will be the same across all article ie. Custom masthead images cannot be assigned to each article.



Home Page Promotional Slots

Definition

Concise link with small image to improve visibility of specific hotel features (Spa/Activities/Restaurant Site/Meeting Offer/Key Partnership/Event). Promotional Slots will appear on the right-hand column of the home page and Hotel News & Events Listing page.



Editable by Agency?

No

Update Process Please contact Hyatt eCommerce Content Team for assistance

Considerations

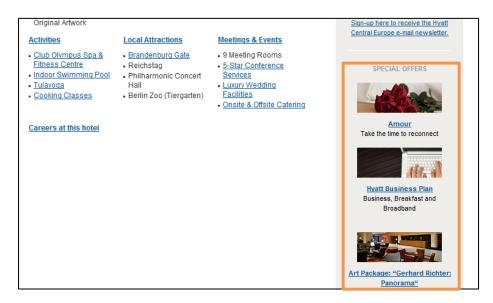
Up to 2 promotions can be featured at one time. Image must be available in Hyatt Brand Manager.



Special Offer Links

Definition

Links to accommodation special offers listed on the Special Offers section of the website.

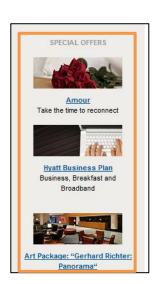


Editable by Agency? Update Process Considerations

No

Please contact Hyatt eCommerce Content Team for assistance

The home page links will display the first 3 accommodation offers listed in the Special Offers section. If a hotel wishes to include an existing offer on the home page, the Hyatt eCommerce Content Team can re-order the packages to make this change. If a hotel wishes to include a brand new offer, they need to follow the existing special offer process, via the Salesforce promotion system.



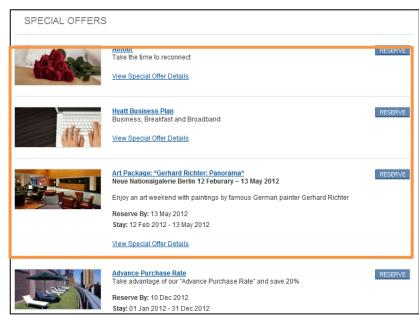
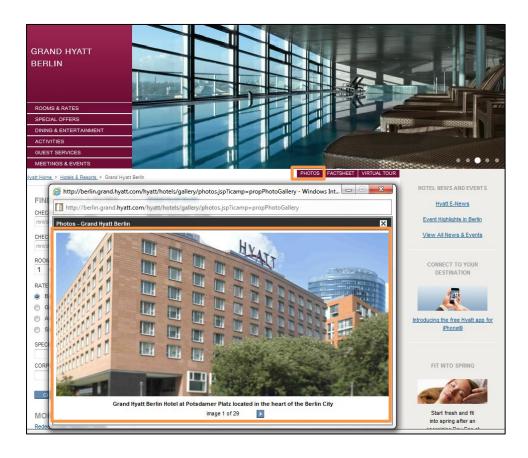




Photo Gallery

Definition

Central hotel image gallery, highlighting public areas, restaurants/lounges, rooms/suites, activities and events facilities. Gallery is accessible through the site via the "Photos" link under the masthead image.





Editable by Agency? Yes Update Process

- Proceed to the Editor Landing Page
- From the tools menu, select "Edit Gallery Images"



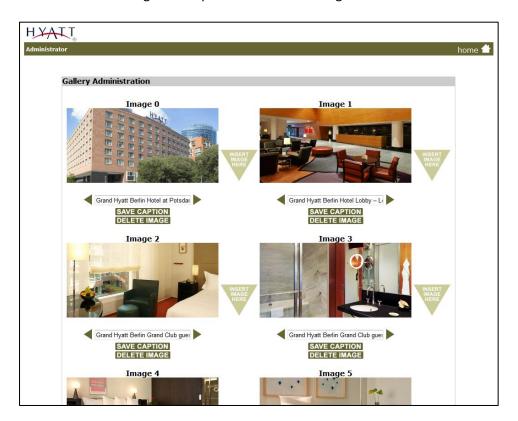
- Select the name of the hotel property which needs to have the gallery updated
- Select the language to be updated*



*Applicable if the hotel offers a full service website in a translated language



- The Gallery Administration page will display the images in the order they will appear on-line, with the designated captions below each image.



Updating the Caption

- Select the field under the image and update the text
- Click "Save Caption" to save the new text.*

^{*}see "Considerations" below





Adding New Images to the Photo Gallery

- Click "Insert Image Here" in the desired placement for the gallery



- A drop-down of available images will appear. Click the image you would like to add.



- The Editor will ask for confirmation on the placement. Click "Add Image" to confirm.

Insert Image
Between image 13 and 14
ADD IMAGE



Moving an Image

- There are 2 options for moving an image:
 - Arrows use the direction arrows either side of the image caption to move the image up or down in the gallery order (recommended approach)
 - Delete & Reapply* you can use the delete button to remove the image, then reapply using the "Adding New Images" instructions above.

*see "Considerations" below



Considerations

Adding New Images to Editor

If a hotel requests to add a new gallery image, which needs to be added to the Editor, please contact Hyatt eCommerce Content Team for assistance. Image must be available in Hyatt Brand Manager.

Updating Captions

You must save the caption update after each, individual update. You cannot change the captions for multiple images and only select "Save Caption" once.

Delete & Reapply

If deleting an image to reapply please be aware that:

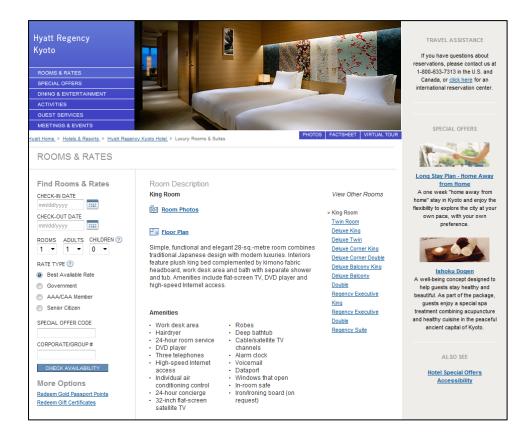
- The image caption may be lost in the transition. This will happen if the caption was not loaded at the same time as the image. For safety, we recommend to copy the text to Word or Notepad before removing the old image.
- The English photo gallery is linked to the photo gallery on translated sites. i.e. if you remove any image from the English site, it will also delete from the translated site, along with the translated caption. This is why we recommend using the arrows to reassign images where possible.



Rooms & Rates

Section Features

- Room Descriptions & Amenities
- Room Galleries
- Room Floor Plans





Room Descriptions & Amenities

Definition

Concise, descriptive text, outlining the features and selling-points of the different room types offered by the property.

Room Description

King Room



Room Photos



Simple, functional and elegant 28-sq.-metre room combines traditional Japanese design with modern luxuries. Interiors feature plush king bed complemented by kimono fabric headboard, work desk area and bath with separate shower and tub. Amenities include flat-screen TV, DVD player and high-speed Internet access.

Amenities

- Work desk area
 Robes
 Robes
- Hairdryer

- 24-hour room service
 DVD player
 Three telephones
 High-speed Internet
 Dataport
- access Dataport

 Individual air Windows that open
 conditioning control
 24-hour concierge Iron/Ironing board (on
 request)
- satellite TV

- Deep bathtub

No

View Other Rooms

> King Room

Twin Room

Deluxe King

Deluxe Twin

Deluxe Corner King

Deluxe Corner Double

Deluxe Balcony King Deluxe Balcony

<u>Double</u>

Regency Executive

King

Regency Executive

Double

Regency Suite

Editable by Agency?

Update Process

Please contact Hyatt eCommerce Content Team for assistance

Considerations

To deliver a consistent message to online customers, Hyatt has partnered with Edel to write the room descriptions for Hyatt.com. Edel works directly with the hotel to prepare review and edit the room type descriptions. After all parties reviewed and approved the descriptions they are uploaded to Hyatt.com.

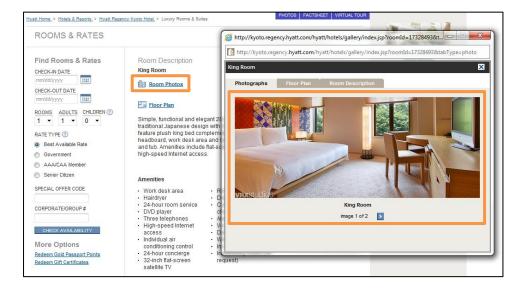
To maintain the tone of the original copy, these fields are maintained by the Hyatt eCommerce Content Team.



Room Galleries

Definition

Room-specific mini-galleries, activated via a link above the applicable room description. Link features a camera icon and title "Room Photos".



Editable by Agency?
Update Process

No

Please contact Hyatt eCommerce Content Team for assistance

Considerations

- Images must be available in Hyatt Brand Manager
- Adding a gallery to a room type also makes the feature visible on the hotel's English booking engine

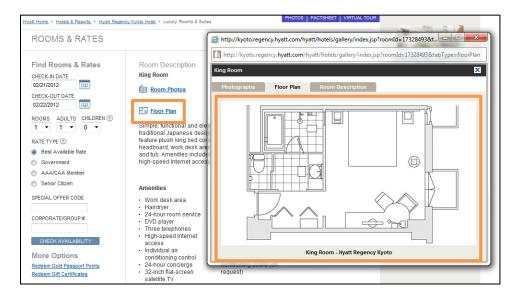




Room Floor Plans

Definition

Room-specific floor plan maps, activated via a link above the applicable room description. Link features a blue-print icon and title "Floor Plan".



Editable by Agency? No

Update Process

Please contact Hyatt eCommerce Content Team for assistance

Considerations

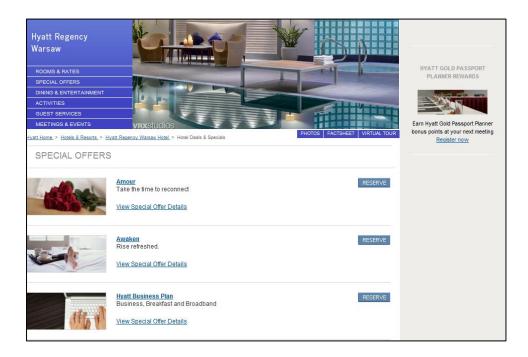
- Hotel needs to submit the floor plan files to Hyatt.com for review
- Maximum file dimension of 531px by 300px
- Will not add an additional icon on the English booking engine but will be accessible via the "Floor Plan" tab on the Room Gallery pop-up.



Special Offers

Section Features

- Accommodation Special Offers
- Meeting Special Offer Promotional Slots

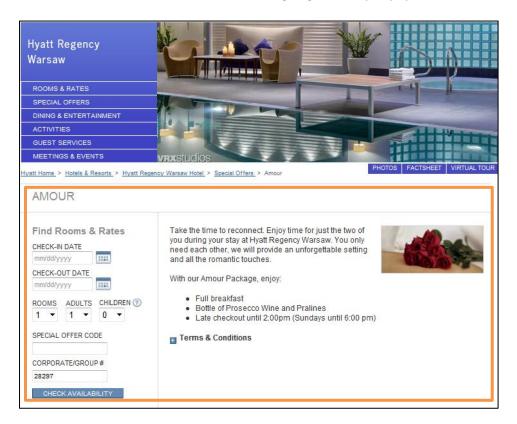




Accommodation Special Offers

Definition

Accommodation promotions including special rates, extra value packages and partner mileage offers. Offers are available for all on-line visitors to reserve and include a booking engine with pre-populated offer code fields.



Editable by Agency? No

Update Process Please contact Hyatt eCommerce Content Team for assistance

Considerations

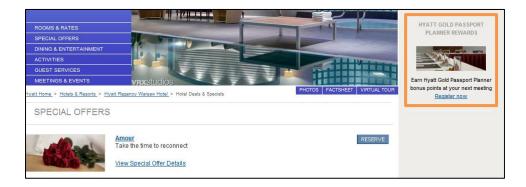
Special Offers need to have gone through Hyatt's promotion review process before being added to the website. Every hotel has access to "Salesforce", which is our promotion reserve system, where they can submit new offers or request changes to existing promotions.



Meeting Special Promotional Slots

Definition

Concise link with small image to improve visibility of hotel meeting & event offers and facilities. Promotional Slots will appear on the right-hand column of the Special Offer Listing page.



Editable by Agency? Update Process

No

Please contact Hyatt eCommerce Content Team for assistance

Considerations

Up to 2 promotions can be featured at one time. Image must be available in Hyatt Brand Manager.



Dining & Entertainment

Section Features

- Landing Page Rotating Masthead
- Featured Items (Up to 3)
- **F&B Outlets**
- **Room Service**
- Live Entertainment
- **Bookflap Promotional Slots**



Rotating Masthead

Dining & Entertainment



"Wine Me, Dine Me" at SWB Let Chef take you on a journey deep into the heart of fresh, authentic Southwestern flavors paired with the



Happy Hour at Due Cantina Hyatt Regency Scottsdale Resort and Spa's Best-Kept Secret, Now Features Happy Hour Learn More



Live Entertainment Enjoy an Italian serenade as you cruise along a romantic route on our seven acre lake, or join us for music at the Center Stage Bar.

Featured Items

F&B Outlets



SWB, a southwest bistro Food with flare from our wood-fired ovens, and a Sunday brunch locals rave about.



Alto ristorante e bar Add a romantic element to your dining experience...



serves a theater of Japanese cuisine.

Come and experience the sound and groove of our new music showcase...

Center Stage Bar



HYATT E-CONCIERGE Pre-arrange services and activities prior to arrival More Information

Promotional Slots



Room Service



Enjoy an Italian serenade as you cruise along a romantic route on our seven acre lake, or join us for music at the Center Stage Bar. More Information

Live Entertainment

AREA INFORMATION **Frommers** Local Dining Local Nightlife Links (Not Editable)



Canyon Market
Canyon Market proudly brews Starbucks
Coffee®. It features gourmet varietals and Enjoy your favorite foods and libations alfresco!



Cantina Due
Between SWB, a Southwest bistro, and
Alto ristorante e bar lies the resort's best
kept secret.



Surrounded by sparkling pools, cascading waterfalls and colorful hanging bougainvilleas.



Landing Page Rotating Masthead

Definition

Landing Page Masthead can display 1 static image or a rotation of up to 5 images. Each image can include a text overlay that links to more information.



Editable by Agency? Update Process

Expand the Dining and Entertainment Section. Select "Create Landing Page Masthead".



- Click "**Browse**" to choose the image you would like to appear in the masthead. Select desired image from library of available images.
- If the selected masthead is **not** to have text overlay:
 - o Select the display order desired for the image. Click Save.
- If the selected masthead is to have text overlay:
 - o Enter desired overlay text in "Overlay Text" field.
 - Select the position on the image for the text to appear from the Overlay Position dropdown.
 - o Enter the destination url in the "Overlay Link" field.
 - Select whether the destination url should open in a new window in the "Is New Window" dropdown. (Should only open in a new window if linking to a nonhyatt.com site.)
 - o Select the display order desired for the image. Click Save.

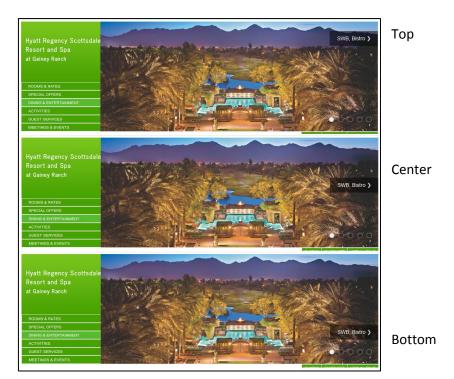


| Edit Landing P | age Masthead A masthead can contain a maximum of 5 images. At lease one | masthead is mandatory |
|--------------------------------------|--|-----------------------|
| Masthead 1 Image | /images/hotels/scott/1.jpg | Rrowse |
| Overlay 1 Text | SWB, Bistro Recommended: 140 characters or less | |
| Overlay 1 Position Overlay 1 Link | http://scottsdale.newhyattqa.cc A URL external to Hyatt's context must start with http:// | |
| Is New Window | no 🔻 | |
| Display Order | 1 | |
| SAVE CANCEL | | |

- For each additional masthead, click "Create Landing Page Masthead" on the Editor Record page and follow the same process. Up to 5 images will display.

Considerations

- If the image you'd like to use does not appear in the browse library, please contact the Hyatt.com Content Team to have the image added to this section of the Editor.
- These mastheads are approved to link to approved mini-sites if desired. Never link to an external site that has not been approved.
- Position: Text Overlays can be placed in three positions; top, center or bottom. Position should be chosen based on the image being used. See positional examples below.





F&B Outlets

Definition

Detailed entry for each F&B outlet, including descriptive text, hours of operation, contact details, table reservation widgets, menus, awards, outlet highlights, chef biographies and unique selling points.

Dining & Entertainment Landing Page



Blue Duck Tavern

Experience award-winning American cuisine at its very best in one of the top 100 Washington DC restaurants.



Tea Cellar

Discover the fine art of tea in our exclusive West End Georgetown setting.

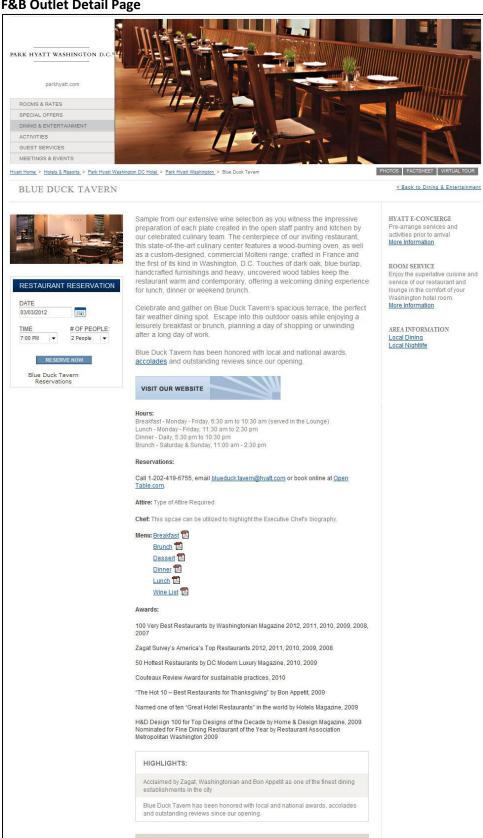


Lounge and Bar

Retreat to Park Hyatt Washington's Lounge & Bar for a pot of warm tea, a refreshing seasonal cocktail or a savory bite from our light fare menu.



F&B Outlet Detail Page

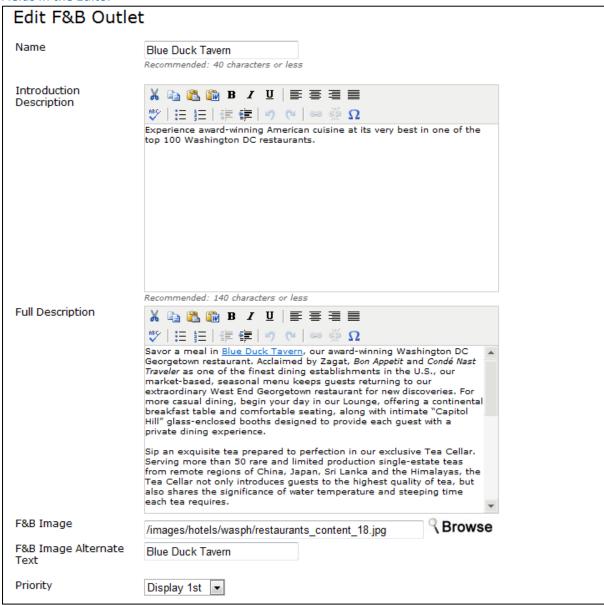




Editable by Agency? Yes Update Process

- Select title of the outlet you wish to edit (under heading "F&B Outlet")
- Update any of the following fields
 - Name Name to appear on the Dining and Entertainment landing page and at the top of the F&B Outlet detail page
 - Introduction Description Intro text to appear in Dining and Entertainment landing page (Mandatory Field)
 - o Full Description Outlet information to appear on Detail page (Mandatory Field)
 - F&B Image Content Image (229px x 100px thumbnail) which appears on Dining and Entertainment Landing Page and the Detail page. Click "Browse" for a library of available images. (Mandatory Field)
 - F&B Image Alternate Text Alt Text for Content Image (Mandatory Field)
 - Priority Relative Display Order of this Outlet to all other Outlets (Mandatory Field)

Fields in the Editor





- Website Badge Image Url Image Badge that links to approved Restaurant Minisite. Click "Browse" for a library of available badges. (Optional Field).
- o Website Badge Image Alternate Text Alt Text for Website Badge (Optional Field)
- Website Badge Url Destination url for Website Badge. (Must include full http://address) (Optional Field)

Fields in the Editor



Appearance on Detail Page

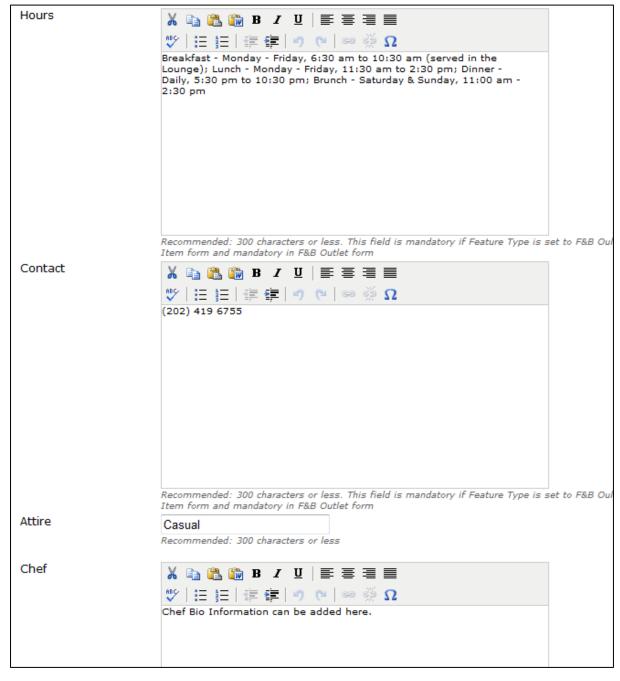


^{*}New badges are to be developed with the Hyatt.com Content Team.



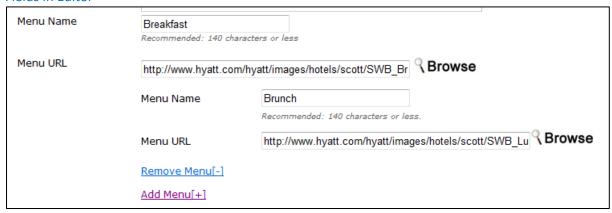
- Hours Hours of Operation (Mandatory Field)
- o Contact Contact information for Outlet. (Mandatory Field)
- o Attire Attire suggested for Restaurant Guests. (Optional Field)
- o Chef Executive Chef Bio/Resume Highlights. (Optional Field)

Fields in the Editor





- o Menu Name Name of Menu to appear on detail page (Optional Field)
- Menu Url Corresponding url for menu pdf. Full url (including http://) received from content team can be pasted to this field, or click browse to preview available menus. (Optional Field)
 - For each additional menu to be included on a detail page, click "Add Menu[+]" and fill in the new fields that appear.



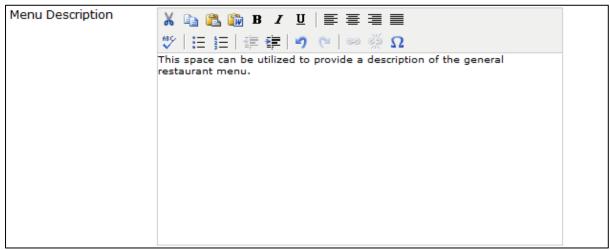
Appearance on Detail Page





Menu Description – Field used to highlight unique selling points of outlet's menu.
 (Optional Field)

Field in Editor



Appearance on Detail Page Collapsed



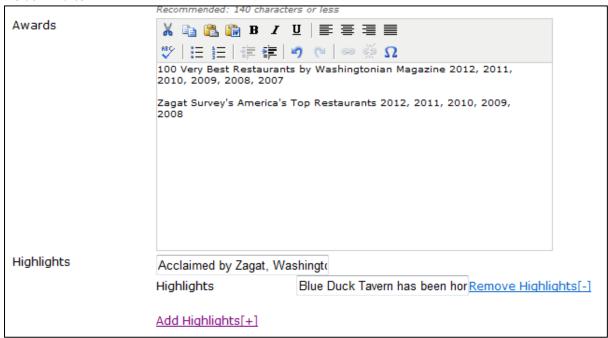
Appearance on Detail Page Expanded

MENU

This space can be utilized to provide a description of the general restaurant menu.



- o Awards Field used to highlight awards that the outlet has received. (Optional Field.)
- o **Highlights** Short, concise statements that highlight unique selling points of an outlet. (Optional Field)
 - For each additional highlight you'd like to appear on detail page, click "Add Highlights[+]"



Appearance on Detail Page





- Show Outlet Reservation If outlet has an online reservation system either with OpenTable or the Hyatt Online Restaurant Reservation System, select yes from dropdown to include the booking widget on detail page. (Optional Field)
- Reservation System Select Reservation System type from the dropdown (Optional Field)
- Outlet ID Enter the numerical identifier for the outlet (e.g. below is a url for an outlet http://www.opentable.com/opentables.aspx?m=9&p=2&d=3/4/2012%207:00:00%2

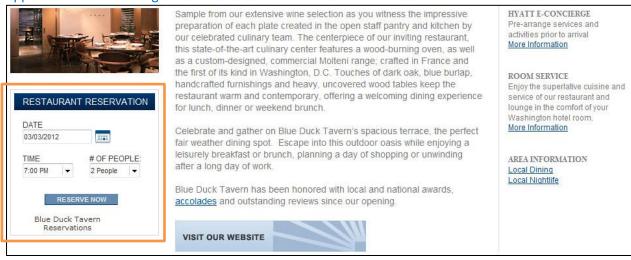
<u>OPM&rid=1517&t=single&scpref=118</u>. The rid= is the number that should be

Fields in Editor

| Show Outlet Reservation | yes ▼ |
|----------------------------|--------------|
| Reservation System | Open Table ▼ |
| Outlet ID | 1517 |
| | |

entered in this field (1517). (Optional Field)

Appearance on Detail Page



- Masthead Image Click Browse to choose the image you would like to appear in the masthead of the detail page. (Mandatory Field)
- Overlay Text Enter the text that will overlay a masthead that will be a link. (Leave blank if masthead will not be a link.) (Optional Field)
- Overlay Position If including overlay text, select the position of the text on the image from the dropdown; top, center or bottom. (Optional Field)
- Overlay Link Enter destination url if masthead is to be a link. Be sure to include full url including http://. Leave blank if masthead is not to be a link. (Optional Field)
- o **Display Order** Designate order of masthead in rotation. (Mandatory Field)
 - For each additional masthead you'd like to appear, click "Add Masthead[+]".
 Up to 5 images can be rotated in the masthead of each detail page.



- Override Page Title Option to include a unique Page Title for each F&B detail page.
 (Optional Field)
- Override Meta Keywords Option to include unique keywords for each F&B detail page. (Optional Field)
- Override Meta Description Option to include unique meta description for each F&B detail page. (Optional Field)

Considerations

All images, menus and website badges are approved and added to the Editor by the Hyatt.com Content Team. To add any new imagery, badges or menus to the Editor, please contact the content team.

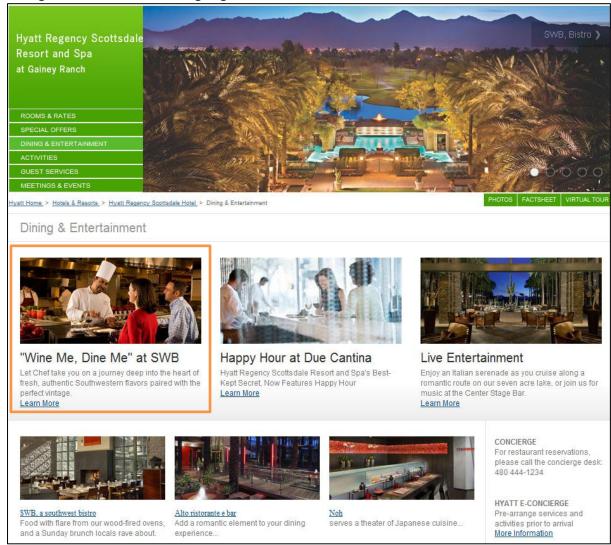


Featured Item

Definition

High visibility slot on the dining and entertainment landing page that can link to its own dedicated detail page, an existing F&B outlet page, the room service page, the live entertainment page or a dedicated dining mini-site.

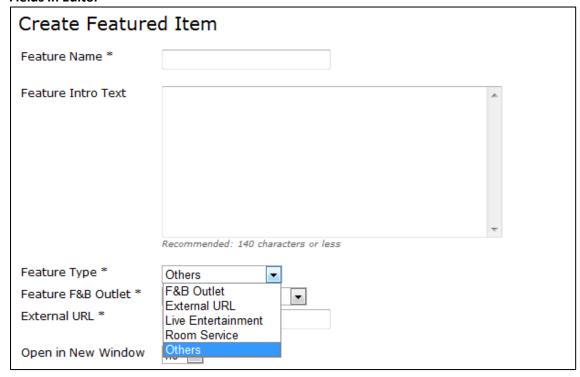
Dining & Entertainment Landing Page





Editable by Agency? Yes Update Process

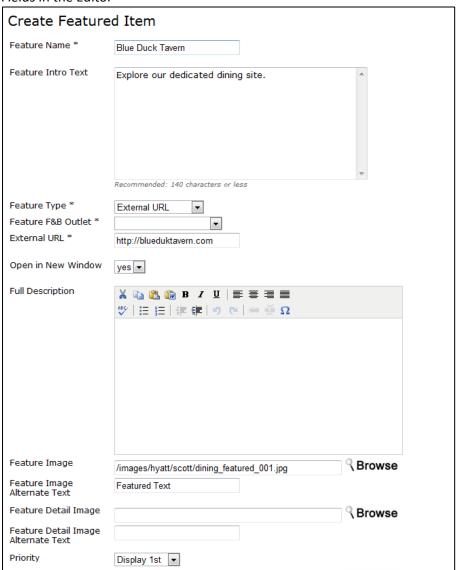
- Click "Create Featured Item".
- There are 5 different types of featured items. The third field on the Editor page is a dropdown to select the **Feature Type**. The type selected will determine which of the remaining fields are necessary.
- Feature Type Select the type of featured item you are creating from the dropdown
 - o External Url Can be used to feature a dedicated dining mini-site
 - Live Entertainment Select to feature the live entertainment page.
 - o **Room Service** Select to feature the room service page.
 - F&B Outlet Select to feature an existing F&B Outlet. (Existing Outlet will still appear in the outlet section of the landing page.)
 - Others Select if you would like to create a new dining detail page. This page has
 the same functionality as a F&B Outlet Page and can be used to feature a range of
 information- cooking classes, dining promotions, holiday dining events, etc..





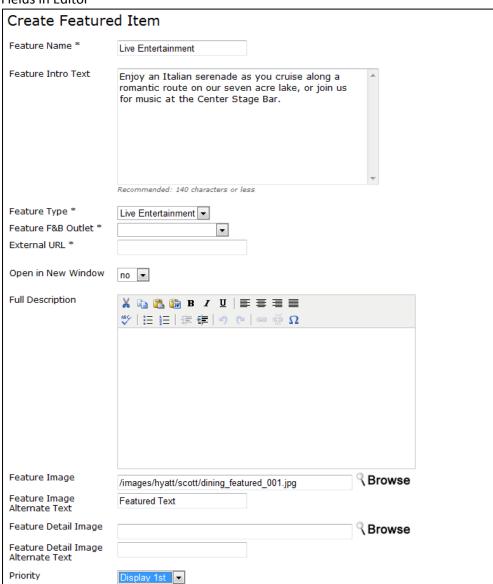
- External Url Feature Type (To link to external mini-site) Update the following fields
 - Feature Name Name to appear on the Dining and Entertainment landing page.
 (Mandatory Field)
 - Feature Intro Text Intro text to appear in Dining and Entertainment landing page (Mandatory Field)
 - Feature Type Select External Url (Mandatory Field)
 - External Url Enter destination url for mini-site. Make sure to include http:// (Mandatory Field)
 - Open in New Window Select "yes" if linking to an external site
 - Feature Image Content Image (286px x 136px thumbnail for most, 286px x 166px for Andaz brand) which appears on Dining and Entertainment Landing Page. Click "Browse" for a library of available images. (Mandatory Field)
 - o Feature Image Alternate Text Alt Text for Content Image
 - Priority Select display order of item, relative to other featured items (1, 2 or 3) (Mandatory Field)

Fields in the Editor



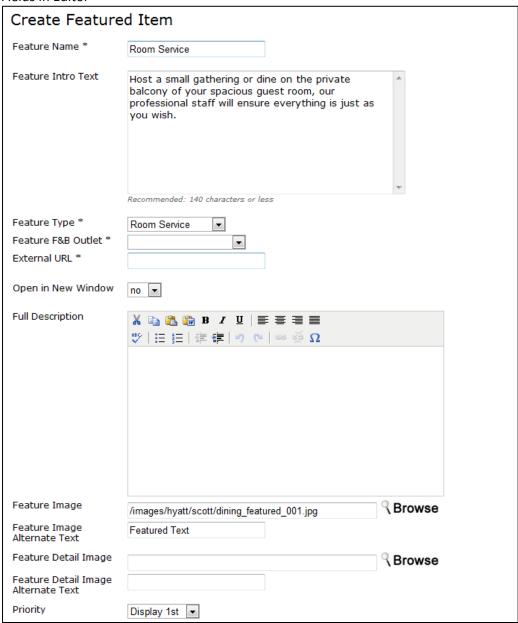


- Live Entertainment Feature Type (To link to live entertainment page) Update the following fields
 - Feature Name Name to appear on the Dining and Entertainment landing page.
 (Mandatory Field)
 - Feature Intro Text Intro text to appear in Dining and Entertainment landing page (Mandatory Field)
 - o Feature Type Select Live Entertainment (Mandatory Field)
 - Feature Image Content Image (286px x 136px thumbnail for most, 286px x 166px for Andaz brand) which appears on Dining and Entertainment Landing Page. Click "Browse" for a library of available images. (Mandatory Field)
 - o Feature Image Alternate Text Alt Text for Content Image
 - Priority Select display order of item, relative to other featured items (1, 2 or 3) (Mandatory Field)



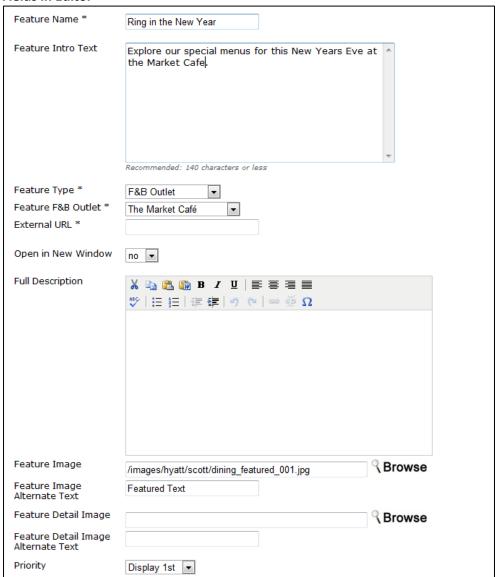


- Room Service Feature Type (To link to room service page) Update the following fields
 - Feature Name Name to appear on the Dining and Entertainment landing page. (Mandatory Field)
 - Feature Intro Text Intro text to appear in Dining and Entertainment landing page (Mandatory Field)
 - Feature Type Select Room Service (Mandatory Field)
 - Feature Image Content Image (286px x 136px thumbnail for most, 286px x 166px for Andaz brand) which appears on Dining and Entertainment Landing Page. Click "Browse" for a library of available images. (Mandatory Field)
 - o Feature Image Alternate Text Alt Text for Content Image
 - Priority Select display order of item, relative to other featured items (1, 2 or 3) (Mandatory Field)





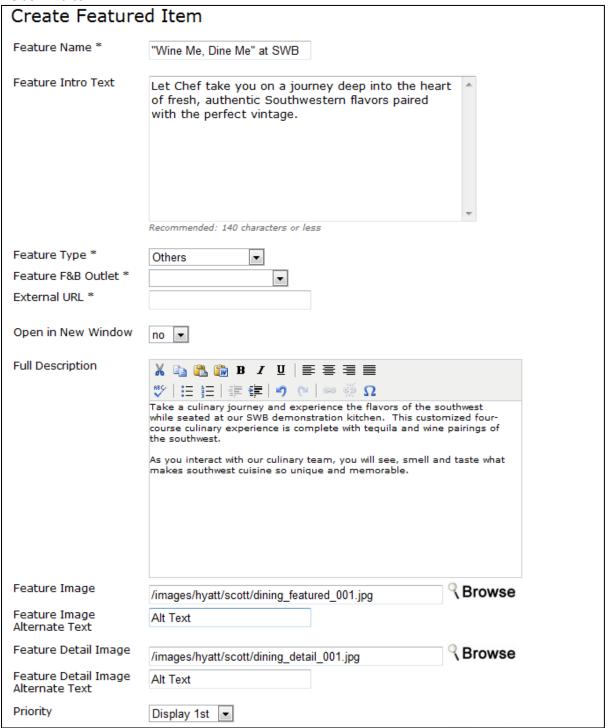
- F&B Outlet Feature Type (To link to existing F&B Outlet Detail Page) Update the following fields
 - Feature Name Name to appear on the Dining and Entertainment landing page.
 (Mandatory Field)
 - Feature Intro Text Intro text to appear in Dining and Entertainment landing page (Mandatory Field)
 - Feature Type Select F&B Outlet (Mandatory Field)
 - o Feature F&B Outlet Select Existing Outlet from Dropdown Field (Mandatory Field)
 - Feature Image Content Image (286px x 136px thumbnail for most, 286px x 166px for Andaz brand) which appears on Dining and Entertainment Landing Page. Click "Browse" for a library of available images. (Mandatory Field)
 - o Feature Image Alternate Text Alt Text for Content Image
 - Priority Select display order of item, relative to other featured items (1, 2 or 3) (Mandatory Field)





- Others Feature Type (To link to new Dining Detail Page) The Others type will create a
 page that has the same functionality as the F&B Outlet Detail page. Update the following
 fields:
 - Feature Name Name to appear on the Dining and Entertainment landing page.
 (Mandatory Field)
 - Feature Intro Text Intro text to appear in Dining and Entertainment landing page (Mandatory Field)
 - Feature Type Select Others (Mandatory Field)
 - o Full Description Feature information to appear on Detail page (Mandatory Field)
 - Feature Image Content Image (286px x 136px thumbnail for most, 286px x 166px for Andaz brand) which appears on Dining and Entertainment Landing Page. Click "Browse" for a library of available images. (Mandatory Field)
 - o Feature Image Alternate Text Alt Text for Content Image
 - Feature Detail Image Content Image (229px x 100px thumbnail) which appears on the Featured Item Detail page for "Others" Feature Type. Click "Browse" for a library of available images. (Mandatory Field)
 - Feature Detail Image Alternate Text Alt Text for Detail Content Image
 - Priority Select display order of item, relative to other featured items (1, 2 or 3)
 (Mandatory Field)
 - Masthead Image Click Browse to choose the image you would like to appear in the masthead of the detail page. (Mandatory Field)
 - Overlay Text Enter the text that will overlay a masthead that will be a link. (Leave blank if masthead will not be a link.) (Optional Field)
 - Overlay Position If including overlay text, select the position of the text on the image from the dropdown; top, center or bottom. (Optional Field)
 - Overlay Link Enter destination url if masthead is to be a link. Be sure to include full url including http://. Leave blank if masthead is not to be a link. (Optional Field)
 - Display Order Designate order of masthead in rotation. (Mandatory Field)
 - For each additional masthead you'd like to appear, click "Add Masthead[+]". Up to 5 images can be rotated in the masthead of each detail page.
 - Hours, Contact, Attire, Chef, Menu Name, Menu Url, Menu Description, Awards,
 Highlights, Show Outlet Reservation, Reservation System, Outlet Id, Override Page
 Title, Override Breadcrumb, Override Meta Keywords and Override Meta
 Description Fields These fields are all optional and function the same way as on
 the F&B Outlet pages.





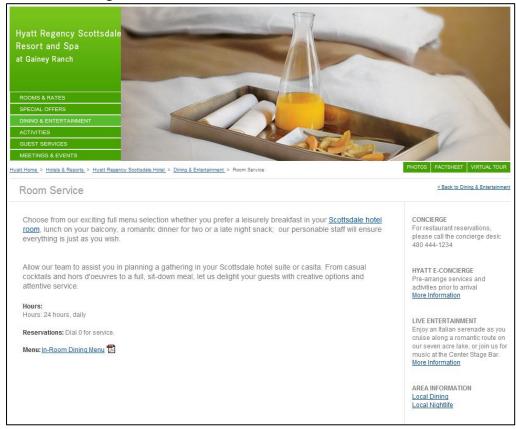


Room Service

Definition

Overview of in-room dining options, including unique services, menu items and internal links to additional details.

Room Service Page



Dining & Entertainment Landing Page

CONCIERGE

For restaurant reservations, please call the concierge desk: 480 444-1234

HYATT E-CONCIERGE
Pre-arrange services and
activities prior to arrival
More Information

ROOM SERVICE

Host a small gathering or dine on the private balcony of your spacious guest room, our professional staff will ensure everything is just as you wish. More Information

LIVE ENTERTAINMENT

Enjoy an Italian serenade as you cruise along a romantic route on our seven acre lake, or join us for music at the Center Stage Bar.

More Information



Editable by Agency? Yes Update Process

- Open "Dining & Entertainment"
- Select "Edit Room Service"
- Page functions the same way as F&B Outlet (without a thumbnail image). Typical Room Service Pages should utilize the following fields.
 - Introduction Description Intro text to appear on bookflap of Dining & Entertainment landing page (Mandatory Field)
 - Full Description In-room dining information to appear on Room Service page (Mandatory Field)
 - Hours (Optional Field)
 - Contact (Optional Field)
 - Menu Name Name of Menu to appear on detail page (Optional Field)
 - Menu Url Corresponding url for menu pdf. Full url (including http://) received from content team can be pasted to this field, or click browse to preview available menus. (Optional Field)
 - For each additional menu to be included on a detail page, click "Add Menu[+]" and fill in the new fields that appear.
 - Masthead Image Click Browse to choose the image you would like to appear in the masthead of the detail page. (Mandatory Field)
 - o **Display Order** Designate order of masthead in rotation. (Mandatory Field)
 - For each additional masthead you'd like to appear, click "Add Masthead[+]".
 Up to 5 images can be rotated in the masthead of each detail page.
- Once completed, click "Save"



Live Entertainment

Definition

Detailed entry for live entertainment offered at the property, including descriptive text, hours of operation and contact details.

Live Entertainment Page



Live Entertainment

< Back to Dining & Entertainment



Take a moment to notice the details; turn-of-the-century craftsmanship is evident everywhere in our welcoming downtown Chicago bar and lounge. You can almost hear the city leaders planning the rebuilding of Chicago when you slide onto one of the classic high back upholstered leather bar stools that sit in front of the handcrafted mahogany bar.

Savor one of our fine wines (Stetson's is among an elite group honored with a *Wine Spectator* Award of Excellence), sip your favorite cockfail (our bartender will gladly prepare any mixed drink you desire), or order something on draft and drink in the ambiance. When you're not sipping on specialty cockfalls in our stylish lounge indulge in some of the spectacular cuisine offered at Stetson's Chop House.

Hours: Entertainment: Monday through Saturday, starting at 6:00 p.m. Lounge: Monday through Thursday, 5 p.m. to 10:00 p.m. Friday and Saturday, 5 p.m. to 11:00 p.m.

Reservations:

772-282-9453

312 565 1234

HYATT E-CONCIERGE
Pre-arrange services and
activities prior to arrival
More Information

ROOM SERVICE spacious guest ro More Information

AREA INFORMATION

Dining & Entertainment Landing Page

CONCIERGE

For restaurant reservations, please call the concierge desk

312 565 1234

HYATT E-CONCIERGE Pre-arrange services and activities prior to arrival More Information

ROOM SERVICE Dine in privacy in your spacious guest room. More Information

LIVE ENTERTAINMENT Enjoy stylish surroundings in a relaxed atmosphere coupled with live entertainment in the lounge at Stetson's.

More Information

YOU'RE more THAN WELCOME

Editable by Agency? Yes Update Process

- Open "Dining & Entertainment"
- Select "Edit Live Entertainment"
- Page functions the same way as F&B Outlet. Typical Live Entertainment Pages should utilize the following fields:
 - Name Name to appear on the top of the Live Entertainment page (Mandatory Field)
 - Introduction Description Intro text to appear on bookflap of Dining & Entertainment landing page (Mandatory Field)
 - Full Description Main information to appear on Live Entertainment page (Mandatory Field)
 - Live Entertainment Image Content Image (229px x 100px thumbnail) which appears on the Live Entertainment page. Click "Browse" for a library of available images. (Mandatory Field)
 - o Live Entertainment Image Alternate Text Alt text for content image
 - Hours Hours of Operation (Optional Field)
 - Contact Contact Information (Optional Field)
 - Masthead Image Click Browse to choose the image you would like to appear in the masthead of the detail page. (Mandatory Field)
 - o **Display Order** Designate order of masthead in rotation. (Mandatory Field)
 - For each additional masthead you'd like to appear, click "Add Masthead[+]".
 Up to 5 images can be rotated in the masthead of each detail page.
- Once completed, click "Save"



Dining Promotional Slots

Definition

Text slots that appear on the bookflap of all pages under Dining & Entertainment.



Noh

serves a theater of Japanese cuisine...



Center Stage Bar

Come and experience the sound and groove of our new music showcase...

CONCIERGE

For restaurant reservations, please call the concierge desk: 480 444-1234

HYATT E-CONCIERGE

Pre-arrange services and activities prior to arrival More Information

ROOM SERVICE

Host a small gathering or dine on the private balcony of your spacious guest room, our professional staff will ensure everything is just as you wish. More Information

LINE ENTEDTAINMENT

Editable by Agency?
Update Process

No

Please contact Hyatt eCommerce Content Team for assistance

Considerations

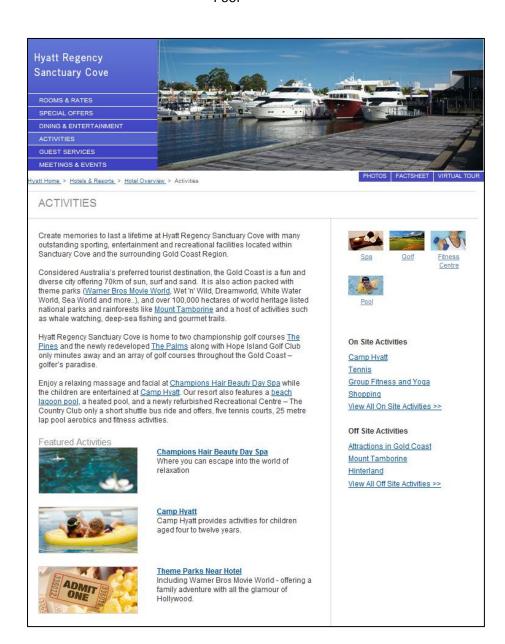
With the new featured item functionality, promotional slots should be mainly used for Concierge and Hyatt E-Concierge information.



Activities

Section Features

- Activities Landing Page
- Onsite/Offsite Activities (Activity Entries & Overview Text)
- Spa (Overview/Packages/Treatments/Beauty Salon)
- Hyatt Spa
- Golf (Overview/Courses/Packages)
- Fitness Center
- Camp Hyatt (Overview/Activity/ Reservations & Policy)
- Family Activity
- Pool

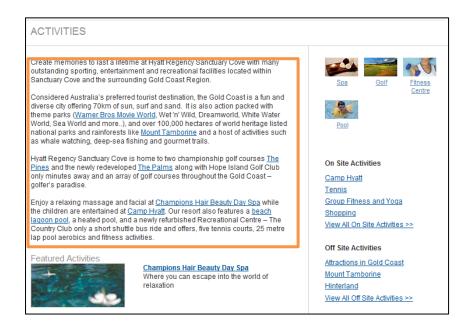




Activities Landing Page - Overview Text

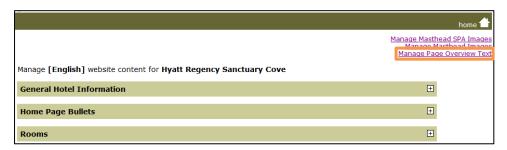
Definition

Outlines hotels leisure facility/options and includes details on unique activity offering both on and off site and internal links to additional details.



Editable by Agency? Yes Update Process

- Select "Manage Page Overview Text" from upper right hand link

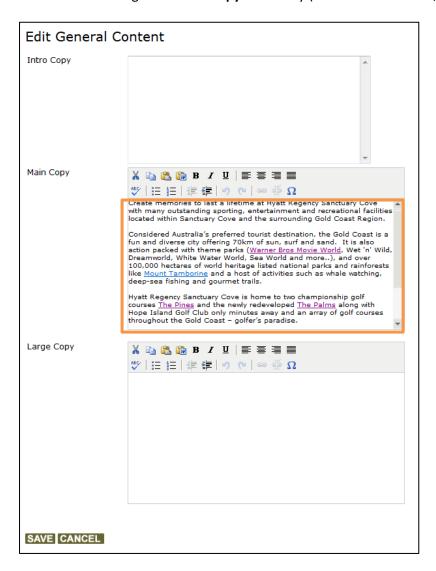


- Select corresponding link under the title "Activities Page Overview Text"





- Make changes in "Main Copy" field only (character limit of 30,000)



- Once completed, click "Save"



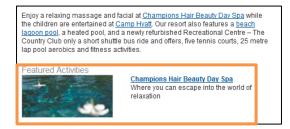
Considerations



The small section icons which appear right of the overview text are hard-coded template features. They will automatically appear if any of the following sections have been created:

- Spa
- Golf
- Fitness Centre
- Pool
- Family Activities

The images are uniform for all Hyatt websites and cannot be customized for individual properties



The Featured Activities, which appear below the overview text, are optional placements to enhance visibility of specific activities/services.

Each of the following entries will include an option to make them a Featured Activity:

- Spa
- Golf
- Fitness Centre
- Camp Hyatt
- Onsite/Offsite Activity entries



Best Practice Recommendations – Featured Activities

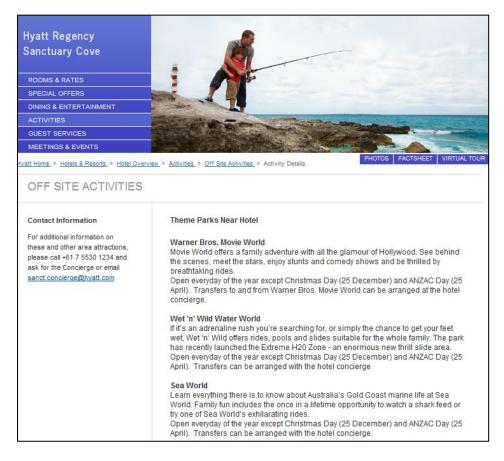
The guidelines provided to hotels recommend that at least three activities should be "featured" on Activities Landing Page.



Onsite/Offsite Activities - Activity Entries

Definition

Free-form pages designed to provide information on recommended activities available both on the hotel premises and in the surrounding areas.

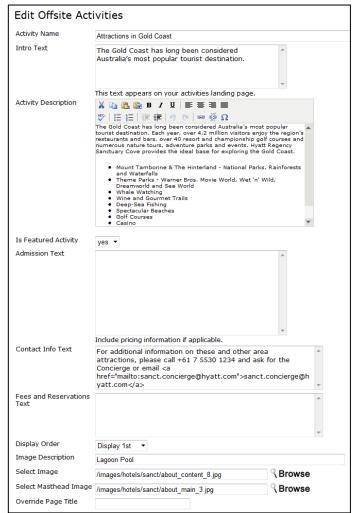


- Open "Activities"
- Select the title of the corresponding activity entry you would like to update (under either "Edit Onsite Activities")





- Update any of the following fields:
 - Activity Name Name to appear on the Activity detail page and Onsite or Offsite listing page (if applicable)
 - Intro Text Text to appear on Activity landing page if the entry is selected to be "Featured"
 - Activity Description Activity information to appear on Activity detail page
 - Is Featured Activity Option to make entry a "Featured Activity" on Activities landing page
 - Admission Text Information appears on the left-hand column of the Activity detail page, under heading "Admission". Formatting requires HTML tags (character limit of 255)
 - Contact Info Text Information appears on the left-hand column of the Activity detail page, under heading "Contact Information". Formatting requires HTML tags (character limit of 255)
 - Fees & Reservations Text Information appears on the left-hand column of the Activity detail page, under heading "Reservations". Formatting requires HTML tags (character limit of 255)
 - Display Order Determines the order the entry appears on the Onsite or Offsite listing page.
 - Image Description Alt text for the content image
 - Select Image Content image (162px by 75px thumbnail) which appears on Activity landing page if the entry is selected to be a "Featured Activity". Click "Browse" for drop down list of available images.
 - Select Masthead Image –
 Option to assign a unique masthead image which appears on Activity detail page. Click "Browse" for drop down list of available images.
 - Override Page Title –
 Option is include a unique
 Page Title to the Activity
 detail page.



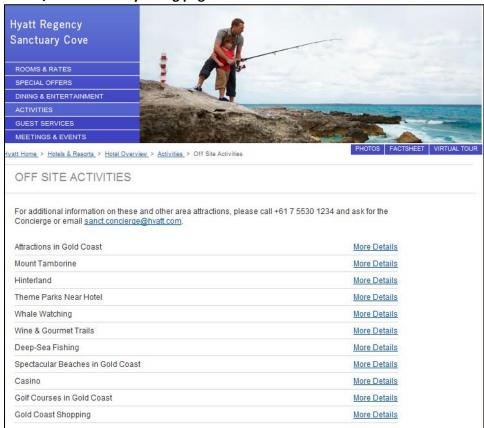


Onsite/Offsite Activities - Overview Text

Definition

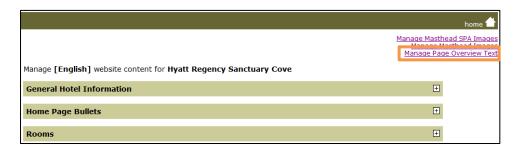
Outlines the offsite and onsite activity options available at the property. Appears on the respective listing page, one for Onsite, one for Offsite.

Onsite/Offsite Activity listing page



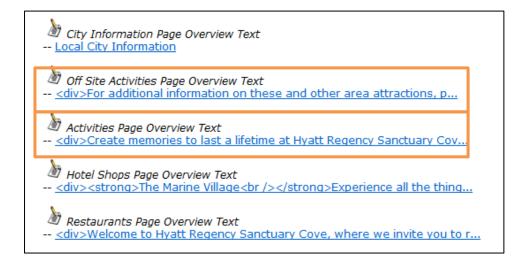
Editable by Agency? Yes **Update Process**

Select "Manage Page Overview Text"

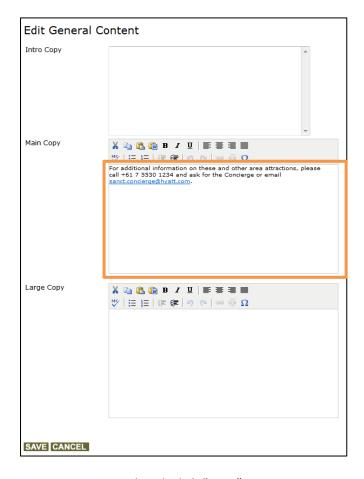




- Locate link under the respective title:
 - Onsite "On Site Activities Page Overview Text"
 - Offsite "Off Site Activities Page Overview Text"
- Select corresponding link



- Make changes in "Main Copy" field only (character limit of 30,000)





Considerations

- The Onsite/Offsite listing pages are only available when 3 or more entries have been created for each section. If a hotel only has 1-2 entries under each section, the overview text is not required.
- Onsite and Offsite Activity entries will appear on a right-hand column of the Activities landing page.
- The order is determined by the "**Display Order**" under each entry. The top 3 entries under each section will appear on the Activities landing page.
- When there are 3 or more entries loaded to the section, a link will appear on the Activities landing page, directing guests to the listing pages. Links will state:
 - "View All On Site Activities"
 - "View All Off Site Activities"
- "Display Order" will also determine the order of entries on the A Onsite/Offsite listing pages

On Site Activities

Camp Hyatt

Tennis

Group Fitness and Yoga

Shopping

View All On Site Activities >>

Off Site Activities

Attractions in Gold Coast

Mount Tamborine

....

<u>Hinterland</u>

View All Off Site Activities >>

Best Practice Recommendations

The hotels are provided the following guidelines for optimizing this field:

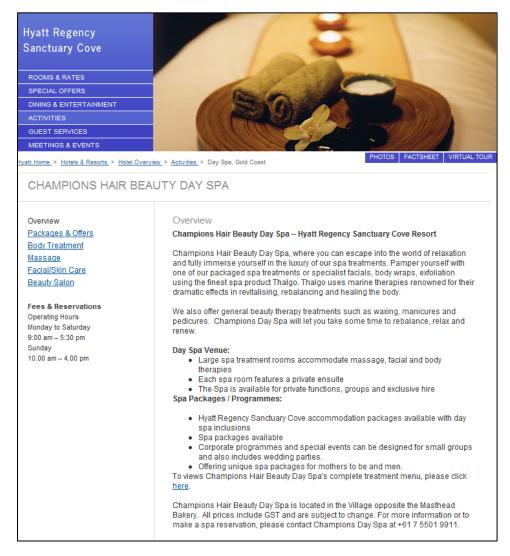
- Compelling marketing text, optimized for search & key word rich based on your target marketing goals
- Unique selling points of activities/leisure facilities that resonate with your target audience (include applicable links)
- Format is visually appealing and easily scanned, information is not overwhelming or intimidating
- Internal hotel contact information



Spa - Overview

Definition

Summary of the spa facility, including unique selling points and related services facilities that resonate with your target audience.

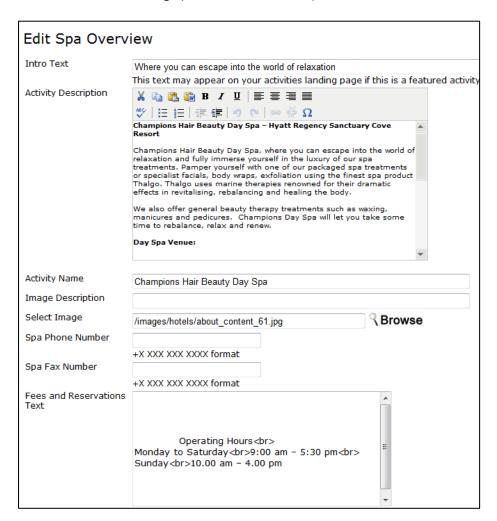


- Open "Activities"
- Select "Edit Spa Overview"





- Update any of the following fields:
 - Intro Text text to appear on Activities landing page if the Spa is selected as a "Featured Activity"
 - o Activity Description Main body text for the Spa facility (character limit of 3,900)
 - o Activity Name Name of the spa, to appear at the top of Spa page
 - o Image Description Alt text for content image
 - Select Image Content image (162px by 75px thumbnail) which appears on Activity landing page if the Spa is selected to be a "Featured Activity". Click "Browse" for drop down list of available images.
 - Spa Phone Number only applies to "Hyatt Spa" (see below)
 - Spa Fax Number only applies to "Hyatt Spa" (see below)
 - Fees and Reservations Text Information appears on the left-hand column of the Activity detail page, under heading "Fees & Reservations". Formatting requires HTML tags (character limit of 255)



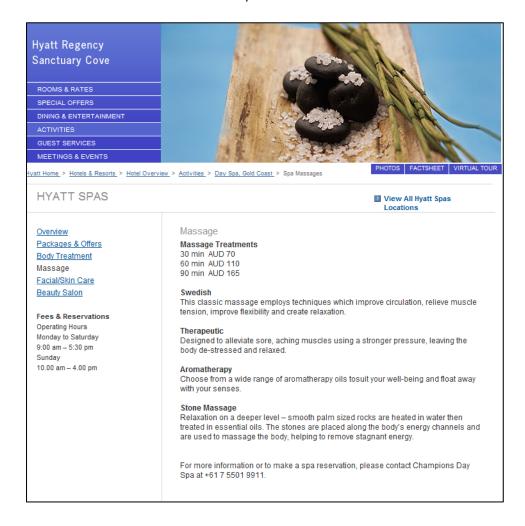


Spa – Packages/Body Treatments/Massages/ Facial/Skin Care

Definition

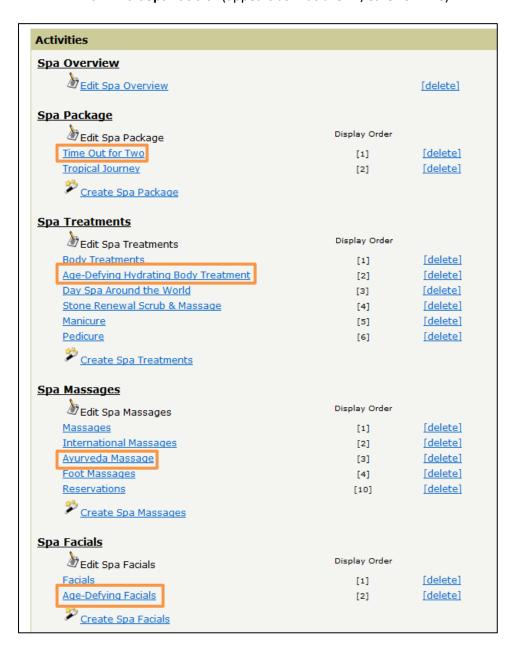
Individual spa package and treatment options. Appear on the hotel site under the following themed pages:

- Packages and Offers
- Body Treatments
- Massage
- Facial/Skin Care



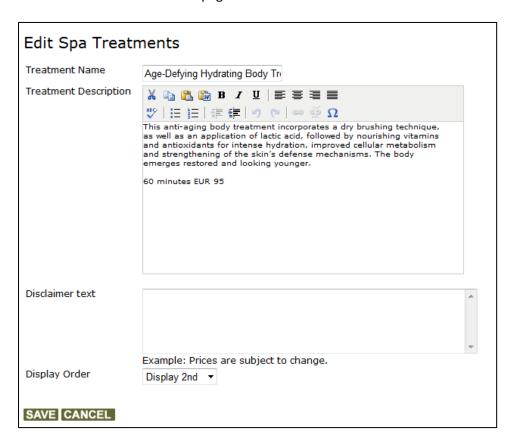


- Open "Activities"
- Select the entry you wish to update, under one of the following headings:
 - "Edit Spa Package"
 - o "Edit Spa Treatments" (appears as "Body Treatment" on-line)
 - o "Edit Spa Massages"
 - o "Edit Spa Facials" (appears as "Facial Skin/Care" on-line)





- Update any of the following fields:
 - Package/Treatment/Massage/Facial Name Name of appear on the respective treatment pages
 - Package/Treatment/Massage/Facial Description Package/treatment main copy (character limit of 1,000)
 - Package Price (only for Spa Packages) Additional field to entry pricing information
 - Disclaimer text Optional information field for taxes, service charges or terms & conditions (character limit of 255)
 - Display Order Determines the on-line display order on the respective treatment pages.



- Once completed, click "Save".

Considerations

Spa packages are all non-accommodation offers. If the hotel wishes to post a spa package which includes overnight accommodation, they need to follow the existing special offer process, via the Salesforce promotion system.

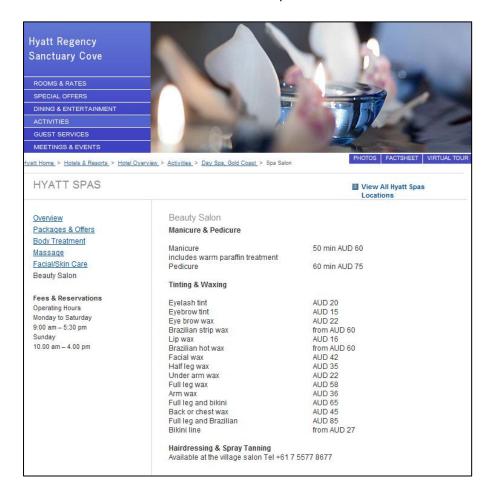


Spa - Beauty Salon

Definition

Display of addition spa offerings and add-ons, such as:

- Nail treatments (manicure, pedicure)
- Waxing
- Hairdressing
- Make-up services

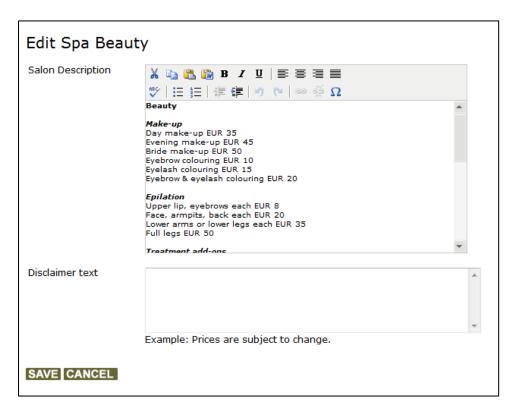


- Open "Activities"
- Select "Edit Spa Beauty"





- Update any of the following fields:
 - Salon Description Main body text field for Salon services (character limit of 4,000)
 - Disclaimer Text Optional information field for taxes, service charges or terms & conditions (character limit of 255)





Hyatt Spa

Definition

Enhanced spa service section, available to select "Hyatt owned and operated" spa facilities



Editable by Agency? Yes **Update Process**

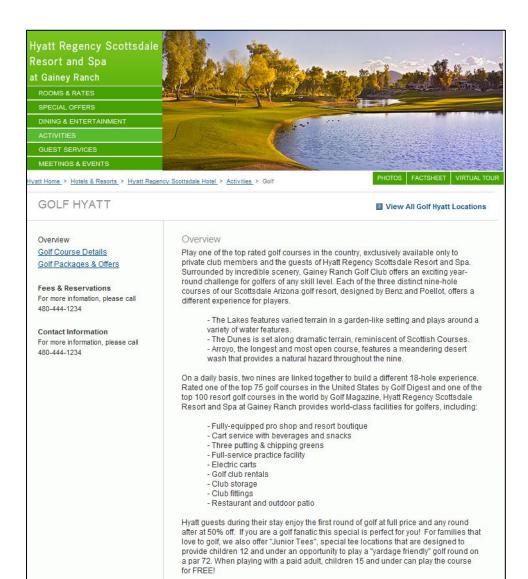
- Training material being assembled. Will update soon.



Golf – Overview

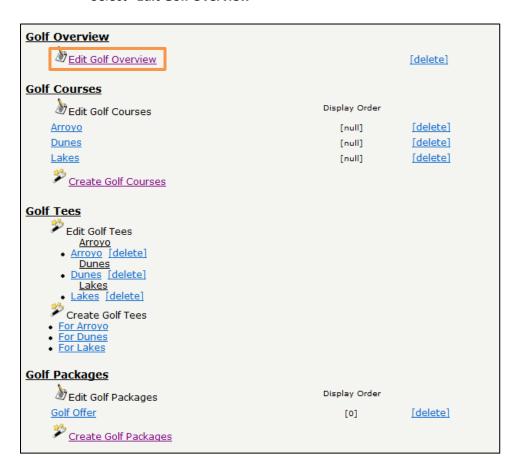
Definition

Unique selling points of courses and golf related services facilities.





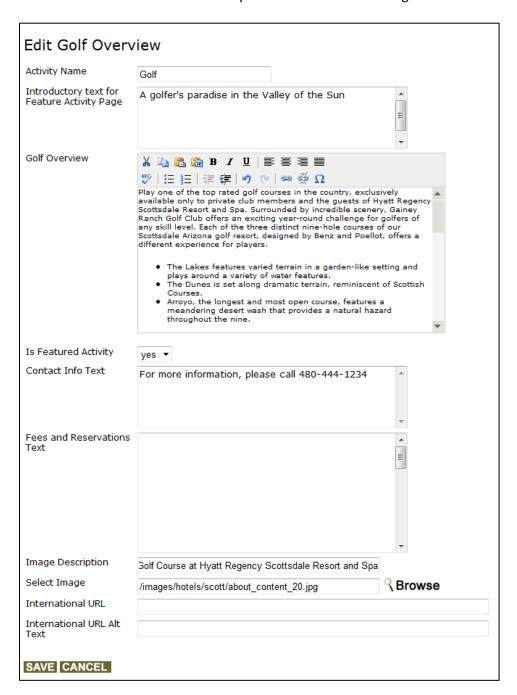
- Open "Activities"
- Select "Edit Golf Overview"



- Update any of the following fields:
 - Activity Name Name to appear on Golf page and under Activity landing page golf "icon"
 - Introductory test for Featured Activity Page Text to appear on Activity landing page if the entry is selected to be "Featured"
 - o Golf Overview Body text for Golf page
 - Is Featured Activity Option to make entry a "Featured Activity" on Activities landing page
 - Contact Info Text Information appears on the left-hand column of the Golf page, under heading "Contact Information". Formatting requires HTML tags (character limit of 255)
 - Fees & Reservations Text Fees & Reservations Text Information appears on the left-hand column of the Activity detail page, under heading "Fees & Reservations". Formatting requires HTML tags (character limit of 255)
 - o Image Description Alt text for the content image



 Select Image - Content image (162px by 75px thumbnail) which appears on Activity landing page if the entry is selected to be a "Featured Activity". Click "Browse" for drop down list of available images.

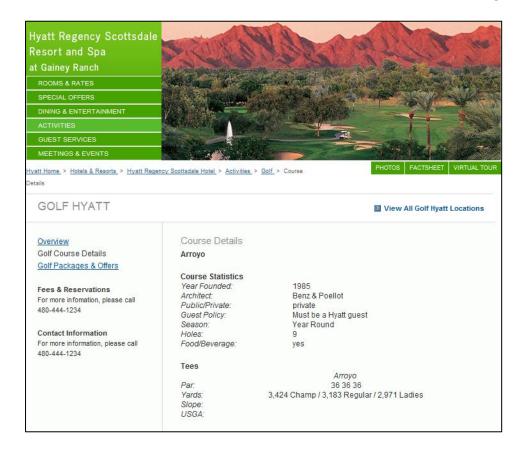




Golf – Courses

Definition

Statistics and technical information about the featured golf courses





- Open "Activities"
- Select the Golf Course you wish to update (under heading "Edit Golf Courses")

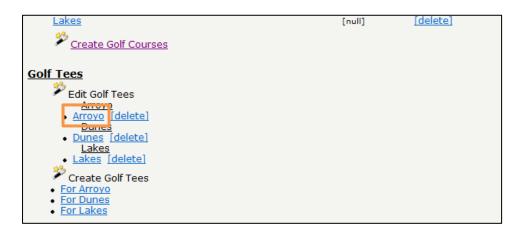


- Update any of the following fields:
 - o Course Name
 - o **Architect** (character limit of 50)
 - o Public or Private (drop-down selection)
 - Number of Holes (character limit of 50)
 - Year Founded (character limit of 10)
 - o Season (character limit of 50)
 - Food and Beverage (drop-down selection)
 - Guest Policy (character limit of 50)
 - Display Order order to display on Golf Course page



- Once completed, click "Save"
- Re-open "Activities"
- Select the Golf Tees you wish to update (under heading "Edit Golf Tees")





- Update any of the following fields:
 - o **Tee Name** can be with course name or specific tee (character limit of 50)
 - o Par (character limit of 10)
 - o Slope (character limit of 10)
 - o USGA Rating (character limit of 10)
 - o Total Yards (character limit of 50)

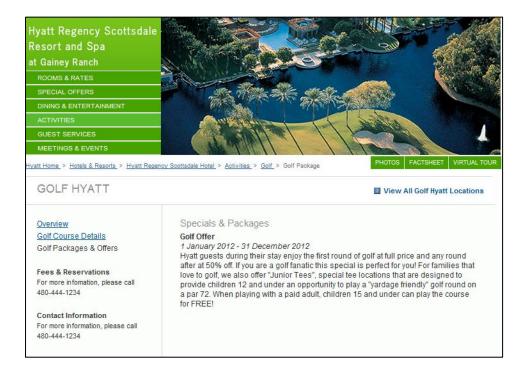




Golf – Packages

Definition

Promotions including access to the golf course(s) and specifically tailored to golf tourists.

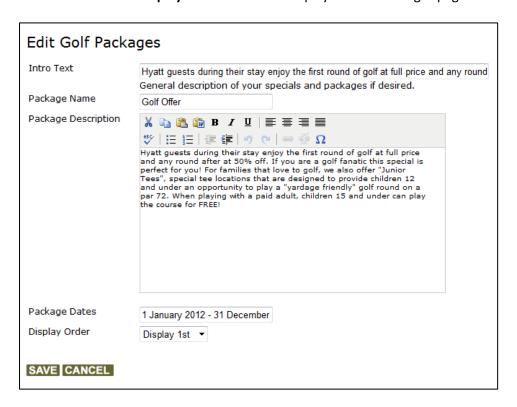


- Open "Activities"
- Select the Golf Package you wish to update (under heading "Edit Golf Packages")





- Update any of the following fields:
 - o Intro Text (obsolete field, no not use)
 - o Package Name Name to appear on Golf Packages page (character limit of 50)
 - o Package Description Main body text(character limit of 500)
 - o Package Dates (character limit of 50)
 - Display Order order to display on Golf Packages page



Once completed, click "Save"

Considerations

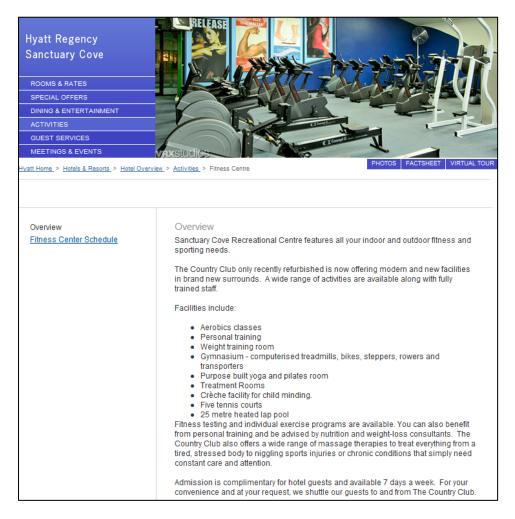
If the hotel has an accommodation page with golf components, this is an ideal section in which to highlight the offer. Hotel should already have the offer bookable on the Special Offers section, then a brief intro and link from this section.



Fitness Center

Definition

Overview of exercise facilities at the hotel.

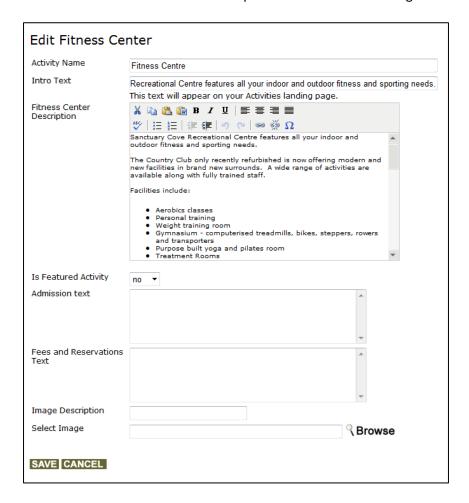


- Open "Activities"
- Select "Edit Fitness Center"





- Update any of the following fields:
 - Activity Name Name to appear on Fitness Center page and under Fitness "icon" on Activities landing page
 - Intro Text Text to appear on Activity landing page if the entry is selected to be "Featured"
 - Fitness Center Description Main body text (character limit of 4,000)
 - Is Featured Activity Option to make entry a "Featured Activity" on Activities landing page
 - Admission Text Information appears on the left-hand column of the Fitness Center page, under heading "Admission". Formatting requires HTML tags (character limit of 255)
 - Fees & Reservations Text Information appears on the left-hand column of the Fitness Center page, under heading "Reservations". Formatting requires HTML tags (character limit of 255)
 - o Image Description Alt text for the content image
 - Select Image Content image (162px by 75px thumbnail) which appears on Activity landing page if the entry is selected to be a "Featured Activity". Click "Browse" for drop down list of available images.

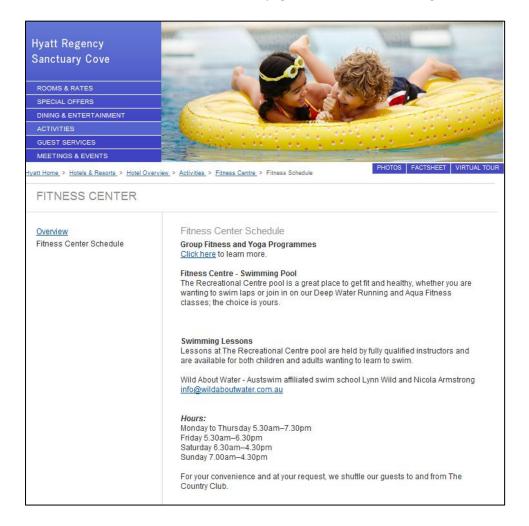




Fitness Schedule

Definition

Information on fitness and leisure programmes. Examples would include aerobics classes, yoga sessions and swimming lessons.



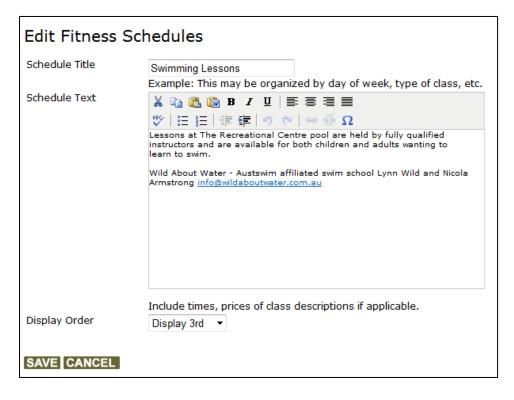


Editable by Agency? Yes Update Process

- Open "Activities"
- Select the Fitness Schedule you wish to update



- Update any of the following fields:
 - o Schedule Title Title to appear on Fitness Schedule page
 - Schedule Text Main body text (character limit of 500)
 - Display Order Order in which the entry will display on the Fitness Schedule page

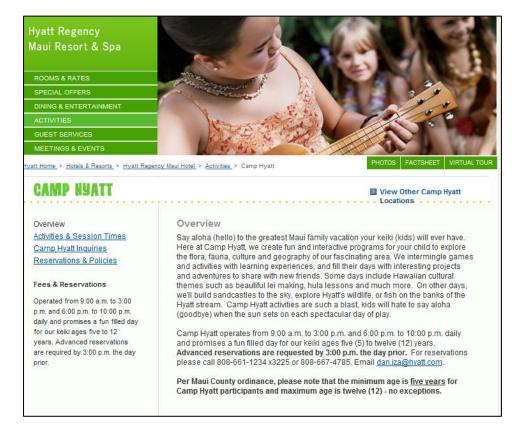




Camp Hyatt – Overview

Definition

Camp Hyatt is a brand name for children activity and day care programmes. This page provides an overview of the services available.

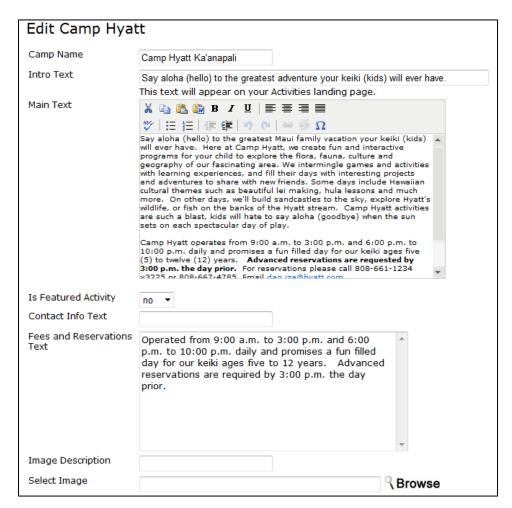


- Open "Activities"
- Click "Edit Camp Hyatt"





- Update any of the following fields:
 - Camp Name Name to appear on Camp Overview page
 - Intro Text Text to appear on Activity landing page if the entry is selected to be "Featured"
 - Main Text Main Body text (character limit of 3,500)
 - Is Featured Activity Option to make entry a "Featured Activity" on Activities landing page
 - Contact Info Text Information appears on the left-hand column of the Camp Overview page, under heading "Contact Information". Formatting requires HTML tags (character limit of 255)
 - Fees & Reservations Text Information appears on the left-hand column of the Camp Overview page, under heading "Reservations". Formatting requires HTML tags (character limit of 255)
 - o Image Description Alt text for the content image
 - Select Image Content image (162px by 75px thumbnail) which appears on Activity landing page if the entry is selected to be a "Featured Activity". Click "Browse" for drop down list of available images.

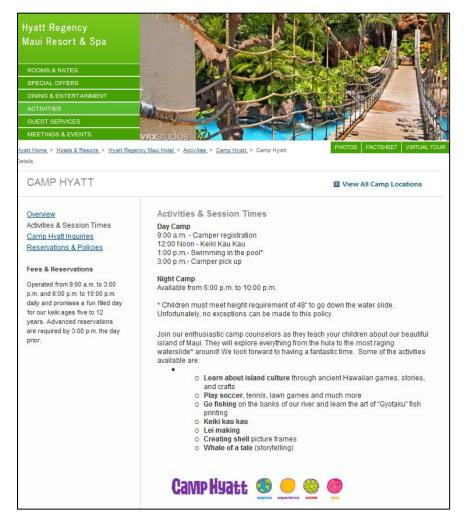




Camp Hyatt – Activity

Definition

Outline of Camp Hyatt activities and session times. Provides more specific details than the Camp Hyatt Overview page

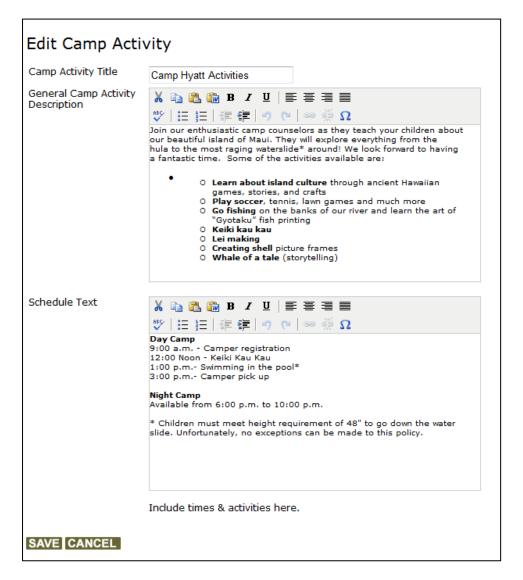


- Open "Activities"
- Click "Edit Camp Activity"





- Update any of the following fields:
 - Camp Activity Title Title to appear on Camp Activity page
 - General Camp Activity Description Main Body text (character limit of 3,500)
 - o Schedule Text Specific schedule information (character limit of 3,500)





Camp Hyatt - Reservations & Policy

Definition

Policies, terms and conditions for Camp Hyatt reservations.

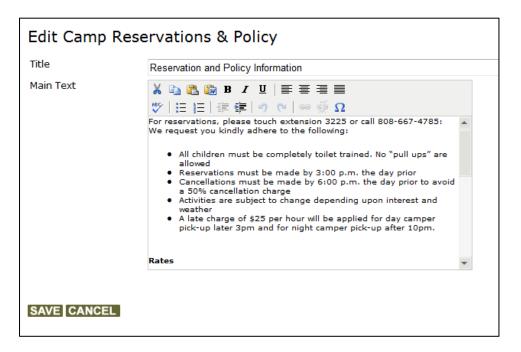


- Open "Activities"
- Click "Edit Camp Reservations and Policy"





- Update any of the following fields:
 - o Title Title to appear on Reservations & Policy page
 - o Main Text Overview of Camp Reservations & Policies (character limit of 3,500)

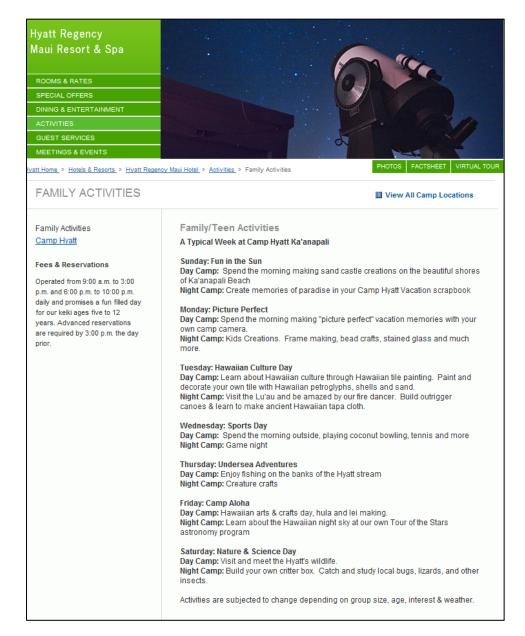




Camp Hyatt - Family Activity

Definition

Overview of family-based activities available on or near the hotel property. Separate page from Camp Hyatt but linked due to the family theme.



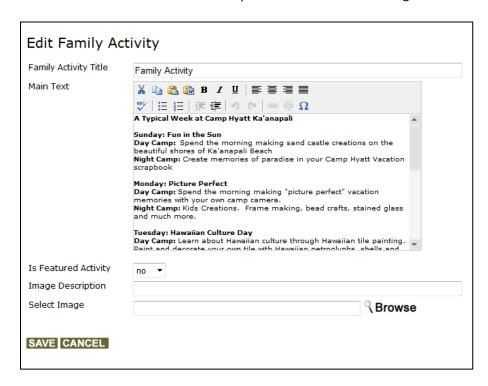


Editable by Agency? Yes Update Process

- Open "Activities"
- Click "Edit Family Activity"



- Update any of the following fields:
 - Family Activity Title Title to appear on Family Activity page and under the Family Activity "icon" on Activities landing page
 - Main Text Overview of Family Activities (character limit of 3,000)
 - Is Featured Activity Option to make entry a "Featured Activity" on Activities landing page
 - o Image Description Alt text for the content image
 - Select Image Content image (162px by 75px thumbnail) which appears on Activities landing page if the entry is selected to be a "Featured Activity". Click "Browse" for drop down list of available images.





Pool

Definition

Overview the hotel's swimming pool facilities



| Vatt Home | > Hotels & Resorts | > Hyatt Regency Maui Hotel | > Activities | > Pool

PHOTOS FACTSHEET VIRTUAL TO

POOL

Admission

No lifeguard on duty

Hours: 5:00 am - 11:00 pm

Children of any age must be accompanied by an adult.

Swimming Pools

Delight in the natural beauty of our two free-form swimming pools, surrounded by lush tropical plants and set on the edge of the dazzling Pacific Ocean. The two-pool oasis continues to be the favorite attraction for resort guests with its Grotto Bar nestled beneath two waterfalls. Lahaina Pool is the perfect spot to relax under the Hawaiian sky and take a leisurely swim. If you're feeling more energetic, join one of the water aerobics or Hydro-Fit classes held daily at Lahaina.

Separated by dazzling waterfalls, **Napili Pool** boasts attractions for the entire family. Feeling adventurous? Cross over the Napili pool on Ka'anapali's only swinging rope bridge, soak in the whirlpool or join the children in the interactive children's pool, "Keiki Lagoon".

This fabulous children's activity center pool features a 3,000 square foot, sandy beach play area, including a 25' children's watersilide, as well as two turtles and a floating dolphin. At 18" deep with a sandy shore and lava rocks and mist, Keiki Lagoon is an aquatic playground your children will adore. A sand covered island sits at the center of the pool, amidst leaping water fountains that spout up to 10' high.

Pool Activity Desk

The first stop on your visit to the pools is our Pool Activity Desk. Check out your towels, and you're ready to go. While you're at the desk, don't forget to make reservations for some of our exciting recreational activities including Camp Hyatt®, Scuba Diving Lessons, Tennis Reservations and more.

Forgot your sun protection? Don't worry, we've got it all: sunscreen, sunglasses and more.

If you're looking to get away from it all, let us spoil you in one of our two Ocean Hale unit rentals, perfect for honeymooners and those always on a honeymoon. We also have thirty beachfront cabanas available for relaxing in private.

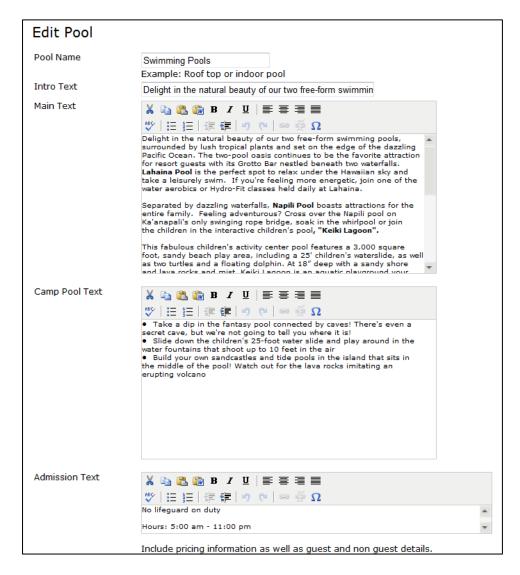
The resorts' pool facilities are reserved for registered guests only. Pool/day

- Open "Activities"
- Select "Edit Pool"





- Update any of the following fields:
 - Pool Name Name to appear on Pool page
 - o Intro Text (obsolete field, no not use)
 - Main Text Main body text for Pool page (character limit of 3,000)
 - o Camp Pool Text (obsolete field, no not use)
 - Admission Text Admission Text Information appears on the left-hand column of the Activity detail page, under heading "Admission" (character limit of 255)

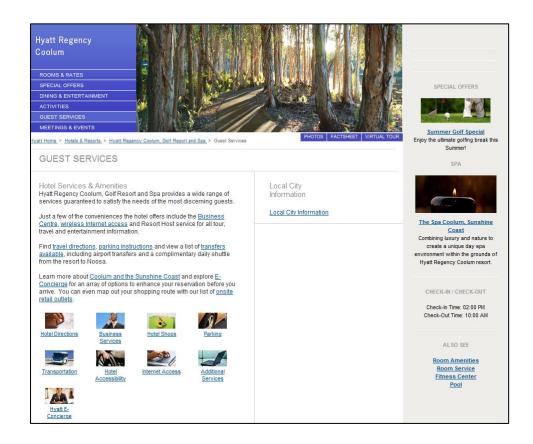




Guest Services

Section Features

- Guest Services Landing Page
- Maps & Directions
- Business Services
- Hotel Shops
- Parking
- Transportation
- Accessibility
- Internet Access
- Additional Services
- City Information

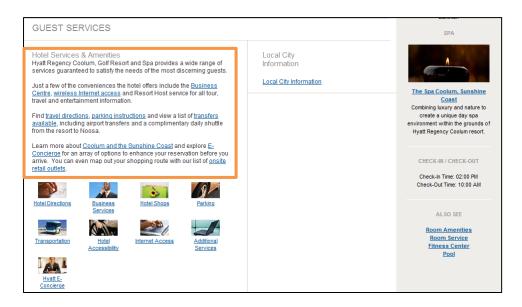




Guest Services Landing Page – Overview Text

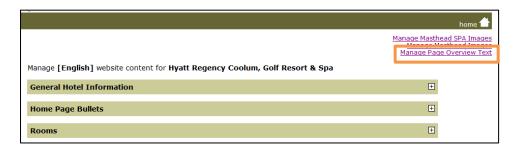
Definition

Detailed overview of guest services/unique selling points. Can include internals links to specific guest service pages.



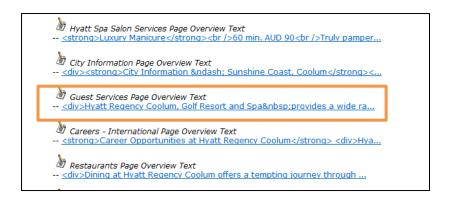
Editable by Agency? Yes Update Process

- Select "Manage Page Overview Text" from upper right hand link

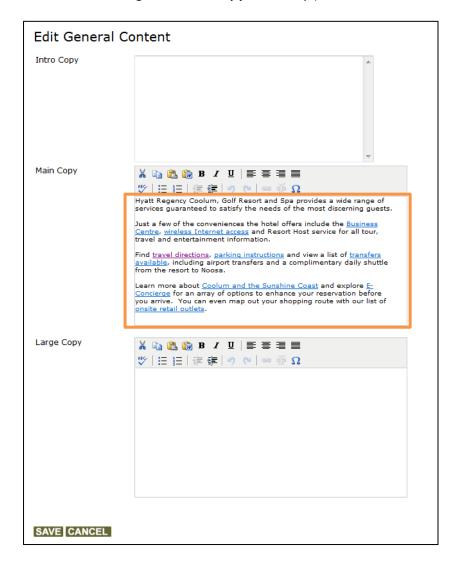


- Locate link under the title "Guest Services Page Overview Text"
- Select corresponding link





- Make changes in "Main Copy" field only (character limit of 30,000)



- Once completed, click "Save"



Considerations

The small icons below overview text automatically feature when the corresponding page is created in the Editor. The images are hard-coded in the website template and cannot be customized for individual properties.

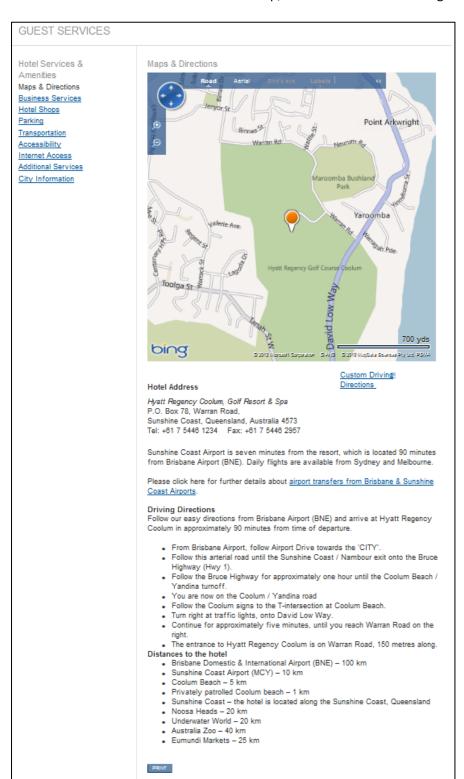




Maps & Directions

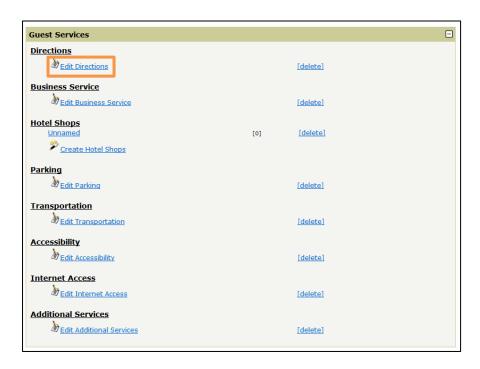
Definition

Offers a location map, address details and driving instructions.

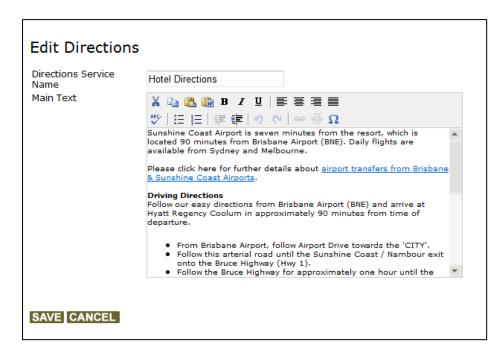




- Open "Guest Services"
- Select "Edit Directions"



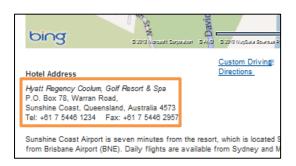
- Update any of the following fields:
 - Direction Service Name Name to appear under the section "icon" on the Guest Services landing page
 - Main Text Body text field (character limit of 4,000)





Considerations

Address Information



The address details are taken directly from the hotel home page. If these need to be changed, please review to "Hotel Address and Contact Details" above.

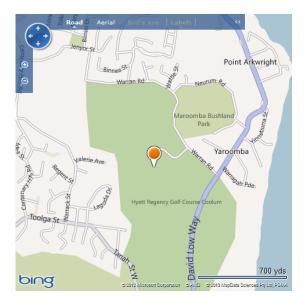
Map

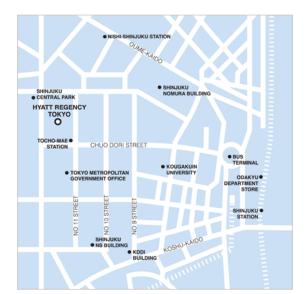
There are two different page options available to hotels:

- **Dynamic** An interactive Bing Map with a marker for the hotel's location
- **Static** A single gif file showing the hotel's location in relation to surrounding points of interest. The Static map is loaded on Hyatt Brand Manager and only this map file can be used.

Hotels can only choose one of these options and changes will be handled by the Hyatt eCommerce Content Team.

Dynamic Static





In the case of some locations, the Bing map does not offer the level of detail required to make the Dynamic map a viable option. In cases like these, the Static map will be mandatory for the hotel website.

Dynamic Static





The static maps available which are used on the websites are only available in English. For select locations, the details on the Bing map are listed in the local language. In case like these, the hotel's location language site can feature the Dynamic map and the English will display the Static map.

Dynamic- used on translated site



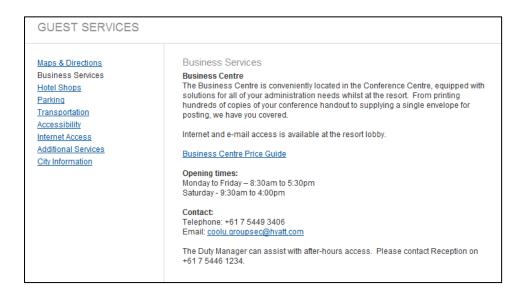
Static – used on English site



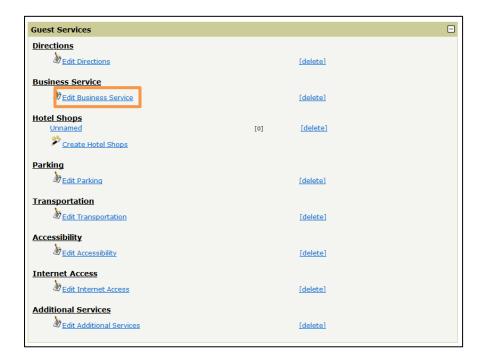
Business Services

Definition

Comprehensive overview of available business services including applicable prices.

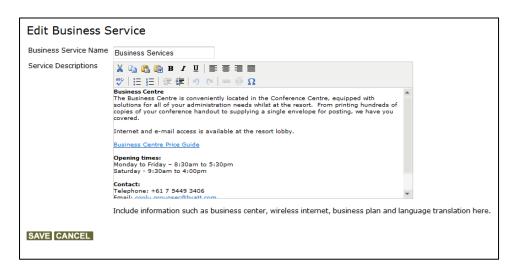


- Open "Guest Services"
- Select "Edit Business Service"





- Update any of the following fields:
 - Business Service Name Name to appear under the section "icon" on the Guest Services landing page
 - Service Descriptions Body text field (character limit of 3,500)



Once completed, click "Save"



Hotel Shops

Definition

Comprehensive overview of available shops on the hotel premises

GUEST SERVICES

Maps & Directions Business Services

Hotel Shops
Parking

Transportation
Accessibility
Internet Access

City Information

Additional Services

Hotel Shops

Green Elephant - Florist Studio

The young team of Green Elephant florists creates elegant and contemporary flower decorations and sensuous bouquets of top quality flowers and plants. The Green Elephant Flower arrangements underline a special and unrepeatable atmosphere of every celebration, party, both in the place you work and live.

Open

Monday to Friday - 9:00 am to 09:00 pm Saturday - 9:00 am to 4:00 pm

Hair-a-Porter

"Hair-a-Porter" salon offers the highest standards of hair & beauty treatment. Our staff are highly specialized team trained in the best academy in London. To assure you about our high standard hair & beauty services, we only use the best cosmetic brands such as TIGI, Kerastase and Wella Professional. We are here to offer you the latest hair trends and exquisite relaxing atmosphere. In "Hair-a-Porter" you will also find professional beauty and body treatments ranging from traditional treatments to latest aesthetic cosmetic surgeries.

Guests of Hyatt Regency Warsaw receive a 10% discount on beauty and cosmetic services in the salon.

Open:

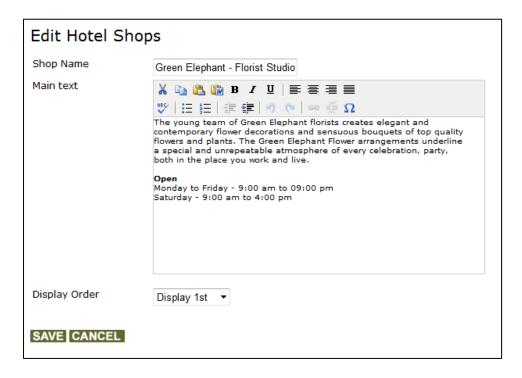
Monday to Friday - 9:00 am to 8:00 pm Saturday - 9:00 am to 5:00 pm

- Open "Guest Services"
- Select the title of the hotel shop you wish to update (under heading "Edit Hotel Shops")





- Update any of the following fields:
 - Shop Name Name to appear above the descriptive text on the Hotel Shops page
 - Main Text Body text field (character limit of 500)
 - o Display Order Order in which the outlets appear on the Hotel Shops page



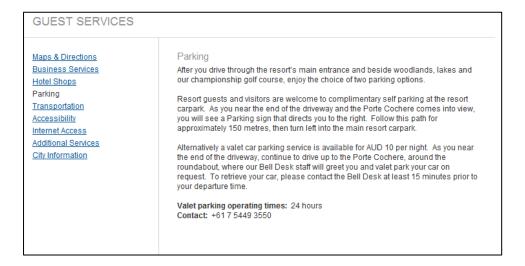
- Once completed, click "Save"



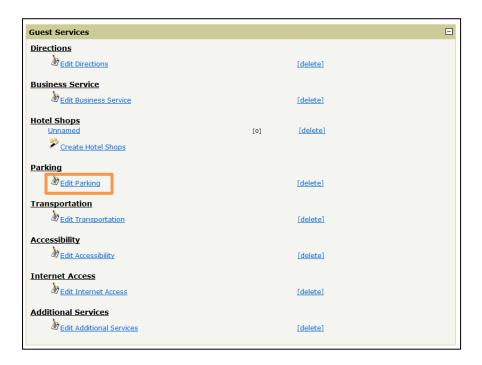
Parking

Definition

Comprehensive overview of parking facilities/valet service/applicable charges

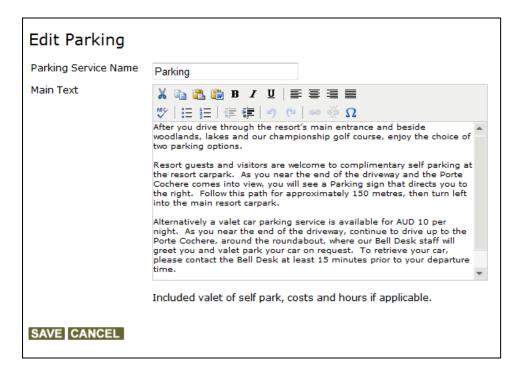


- Open "Guest Services"
- Select "Edit Parking"





- Update any of the following fields:
 - Parking Service Name Name to appear under the section "icon" on the Guest Services landing page
 - Main Text Body text field (character limit of 3,500)



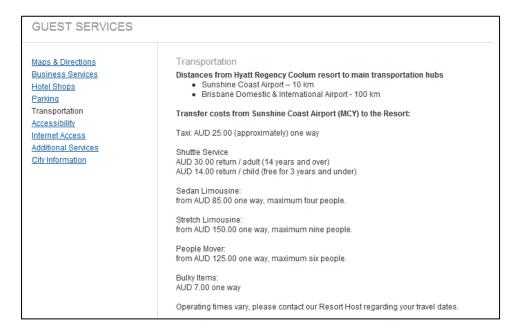
- Once completed, click "Save"



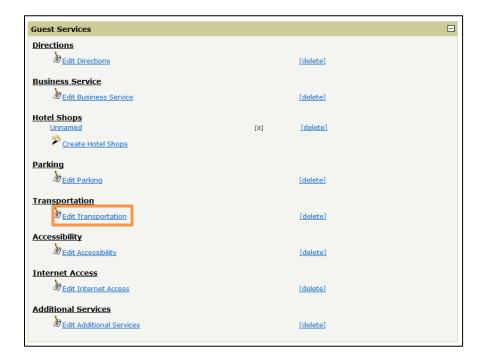
Transportation

Definition

Comprehensive overview of transportation options with applicable charges

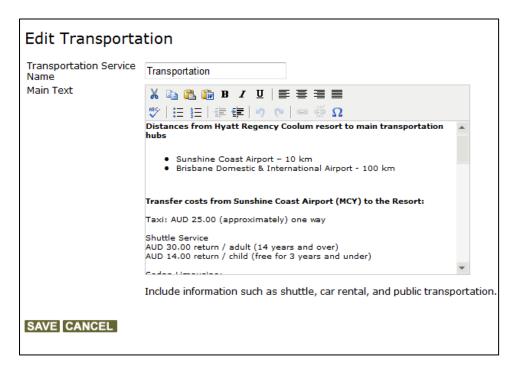


- Open "Guest Services"
- Select "Edit Transportation"





- Update any of the following fields:
 - Transportation Service Name Name to appear under the section "icon" on the Guest Services landing page
 - Main Text Body text field (character limit of 3,000)



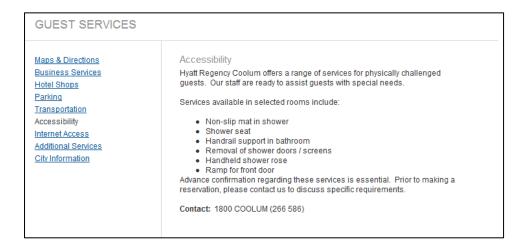
- Once completed, click "Save"



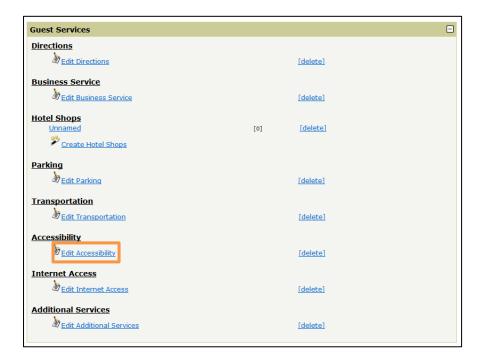
Accessibility

Definition

Comprehensive overview of accessibility facilities and services for physically challenged guests

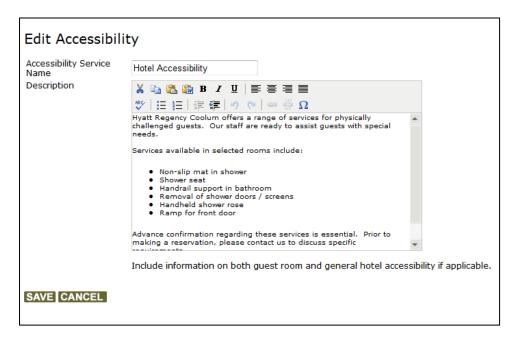


- Open "Guest Services"
- Select "Edit Accessibility"





- Update any of the following fields:
 - Accessibility Service Name Name to appear under the section "icon" on the Guest Services landing page
 - Main Text Body text field (character limit of 3,500)



- Once completed, click "Save"



Internet Access

Definition

Overview of Internet services including connection speed/applicable pricing/public area coverage

GUEST SERVICES

Maps & Directions
Business Services
Hotel Shops
Parking
Transportation

Internet Access
Additional Services
City Information

Accessibility

Internet

Stay connected during your stay with us. Hyatt Regency Coolum can accommodate a range of internet requirements, from single user access to as many users as required.

Guest Rooms

All guest accommodation rooms have a fast ADSL Internet Facility that may be utilised with any Notebook or Desktop computer that has an Ethernet Network Card. A Cat5 network cable is supplied.

Wireless Access

Wireless access is available at the Village Square, Reception and the Conference Centre. Guests have the option to purchase a two-hour card for AUD 16.00 or a 24-hour card for AUD 25.00. Cards may be purchased from Reception or the Business Centre.

Note: if guests have connected to the wired point in their room they may access the wireless facility without purchasing an access card.

Guest Computers

Two guest computers connected to a printer are located in the resort's lobby, available for guest use 24 hours per day. Guests have the option to purchase a 15-minute card for AUD 6.00 or a 30-minute card for AUD 10.00. Cards may be purchased from Reception.

For enquiries

Contact: +61 7 5446 1234

Conference Groups - Sole Use ADSL

If you require a high volume connection, a connection to service many users simultaneously or need to have a connection over a longer period of time, then we suggest that you utilise our on-site technology provider, Staging Connections. Staging Connections have the facilities and skilled staff to cover all of your technology requirements. Prices are on application and depend on bandwidth required.

For Staging Connections enquiries

Contact: +61 7 5446 3883

Guest Rooms:

High-Speed Internet - Wired

Meeting Rooms:

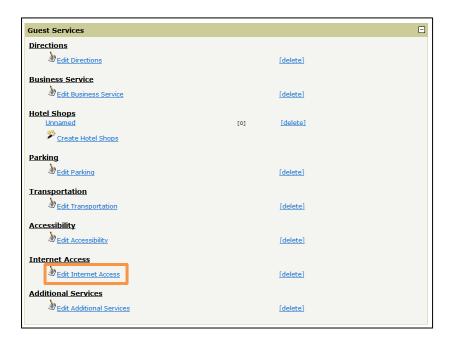
- High-Speed Internet Wired
- High-Speed Internet Wireless

Public Areas

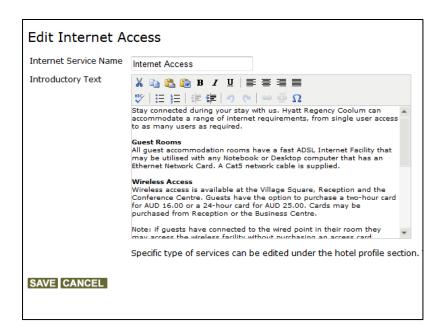
High-Speed Internet - Wireless



- Open "Guest Services"
- Select "Edit Internet Access"



- Update any of the following fields:
 - Internet Service Name Name to appear under the section "icon" on the Guest Services landing page
 - o Introductory Text Body text field (character limit of 3,900)





- Once completed, click "Save"

Considerations



The Internet access bullet points are compulsory features of the Internet Access Page. They are controlled via the Hotel Profile (see below) and are placed on the Internet page independent of the main character limit.

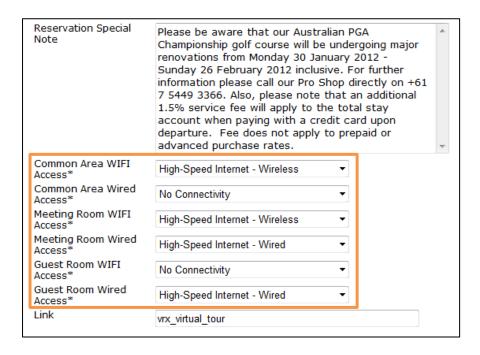
While the Editor offers the ability to turn these points on and off, the text cannot be customized and will always appear at the bottom of the page.

Adjusting the Internet Access Bullet Points

- Open "General Hotel Information"
- Select "Edit Hotel Profile Trans"



- Use the drop-down menus to select the applicable Internet service available at the property.



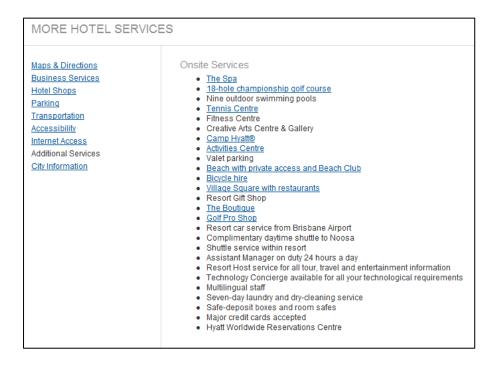
Once completed, click "Save"



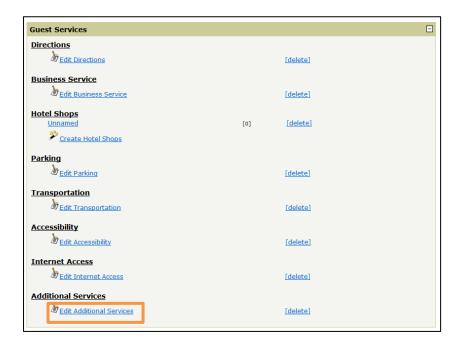
Additional Services

Definition

Concise overview all available key services at the hotel. Content is displayed in bullet-point format.

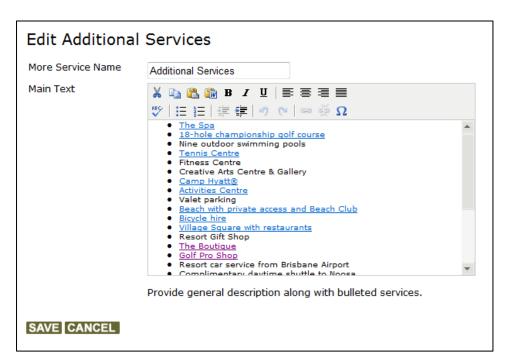


- Open "Guest Services"
- Select "Edit Additional Services"





- Update any of the following fields:
 - More Service Name Name to appear under the section "icon" on the Guest Services landing page
 - Main Text Body text field. Text should be posted in bullet-point format (character limit of 3,000)



Once completed, click "Save"



City Information

Definition

Free-form page for posting information on the local area, including points of interest and important tourist information. This page offers a great opportunity to incorporate location-based search terms.



tratt Home * Hole's & Resorts * Hrett Recency Coolum. Golf Resort and Sos * Guest Services * Service City Inf

GUEST SERVICES

Maps & Directions Business Services Hotel Shops Transportation Accessibility Internet Access Additional Services

City Information

City Information - Sunshine Coast, Coolum

Goods and Services Tax

Australia has a Goods and Services Tax (GST) of 10%. You may be able to claim a refund of the GST paid on goods bought here if you have spent AUD\$300 or more in one store, no more than 30 days before departing Australia. Tourist Refund Scheme facilities are located in the departure area of international terminals.

Electrical power points 220 – 240 volts, AC 50Hz. The Australian three-pin power outlet is different from some other countries, so you may need an adaptor.

Telephone calling code

The international calling code for Coolum is +81 (for Australia) 2 (for Queensland). Mobile phone network coverage is available across Australia, however coverage may be limited.

Emergency assistance

The emergency number for police, ambulance and or fire brigade is 000.

Surf and water safety

Australia's popular beaches are usually patrolled by volunteer lifesavers from October to April and red and yellow flags mark the safest area for swimming.

About Sunshine Coast & Coolum

Located just over an hour's drive north of Brisbane. Queensland's Sunshine Coast offers visitors a diversity of attractions, from the picturesque Blackall Range hinterland to cosmopolitan Noosa in the north or the pristine Coolum Beach. With kilometres of unspoilt coastline and lack of high-rises to deface the natural landscape, the Sunshine Coast offers an unaffected appeal of its very own

Here families and couples alike can revel in the subtropical climate and enjoy the multitude of attractions and activities available, such as Underwater World (the largest Oceanarium in the southern hemisphere).

Access to the Sunshine Coast is made easy by direct flights into the Sunshine Coast Airport (MCY) and Brisbane Airport (BNE). For those arriving into Brisbane from other major cities, Sunair Coaches offer a prompt, personalised service with a fleet of luxury mini coaches to transfer guests to their respective destination.

Main Activities & Attractions around Coolum Beach

- Attractions in Coolum
- Shopping near Coolum
- Water Activities and Attractions in Coolum
- Tours in Coolum
- . Zoos and Wildlife in Coolum
- . 50 Must Do's on the Sunshine Coast



Editable by Agency? Yes Update Process

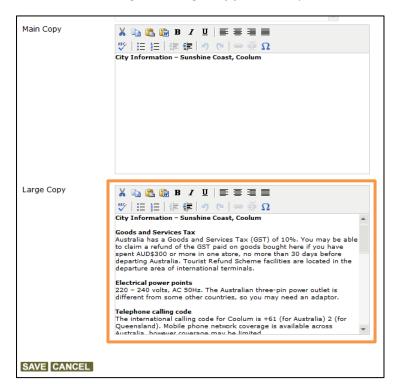
- Select "Manage Page Overview Text" from upper right hand link



- Locate link under the title "City Information Page Overview Text"
- Select corresponding link



- Make changes in "Large Copy" field only (character limit of 30,000)



- Once completed, click "Save"



Considerations

If the link for "City Information Page Overview Text" is not visible in the Editor, please contact the Hyatt eCommerce Content Team for assistance in activating the link.

Only changes made to the **Large Copy** field will display on-line.



Meetings and Events

Section Features

- Meetings & Events Landing Page
- Meeting Special Offers
- Meeting Promotional Slots

Meeting Planning

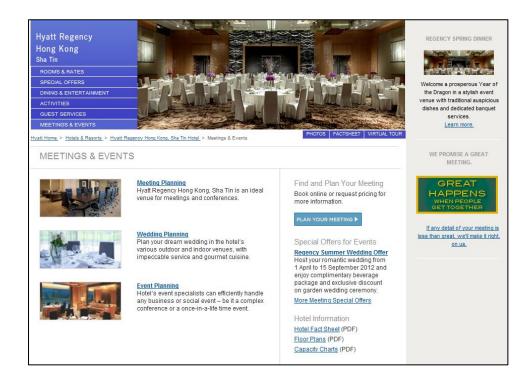
- Meeting Planning Overview
- Meeting Rooms
- Book a Meeting
- Meeting Equipment
- Meeting Catering

Wedding Planning

- Wedding Planning Overview
- Wedding Packages
- Wedding Locations
- Wedding Photography
- Wedding Details
- Wedding FAQs
- Wedding Catering

Event Planning

- Event Planning Overview
- Event Theme Parties
- Event Catering

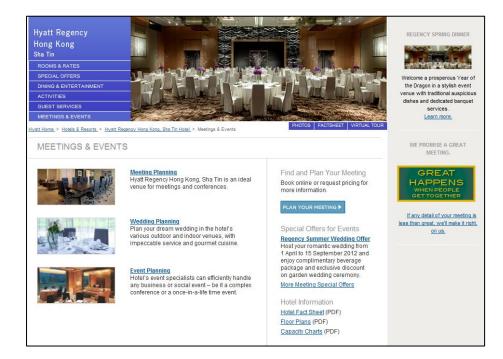




Meetings & Events Landing Page

Definition

Central landing page for meetings, wedding and event information.





Editable by Agency? Yes (select fields) **Update Process**

Sub-Section Images and Intro Text

These images and introductory texts are managed via the respective sub-section pages. Please see more information on these in the pages below.

MEETINGS & EVENTS



Meeting Planning

Hyatt Regency Hong Kong, Sha Tin is an ideal venue for meetings and conferences.



Wedding Planning
Plan your dream wedding in the hotel's various outdoor and indoor venues, with impeccable service and gourmet cuisine.



Event Planning

Hotel's event specialists can efficiently handle any business or social event - be it a complex conference or a once-in-a-life time event.

Plan Your Meeting Link

This is a hardcoded feature and cannot be amended.

Meeting Special Offers

All updates to this section will be managed by the Hyatt eCommerce Content Team.

Facility Files (Hotel Fact Sheet, Floor Plans, Capacity Charts) These links are hardcoded and cannot be customised. The files attached to the links are maintain by Hyatt Corporations design partners. Any changes requests for these files should be attentioned to the Hyatt eCommerce Content Team.

Find and Plan Your Meeting Book online or request pricing for more information.

Special Offers for Events

Regency Summer Wedding Offer

Host your romantic wedding from 1 April to 15 September 2012 and eniov complimentary beverage package and exclusive discount on garden wedding ceremony.

More Meeting Special Offers

Hotel Information

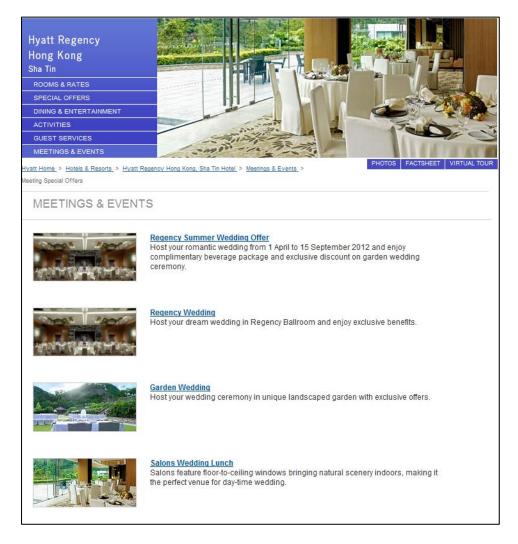
Hotel Fact Sheet (PDF) Floor Plans (PDF) Capacity Charts (PDF)



Meeting Special Offers

Definition

Business and event packages, such as delegate rates, seasonal party offers and wedding packages.



Editable by Agency?
Update Process

No

Please contact Hyatt eCommerce Content Team for assistance

Considerations

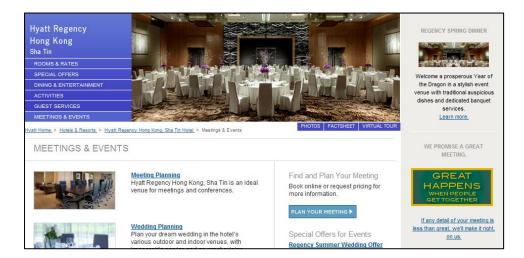
If a hotel wishes to include a new meeting offer, they need to follow the existing special offer process, via the Salesforce promotion system. Every hotel has access to Salesforce, which is our promotion reserve system, where they can submit new offers or request changes to existing promotions.



Meeting Promotional Slots

Definition

Concise link with small image to improve visibility of hotel meeting & event offers and facilities. Promotional Slots will appear on the right-hand column of all subsequent pages under Meetings & Events.



Editable by Agency? Update Process

No

Please contact Hyatt eCommerce Content Team for assistance

Considerations

Up to 2 promotions can be featured at one time. Image must be available in Hyatt Brand Manager.



Meeting Planning Overview

Definition

Overview of meetings and conference services and facilities at the hotel.



yatt Home > Hotels & Resorts > Hyatt Regency Hong Kong, Sha Tin Hotel > Meetings & Events >

MEETING PLANNING

Meeting Planning
Meeting Rooms
Book a Meeting
Meeting Equipment
Meeting Catering

Hotel Information Hotel Fact Sheet (PDF) Floor Plans (PDF) Capacity Charts (PDF)

Contact Us

For enquiries, please contact our Events team on +852 3723 1234 or events.shatin@hyatt.com.

Find and Plan Your Meeting Book online or request pricing for more information.

PLAN YOUR MEETING

Overview

Hyatt Regency Hong Kong, Sha Tin hotel offers a wide selection of <u>meeting and private dining facilities</u>, including a 430-square-metre pillarless <u>ballroom</u> with a 6.2 metre ceiling, which can be divided into two for smaller conferences or seminars, and three <u>Salon</u> event venues of varying sizes which can be combined to create larger meeting spaces. Each Salon features floor-to-ceiling glass windows with access to the outdoor terrace, allowing sufficient natural daylight into the rooms. The <u>landscaped Garden</u> is ideal for cocktails, coffee breaks and fun barbecue parties.

The <u>nine meeting rooms on the Regency Club floors</u> with calming mountain views are ideal for workshops and breakout rooms.

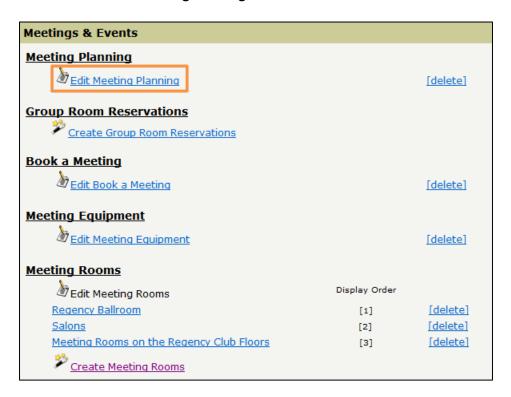
All facilities at our business hotel are fitted with advanced technology and communication systems and wireless Internet connectivity to ensure a smooth hotel conference or retreat meeting.

At Hyatt, we believe in recognising and rewarding the planners behind every successful gathering. As a participant in the Hyatt Gold Passport Planner Rewards program, you will earn one Hyatt Gold Passport bonus point for every eligible U.S. dollar spent on eligible meeting revenue. Points can be redeemed for exciting travel rewards, future meeting credits and more. Plus, every qualifying meeting or event that you have helps you earn credit toward achieving elite tier status in the Hyatt Gold Passport program. To take advantage of these great rewards and benefits on your next meeting or event, join Hyatt Gold Passport today.

For enquiries, please contact Hyatt Regency Hong Kong, Sha Tin Events Department on +852 3723 1234 or events.shatin@hyatt.com.

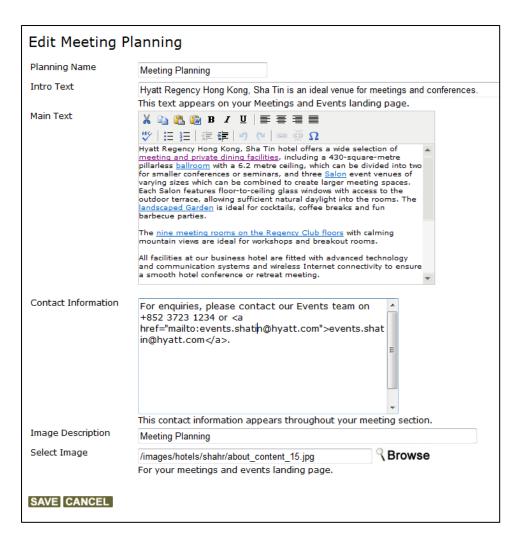


- Open "Meetings & Events"
- Select "Edit Meeting Planning"



- Update any of the following fields:
 - o Planning Name should be "Meeting Planning"
 - Intro Text text to appear on Meetings & Events landing page under "Meeting Planning" (character limit of 150)
 - Main Text Main body text (character limit of 3,500)
 - Contact Info Text Information appears on the left-hand column of the Meeting Planning page and all subsequent meeting pages, under heading "Contact Information". Formatting requires HTML tags (character limit of 255)
 - Image Description Alt text for the content image
 - Select Image Content image (162px by 75px thumbnail) which appears on Meetings & Events landing page. Click "Browse" for drop down list of available images.





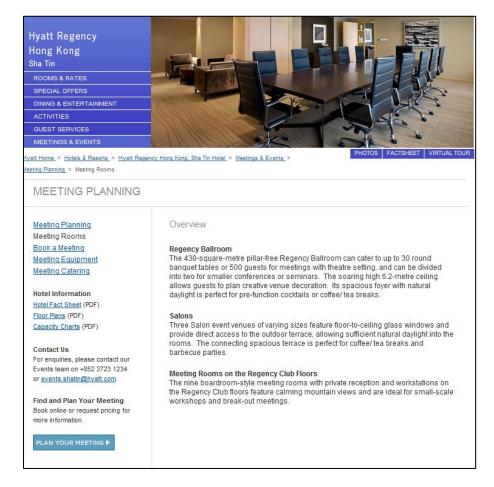
- Once completed, click "Save"



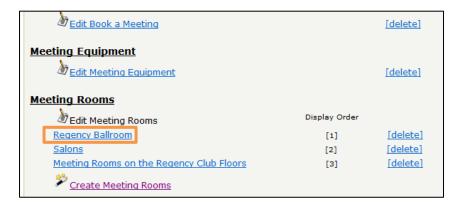
Meeting Rooms

Definition

List of all available hotel meeting rooms with descriptions. Can include room dimensions and unique selling points to better differentiate the various rooms.

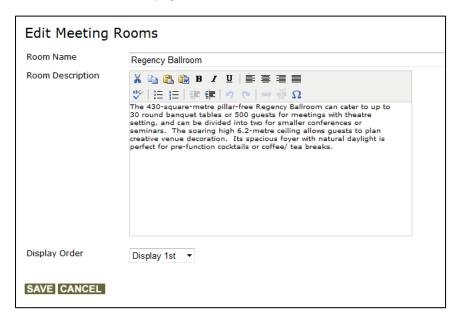


- Open "Meetings & Events"
- Select the meeting room you wish to edit (under heading "Edit Meeting Rooms")





- Update any of the following fields:
 - o Room Name Name to appear above entry on Meeting Room page
 - o Room Description Main body text (character limit of 3,900)
 - Display Order Determines the on-line display order of the entry on the Meeting Rooms page.



Once completed, click "Save"

Considerations

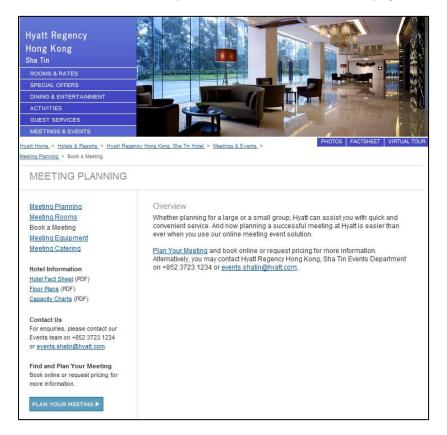
Due to large character limit, hotels will often leave the Room Name field blank and place all their meeting room information in one Room Description field.



Book a Meeting

Definition

Marketing text followed by a link to the on-line meeting enquiry tool. Hotels may also add event contacts on this page.

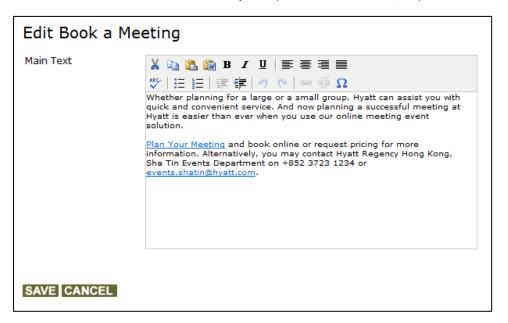


- Open "Meetings & Events"
- Select "Edit Book a Meeting"





- Update any of the following field:
 - o Main Text Main body text (character limit of 3,900)



Once completed, click "Save"

Considerations

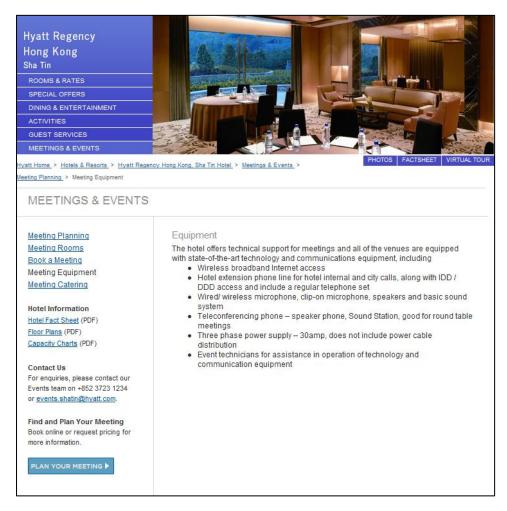
While the content on the page can be updated, changes to the linked meeting booking engine should be directed to the Hyatt eCommerce Content Team.



Meeting Equipment

Definition

Overview of meeting equipment and technological event support.

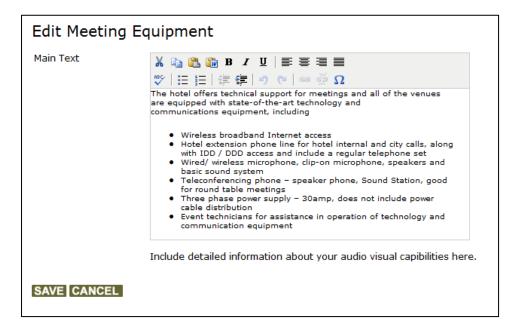


- Open "Meetings & Events"
- Select "Edit Meeting Equipment"





- Update any of the following field:
 - o Main Text Main body text (character limit of 3,500)



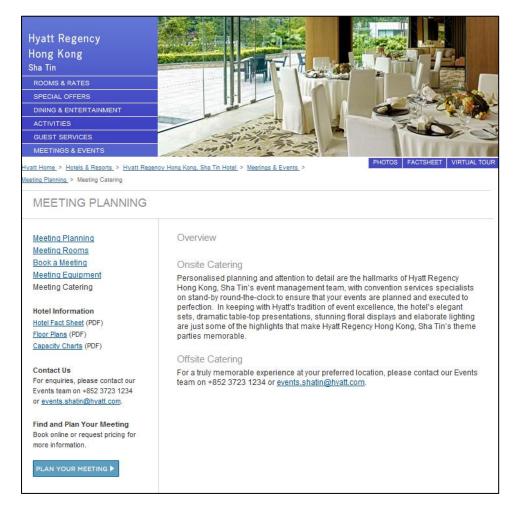
- Once completed, click "Save"



Meeting Catering

Definition

Summary of catering services available for meeting participants.

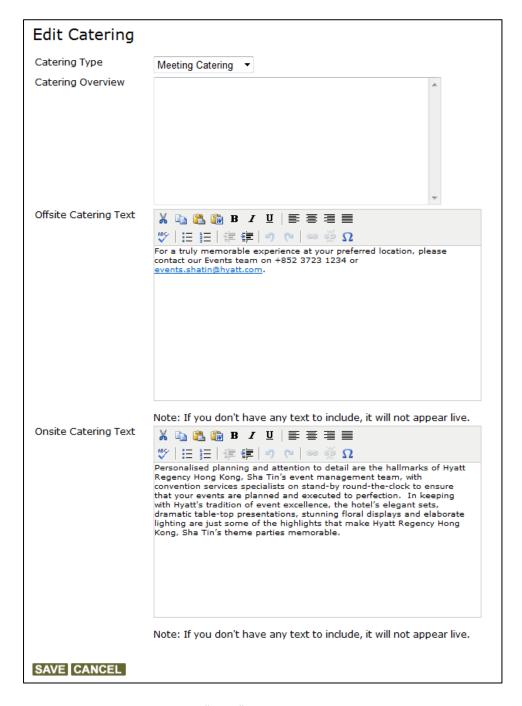


- Open "Meetings & Events"
- Scroll down to the end of the section, under "Catering"
- Select "Meeting Catering"





- Update any of the following fields:
 - o Catering Type must remain "Meeting Catering" from drop-down list
 - Catering Overview Overview of Meeting Catering facilities. Formatting requires HTML tags (character limit of 2,200)
 - Offsite Catering Text Details on remote catering services (not at the hotel).
 Appears under "Offsite Catering" heading on page (character limit of 3,000)
 - Onsite Catering Text Details catering services available at the hotel property.
 Appears under "Onsite Catering" heading on page (character limit of 3,000)



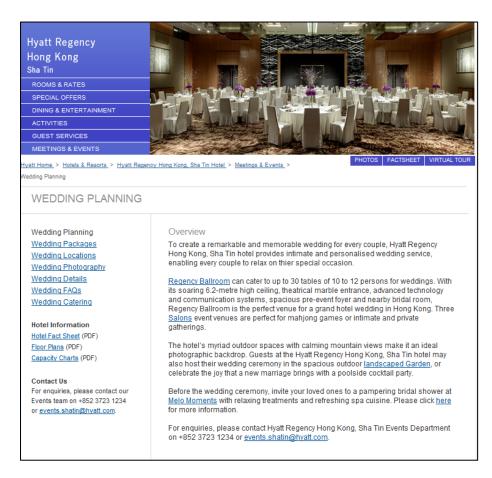
Once completed, click "Save"



Wedding Planning Overview

Definition

Overview of wedding services and facilities. Can contain internal links to specialized wedding content or external links to approved wedding minisites.

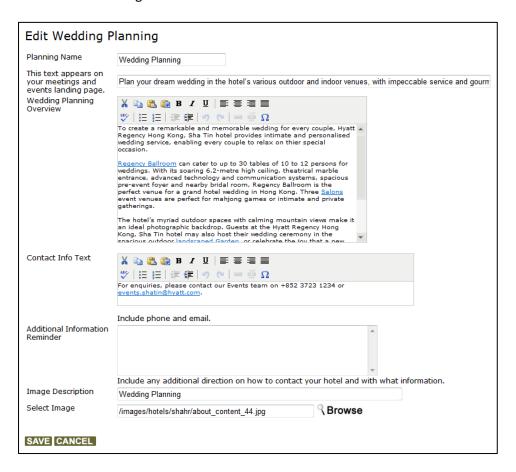


- Open "Meetings & Events"
- Select "Edit Wedding Planning"





- Update any of the following fields:
 - o Planning Name should be "Wedding Planning"
 - Intro Text text to appear on Meetings & Events landing page under "Wedding Planning" (character limit of 150)
 - Main Text Main body text (character limit of 3,500)
 - Contact Info Text Information appears on the left-hand column of the Wedding Planning page and all subsequent wedding pages, under heading "Contact Information". (character limit of 255)
 - o Image Description Alt text for the content image
 - Select Image Content image (162px by 75px thumbnail) which appears on Meetings & Events landing page. Click "Browse" for drop down list of available images.



- Once completed, click "Save"



Wedding Packages

Definition

Catering and event packages tailored to wedding cliental.



yatt Home > Hotels & Resorts > Hyatt Regency Hong Kong, Sha Tin Hotel > Meetings & Events >

edding Planning > Wedding Packages

WEDDING PLANNING

Wedding Planning Wedding Packages Wedding Locations Wedding Photography Wedding Details Wedding FAQs Wedding Catering

Hotel Information Hotel Fact Sheet (PDF) Floor Plans (PDF) Capacity Charts (PDF)

Contact Us

For enquiries, please contact our Events team on +852 3723 1234 or events.shatin@hyatt.com.

Regency Summer Wedding Offer

From 1 April to 15 September 2012, host your wedding in our elegant Regency Ballroom for HK\$8,688 per table, and enjoy a complimentary beverage package for five hours, including unlimited consumption of soft drinks, orange juice, mineral water and beer (original price: HK\$1,680 per table).

To mark this special occasion, enjoy an exclusive HK\$8,000 discount when you host your outdoor wedding ceremony at the unique landscaped Garden.

"Regency Summer Wedding" also includes:

- Chinese wedding menu featuring auspicious delicacies
 Complimentary one-night stay in a Honeymoon Suite, with fresh fruit and chocolates on the wedding night, and American breakfast for two served in the room the following morning
- 60-minute Melo Signature Massage for the bride and groom at Melo Spa
- . Chauffeured limousine service for four hours (excluding decoration, tunnel and parking fees)
- Complimentary parking for a maximum of ten cars (five hours per car)
 Five-pound fresh fruit cream cake
- Six-tier decorated wedding cake for cake-cutting ceremony
 Use of mahjong facilities with complimentary Chinese tea
- Choice of table linen and accessories with a floral centrepiece for each table
- Personalised wedding banner from the Hyatt Regency collection
 Complimentary use of built-in LCD projector, screen, DVD player and two wireless microphones
- First anniversary dinner for two persons valued at HK\$1,000 net
- A 15% discount at Tin Tin Bar for a post-wedding party
- Preferential rate on corkage charges, floral arrangements from Blooms 'N' Blossoms, hotel accommodation and Fitness Centre membership

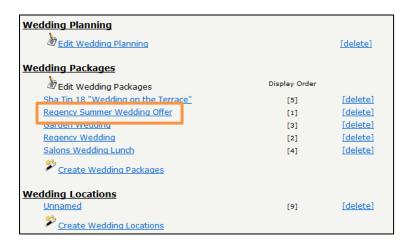
Renowned for hosting memorable events, the pillarless Regency Ballroom can accommodate up to 30 round tables for weddings, and features a soaring 6.2-metre high ceiling, a theatrical marble entrance, advanced technology and communications systems, a spacious pre-event foyer, a bridal room nearby, and a separate entrance

For reservation or more information, please contact the Events Department on +852 3723 1234 or e-mail events.shatin@hyatt.com.

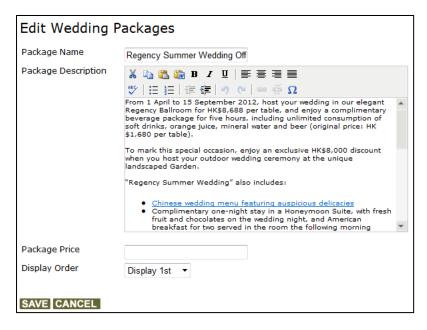


Editable by Agency? Yes Update Process

- Open "Meetings & Events"
- Select the wedding package you wish to edit (under heading "Edit Wedding Packages")



- Update any of the following fields:
 - Package Name Name to appear above entry on Wedding Package page
 - o Package Description Main body text (character limit of 3,000)
 - o Package Price optional field for pricing information (character limit of 50)
 - Display Order Determines the on-line display order of the entry on the Wedding Packages page



Once completed, click "Save"

Considerations

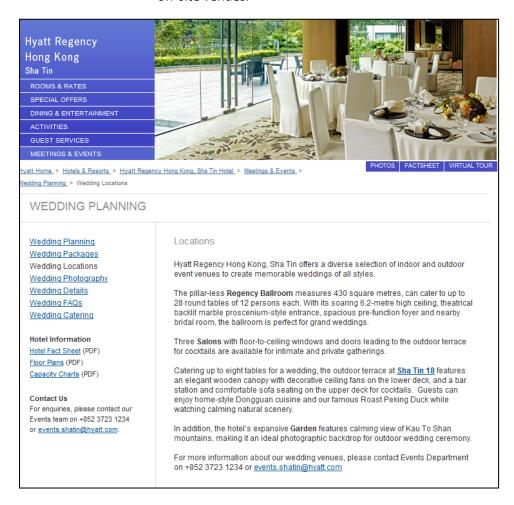
Due to large character limit, hotels will often leave the Project Name field blank and place all their information in one entry.



Wedding Locations

Definition

Summary of available locations for wedding events. Can include on-site and off-site venues.

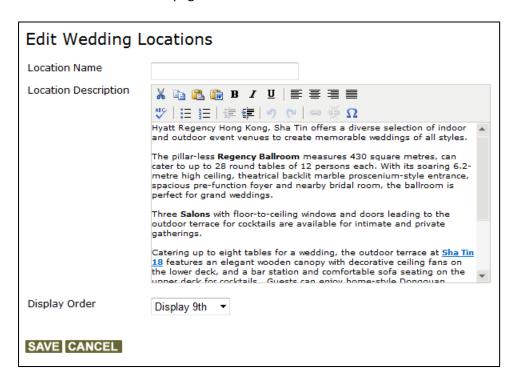


- Open "Meetings & Events"
- Select the wedding package you wish to edit (under heading "Edit Wedding Locations")

| Regency Wedding | [2] | [delete] |
|--------------------------|-----|----------|
| Salons Wedding Lunch | [4] | [delete] |
| Create Wedding Packages | | |
| Wedding Locations | | |
| Unnamed | [9] | [delete] |
| Create Wedding Locations | | |
| Wedding Photography | | |
| Edit Wedding Photography | | [delete] |



- Update any of the following fields:
 - o Package Name Name to appear above entry on Wedding Locations page
 - Package Description Main body text (character limit of 3,500)
 - Display Order Determines the on-line display order of the entry on the Wedding Locations page.



Once completed, click "Save"

Considerations

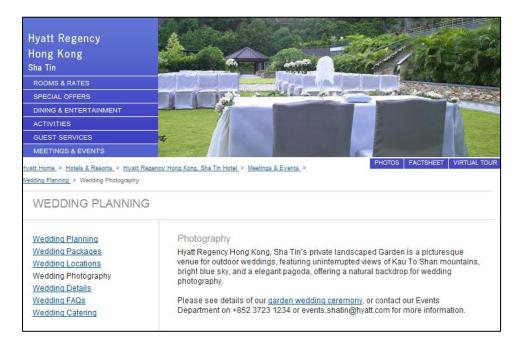
Due to the large character limit, hotels will often leave the Location Name field blank and place all their information in one entry.



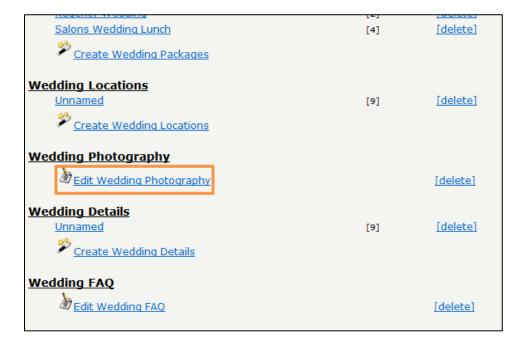
Wedding Photography

Definition

Overview of photography and video services available for wedding events.

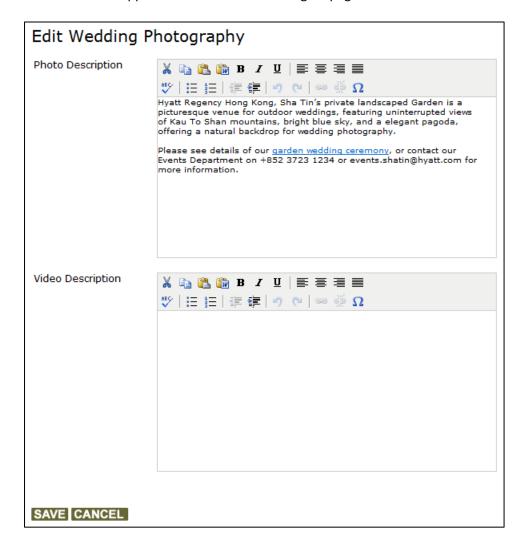


- Open "Meetings & Events"
- Select "Edit Wedding Photography"





- Update any of the following field:
 - Photo Description Main body text for photography (character limit of 3,000).
 Appears under "Photography" heading on page.
 - Photo Description Main body text for video services (character limit of 3,000).
 Appears under "Video" heading on page.



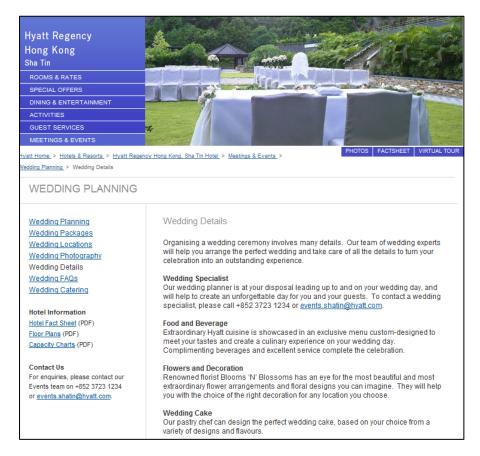
- Once completed, click "Save"



Wedding Details

Definition

Free-format page to provide detailed information on various wedding services and facilities.

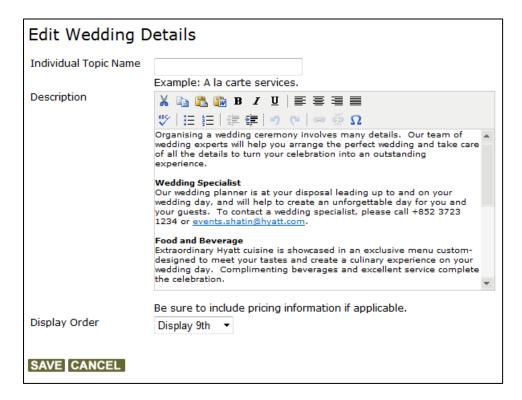


- Open "Meetings & Events"
- Select the wedding details you wish to edit





- Update any of the following fields:
 - o Individual Topic Name Name to appear above entry on Wedding Details page
 - Description Main body text (character limit of 2,200)
 - Display Order Determines the on-line display order of the entry on the Wedding Details page



Once completed, click "Save"

Considerations

Due to the large character limit, hotels will often leave the Individual Topic Name field blank and place all their information in one entry.



Wedding FAQs

Definition

List of frequently asked questions for wedding cliental.



yatt Home > Hotels & Resorts > Hyatt Regency Hong Kong, Sha Tin Hotel > Meetings & Events, > edding Planning > Wedding FAQs

PHOTOS FACTSHEET VIRTUAL TOUR

WEDDING PLANNING

Wedding Planning
Wedding Packages
Wedding Locations
Wedding Photography
Wedding Details
Wedding FAQs
Wedding Catering

Hotel Information Hotel Fact Sheet (PDF) Floor Plans (PDF) Capacity Charts (PDF)

Contact Us
For enquiries, please contact our
Events team on +852 3723 1234
or events.shatin@hyatt.com.

Frequently Asked Questions

If I host my wedding at Sha Tin 18's outdoor terrace, where will be my bridal room? The "Sha Tin 18 Wedding on the Terrace" package already included a complimentary one-night stay in a luxurious suite, and you can take it as your bridal room.

Do I need to walk through the main entrance and main dining area of Sha Tin 18 in order to reach its outdoor terrace?

No, there is an elevator located right next to the terrace; it provides direct access to the car park, and it will be privatised for you and your guests on your big day.

If I host my wedding at Regency Ballroom, where will my guests play mahjong?

We will arrange Salon II and III as the mahiong room.

I want to host a day-time cozy wedding with close friends and family, do you have any suggestions?

Yes, you can host up to five tables at Salon II & III. Please refer to <u>Wedding Locations</u> for more details.

I want to host an outdoor wedding ceremony in the landscaped Garden; is there any backup venue when it rains?

Yes, we will reserve Salons or the Sha Tin 18 outdoor terrace as a backup venue.

Can we serve food and drinks at the landscaped Garden after our wedding ceremony?

Yes, we can arrange canapés and drinks in standing-cocktail style.

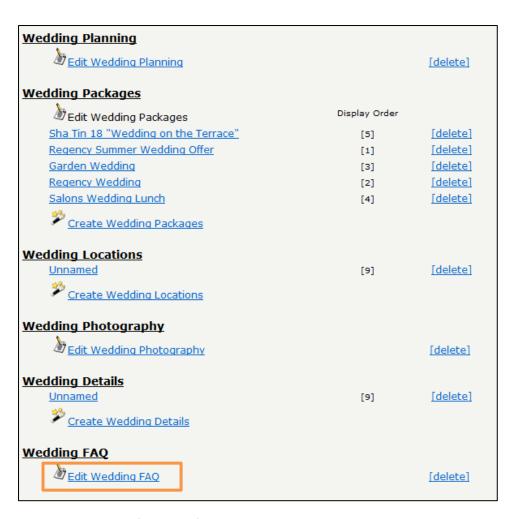
I want to decorate my wedding venue with flowers but I don't know any florist; do you have any recommendation?

We recommend Blooms 'N' Blossoms, which is located at the lobby level, offering some of the most beautiful floral arrangements for every conceivable special occasion. In addition to beautiful bouquets and corsages, it also offers spectacular fresh floral venue decorations, in either a modern or more traditional style.

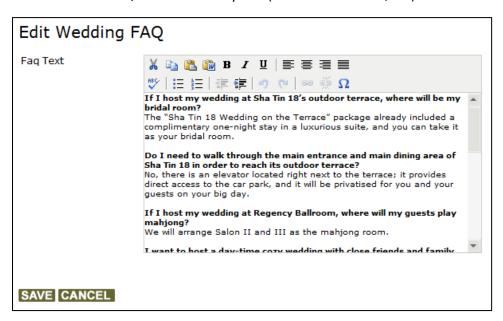
Do you offer any discounts or wedding packages?
Yes, please refer to <u>Wedding Packages</u> for more details.

- Open "Meetings & Events"
- Select "Edit Wedding FAQ"





- Update the following field:
 - o FAQ Text Main body text (character limit of 3,000)



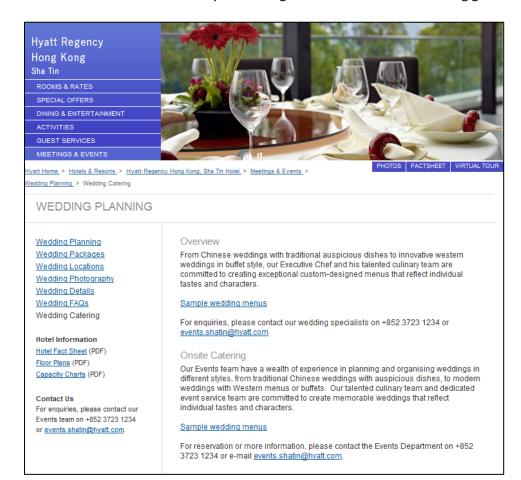
- Once completed, click "Save"



Wedding Catering

Definition

Summary of catering services available for wedding guests.

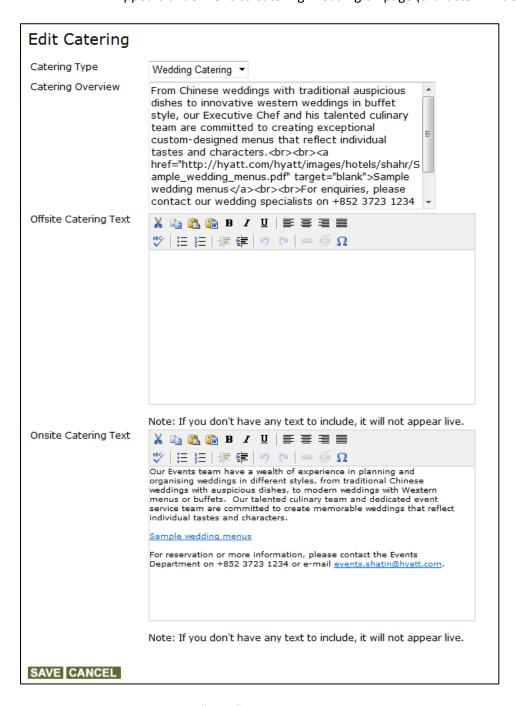


- Open "Meetings & Events"
- Scroll down to the end of the section, under "Catering"
- Select "Wedding Catering"





- Update any of the following fields:
 - o Catering Type must remain "Wedding Catering" from drop-down list
 - Catering Overview Overview of Wedding Catering facilities. Formatting requires HTML tags (character limit of 2,200)
 - Offsite Catering Text Details on remote catering services (not at the hotel).
 Appears under "Offsite Catering" heading on page (character limit of 3,000)
 - Onsite Catering Text Details catering services available at the hotel property.
 Appears under "Onsite Catering" heading on page (character limit of 3,000)



- Once completed, click "Save"



Event Planning Overview

Definition

Overview of event services and facilities at the hotel. Examples would include theme parties, gala dinners and corporate dining events.



yatt Home > Hotels & Resorts > Hyatt Regency Hong Kong, Sha Tin Hotel > Meetings & Events >

ents Overview

EVENT PLANNING

Events Overview

Event Theme Party Event Catering

Hotel Information

Hotel Fact Sheet (PDF) Floor Plans (PDF) Capacity Charts (PDF)

For enquiries, please contact our Events team on +852 3723 1234 or events.shatin@hyatt.com

Over 750 square metres of the Hyatt Regency Hong Kong, Sha Tin hotel has been dedicated to event space, offering a diverse selection of indoor and outdoor venues, which are ideal for any corporate, social and special events.

The 430-square-metre pillar-free Regency Ballroom can cater to up to 30 round tables or 500 guests for meetings with theatre setting, and can be divided into two for smaller conferences or seminars. The soaring high 6.2-metre ceiling allows guests to plan creative venue decoration. Its spacious foyer with natural daylight is perfect for pre-event cocktails or coffee/ tea breaks.

Three Salon event venues of varying sizes feature floor-to-ceiling glass windows and provide direct access to the outdoor terrace, allowing sufficient natural daylight into the rooms. The connecting spacious terrace is perfect for coffee/ tea breaks and barbecue parties.

Meeting Rooms on the Regency Club Floors
The nine boardroom-style meeting rooms with private reception and workstations on the Regency Club floors feature calming mountain views and are ideal for small-scale workshops and break-out meetings.

Garden

The spacious landscaped garden is perfect for outdoor wedding ceremonies and any team building activities.

Catering up to eight round tables, the outdoor terrace at Sha Tin 18 features an elegant wooden canopy with decorative ceiling fans on the lower deck, and a bar station and comfortable sofa seating on the upper deck for cocktails. It is perfect for outdoor weddings or corporate gatherings.

Facing the hotel's 25-metre outdoor heated swimming pool, Pool Bar is the ideal venue for fun poolside barbecue parties

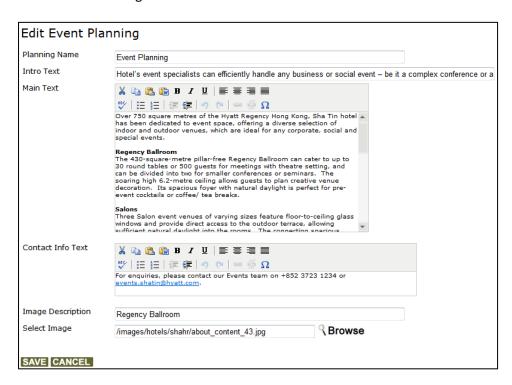
To host a private event in our restaurants and bars, please refer to <u>Dining and Entertainment</u> or contact our Events team for more information.

- Open "Meetings & Events"
- Select "Edit Event Planning"





- Update any of the following fields:
 - o Planning Name should be "Event Planning"
 - Intro Text text to appear on Meetings & Events landing page under "Event Planning" (character limit of 150)
 - Main Text Main body text (character limit of 3,000)
 - Contact Info Text Information appears on the left-hand column of the Event Planning page and all subsequent event pages, under heading "Contact Information" (character limit of 255)
 - o Image Description Alt text for the content image
 - Select Image Content image (162px by 75px thumbnail) which appears on Meetings & Events landing page. Click "Browse" for drop down list of available images.



Once completed, Click "Save"



Event Theme Parties

Definition

Overview of event diversity available at the hotel, with examples.



Hyatt Home > Hotels & Resorts > Hyatt Regency Coolum, Golf Resort and Spa > Meetings & Events >

Events Overview > Event Theme Party

EVENT PLANNING

Events Overview Event Theme Party Event Catering

Hotel Information

Hotel Fact Sheet (PDF)
Floor Plans (PDF)
Capacity Charts (PDF)

Contact Us

Please contact our sales department on +61 7 5446 1234 or <u>hrcoolum.sales@hyatt.com</u> to book your next event or meeting.

Theme Parties

Aussie Bush Night

Visit outback Australia and experience all the fun and entertainment of the Aussie bush. Be greeted by koalas as you head towards the blazing campfire, sit on bales of hay under the Southern Cross and join in some fun storytelling. Dinner is traditional Aussie tucker served in the homestead, complete with waiters dressed in Driza-Bones and Akubras. After dinner, enjoy a singalong with Mulga Mick, or have some toe-tapping fun with an Aussie bush band.

Dreamtime

The ultimate celebration of indigenous music and culture. Step back in time to when man first walked our sunburnt land and experience the Dreamtime. This evening is a cultural awakening to the 'Land Downunder', complete with bush tucker such as emu, kangaroo and crocodile. Enhanced by an array of Australian talent, the evening is highlighted by a captivating Australian Dreamtime performance.

Night of Glamour

Invite your guests to an evening of black-tie elegance. The candlelit ballroom will set the scene for a night of glamour and celebration with a string quartet providing an air of sophistication.

Arabian Nights

A night of opulence in the sultan's desert palace set in a tropical oasis complete with camels. Inside the billowy tent, sample the exotic and unique delicacies of true Middle Eastern cuisine as you recline on your Ottoman cushions. Be pampered by handsome sheiks and desert beauties. Become entranced by the sultry snake charmers and bewitching belly dancers. A truly decadent experience.

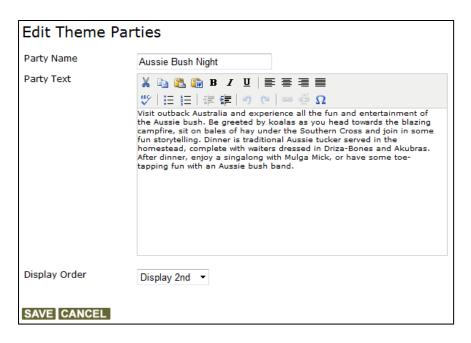


Editable by Agency? Yes Update Process

- Open "Meetings & Events"
- Select the Theme Party entry you wish to update (under heading "Edit Theme Parties")



- Update any of the following fields:
 - o Party Name Name to appear above entry on Event Theme Parties page
 - o Party Text Main body text (character limit of 3,000)
 - Display Order Determines the on-line display order of the entry on the Event Theme Parties page.



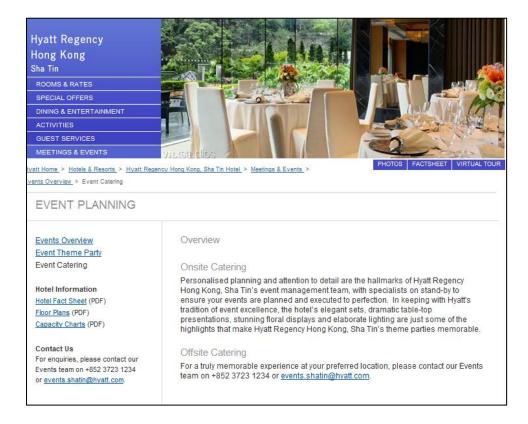
- Once completed, click "Save"



Event Catering

Definition

Summary of catering services available for event guests.

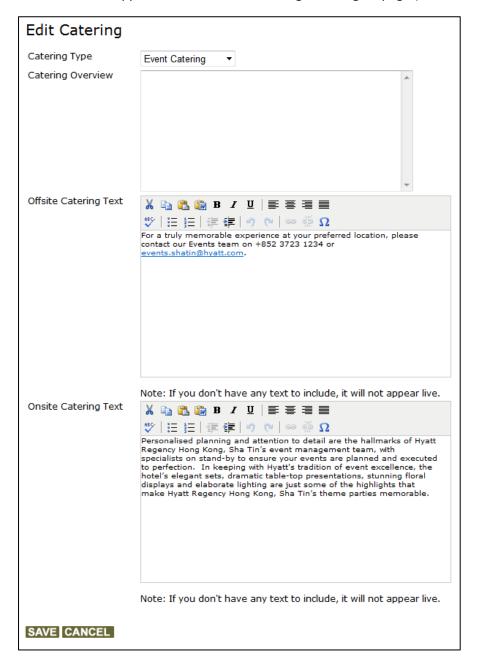


- Open "Meetings & Events"
- Scroll down to the end of the section, under "Catering"
- Select "Event Catering"





- Update any of the following fields:
 - o Catering Type must remain "Event Catering" from drop-down list
 - Catering Overview Overview of Event Catering facilities. Formatting requires HTML tags (character limit of 2,200)
 - Offsite Catering Text Details on remote catering services (not at the hotel).
 Appears under "Offsite Catering" heading on page (character limit of 3,000)
 - Onsite Catering Text Details catering services available at the hotel property.
 Appears under "Onsite Catering" heading on page (character limit of 3,000)



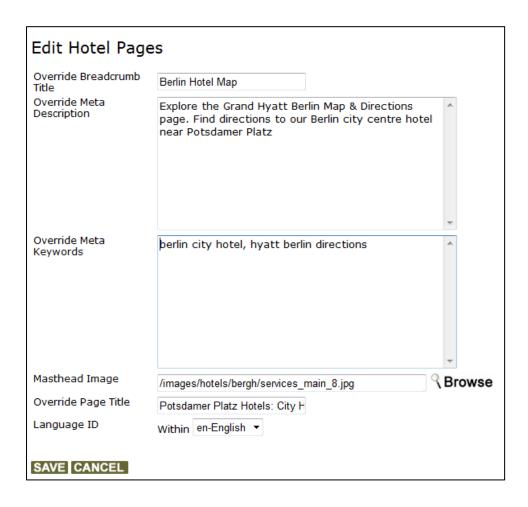
- Once completed, click "Save



Editor Hotel Page Fields

Section Features

- Meta Data Fields
- Masthead Images

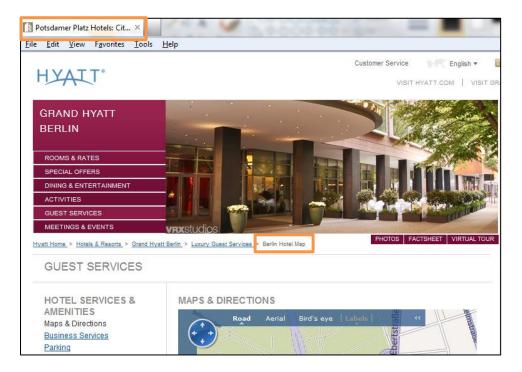




Meta Data Fields

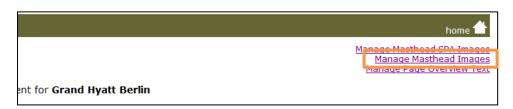
Definition

Internal fields to support custom search terms. Also allows customization of specific page titles and "breadcrumbs".



Editable by Agency? Yes Update Process

Select "Manage Masthead Images"

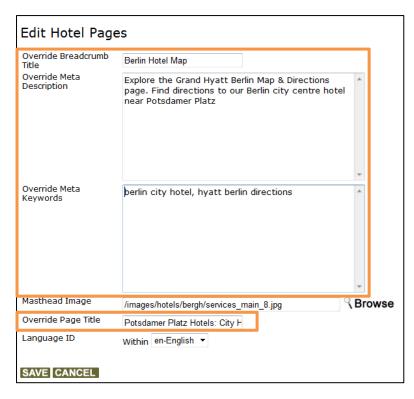


Select the page you wish to edit (under heading "Select a Page")





- Update any of the following fields:
 - Override Breadcrumb Title Appears under the masthead image on the website page. If unassigned, website breadcrumb will default to the name of the page (eg. "Maps & Directions")
 - Override Meta Description Page description visible on on-line search results (character limit of 2,000)
 - Overview Meta Keywords Key search terms relating to the content of the page (character limit of 2,000)
 - Override Page Title Text which appears at the top or selected tab of the browser.
 If unassigned, website breadcrumb will default to the name of the page (eg. "Maps & Directions")



- Once completed, click "Save"

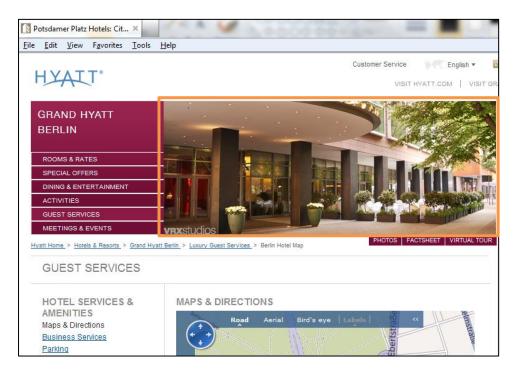
Considerations

- Do not click "delete" on the manage masthead image section, as this will remove the page from the live site.
- Do not change the "Language ID" setting within the Edit Hotel Pages section.



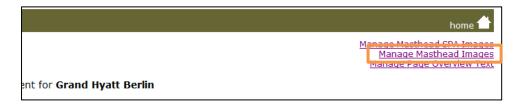
Masthead Images

Definition Banner images visible at the top of each page.



Editable by Agency? Yes Update Process

- Select "Manage Masthead Images"

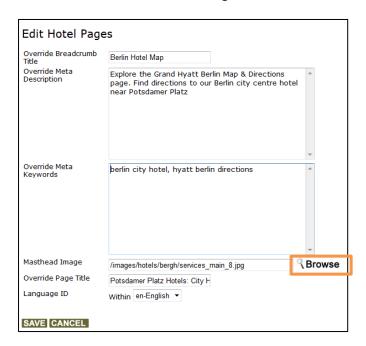


- Select the page you wish to edit (under heading "Select a Page")

```
Select a Page
-- 6:3000004 - Local Dining Details [delete]
-- 6:1100013 - Parking [delete]
-- 6:4200018 - Local Attractions [delete]
-- 6:1600002 - Meetings & Events [delete]
-- 6:9800008 - Careers - International [delete]
-- 6:5010 - Hyatt Spa Location [delete]
-- 6:1100007 - Maps & Directions [delete]
-- 6:1100000 - Special Offers [delete]
-- 6:1100009 - Internet [delete]
```



- Under "Masthead Image", click "Browse"



- From the drop down list, select the file you want from the available images.



Once completed, click "Save"

Considerations

If a requested image is not available on the drop-down, please contact Hyatt eCommerce Content Team for assistance. Image must be available in Hyatt Brand Manager.

Certain sections will multiple pages share a masthead image. These include:

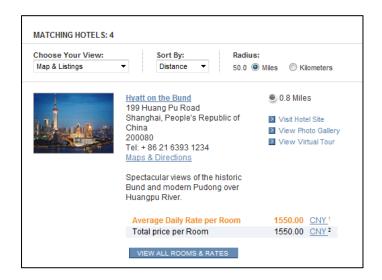
- Hotel News & Events Details
- o Rooms & Rates
- Onsite/Offsite Activities (unless assigned a custom masthead image inside the activity entry)
- o Meeting Special Offers

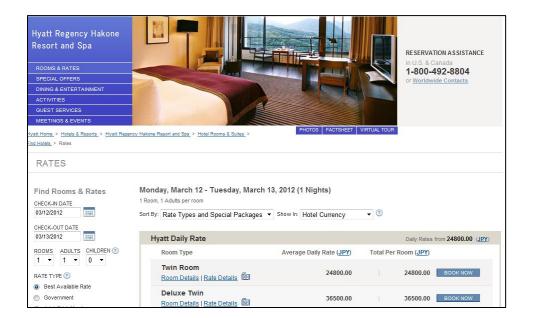


Miscellaneous Fields

Section Features

- Hyatt.com Search Results Page
- Rates Availability Page



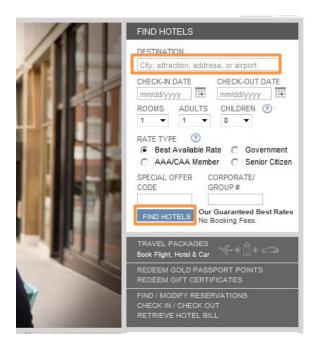




Hyatt.com Search Results Page

Definition

The page which appears as a result of guests entering search terms in the general booking engine on <u>Hyatt.com</u> and clicking "**Find Hotels**".



Editable by Agency? Yes (select fields) Update Process

- Once completed, click "Save"

Hotel Address MATCHING HOTELS: 4 See above section entitled Choose Your View: Sort By: Radius: "Hotel Address and Contact Details" Map & Listings Distance 50.0 Miles Kilometers Thumbnail 0.8 Miles Hyatt on the Bund 199 Huang Pu Road Please contact Hyatt eCommerce Shanghai, People's Republic of Visit Hotel Site Content Team for assistance. Image ▶ View Photo Gallery 200080 View Virtual Tour Tel: + 86 21 6393 1234 Maps & Directions must be available in Hyatt Brand Manager. Spectacular views of the historic Bund and modern Pudong over Huangpu River. Marketing Text - Open "General Hotel Information" Average Daily Rate per Room 1550.00 CNY 1 Total price per Room 1550.00 CNY 2 - Select "Edit Hotel Profile Trans" VIEW ALL ROOMS & RATES - Update field entitled "Short description of Hotel for Reservation Listings" (Character limit of 100)

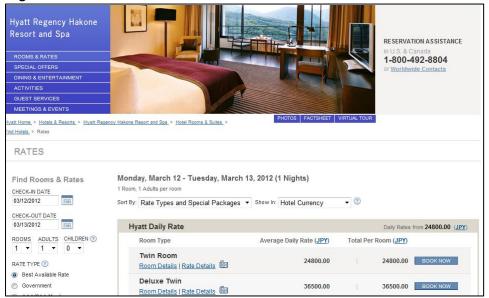


Rates Availability Page

Definition

Page displaying the available rates for a specific hotel property. Accessible by using the "quick book" reservation function on a hotel website

English Hotel Websites



Translated Hotel Websites



Editable by Agency?

No

Update Process Please contact Hyatt eCommerce Content Team for assistance



Contacts

If you have any questions about the contents of this document, please contact Daniel McRae (daniel.mcrae@hyatt.com) for further assistance.

Hyatt eCommerce Content Team

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Updated February 2012

