1. What does a HiltonLink page allow the customer to do?

HiltonLink pages are a complementary service for hotels and customers. The web page can be customized to include:

- Personalized greeting messages and agendas
- Up to 2 images
  - Must be JPG or GIF format
  - Maximum file size is 30k
  - Maximum dimensions are 300 pixels on the largest side
- Web links to other sites related to the event
- Detailed hotel-specific information
- A private, non-searchable URL address

In addition, group attendees can easily book rooms directly from the group web page, with no need to know the Group Code, hotel information or other details. Everything is pre-populated!

2. How do I submit a new HiltonLink page request online?

There are two ways to create new group web pages:

**Customers** can create their own group web pages, too! Customers may begin creating a group web page through any of the following methods:

- Selecting “Create a Personalized Group Web Page” on Guest List Manager, after the event has been added
- Visiting [http://www.hiltonfamily.com/GroupPage](http://www.hiltonfamily.com/GroupPage) and entering their group details
- Selecting Get Started under “Create or Retrieve your Personalized Group web page” on any property Plan an Event page

**Hotels** can create new group web pages by going to the Lobby, then under My Applications look for Global Content Gateway (GCG). On the left navigation, click the “HILTONLINK, GLM, CORPORATE LINKS” tab. Under HiltonLink, click Build a Page. **Use Internet Explorer only.** You will be asked to enter the group’s details, and then you will be able to customize many aspects of the group’s Web page.

3. What types of groups can have a group web page?

Any group, big or small, can use a personalized group web page, as long as a valid C (convention) type SRP has been created for the group! HiltonLink pages are great for social occasions, meetings, training sessions, sport teams, reunions, conventions, and weddings… virtually any kind of group! (L-type SRPs are not allowed.)

4. Will any group SRP work?

Yes, any C-type SRP can be used for a group web page. However, the hotel needs to ensure:

- the SRP has been created in OnQ R&I or Inventory Maintenance
- the SRP is “C-convention” type, and has a minimum of three characters and maximum of six
- the SRP is “Definite”
- the SRP is not restricted by hotel as call-in only, rooming list, or housing bureau
- the SRP active date, booking date and cutoff date are current and not expired
- “Rate Conditional” (for HCRS system) or “Rates may be Quoted” (for PCRS system) are unchecked
- the main event dates have rates loaded and assigned room types have inventory available

For C-Convention SRP build instructions, visit the Lobby → Departments → Information Technology → OnQ Documentation
5. Where does the group information come from? Why do the rooms and rates not show on the first page?

All group information, including event dates, cutoff date, room types, inventory, rates, and portions of the terms and conditions come from the group’s SRP. Any changes made to the group SRP after a page is built will be reflected automatically in the reservation system. However, the Content Team will need to assist with any changes on the first page of the HiltonLink page.

There can be many reasons for the information to not show on the first page. The most common is due to shoulder dates being included. Review the dates posted on the first page and ensure they match with the OnQ Rates and Inventory system and the dates that reflect actual inventory. If different, then submit a revision request to have the first page updated by the Content Team with either new dates or to add the blocked rooms and rates.

Any changes made to the SRP do not automatically update the first page. All edits to the first page require a revision request.

6. Where does the hotel description and information come from?

The hotel description and other information are populated from the At a Glance page of global web. Any changes to this section will automatically update the HiltonLink page. Submit a webform from GCG for the hotel home page (At a Glance).

7. A group is coming in to the same hotel on multiple dates; can these dates be reflected on the web page?

Yes, up to 12 sets of dates can be listed on one group web page under one SRP. Submit the HiltonLink request with the first set of dates and include any other dates within the comments section of the submission. The content team will then add them to the site.

8. A group will be staying at multiple hotels. Can one personalized group web page be created for this group?

Yes, up to 4 hotels can be listed on one group web page. Each hotel can have a different SRP. Submit the HiltonLink request with the main hotel and SRP and include any other properties and SRP’s within the comments section of the submission. The content team will then add them to the site.

9. Will I have a chance to view pages created by my group customers?

Yes. When a customer creates a personalized group web page, the hotel will be notified by email sent to the generic sales email account (i.e.: DFWAN-SalesAdm@hilton.com).

10. How do I submit a revision request for one of my group web pages?

All revisions are to be submitted via Global Content Gateway. Login to the Lobby, then under My Applications look for Global Content Gateway (GCG). On the left navigation, click the “HILTONLINK, GLM, CORPORATE LINKS” tab, under HiltonLink, click on Revision Form. Use Internet Explorer only. Customers can email us with their changes and a request will be opened.

11. I have a client that wants to include PDF’s with their HiltonLink. Is this something that can be added?

Yes, any PDF can be added to the site at any time. Submit a revision request and attach all documentation. Login to the Lobby, then under My Applications look for Global Content Gateway (GCG). On the left navigation, click the “HILTONLINK, GLM, CORPORATE LINKS” tab, under HiltonLink, click on Revision Form.

12. The block is not showing all the rooms that are available. How can I fix that?

Check that the rooms blocked are bookable online for all the dates posted on the first page. Any room missing inventory through the event period will cause the link to not work seamlessly. Any shoulder dates included that do not contain inventory will also cause the link to not work correctly.
13. How do I know if a HiltonLink is ready for my client?

When submitting the request a confirmation email is received. After the overnight refresh, an additional email is sent to the submitter and any contacts listed with the published link.

14. When I submit a new request for a HiltonLink, the system gives me an error message that says one is already created. How do I get that link?

Email hotel_online_marketing@hilton.com and we’ll retrieve the link if actually received. On occasion requests do not make it through the servers and the request will have to be resubmitted.

15. How quick of a turnaround can I expect with a new HiltonLink?

All new HiltonLink requests take an overnight refresh to be automatically generated. Email notifications go out the following morning after the submission at approximately 8:00 a.m. Central time.

16. How long does it take to have a revision completed? What if I need one expedited?

All revisions are processed within 24 hours or less. The only requests that can be expedited are cutoff dates, event dates, rate changes or SRP changes.

17. My pictures won’t upload through the HiltonLink tool. How do I add them to the page?

Typically the issue lies with the file size and not necessarily with the sizing of the image. If you do not have a photo imaging program such as Photoshop to resize the images, then submit the original image in its largest size through a HiltonLink revision request. Login to the Lobby, then under My Applications look for Global Content Gateway (GCG). On the left navigation, click the “HILTONLINK, GLM, CORPORATE LINKS” tab, under HiltonLink, click on Revision Form.

18. My client has an image to replace the image at the top of the page. What is the size and how do I replace it? Do I have to submit an image submission form?

The banner size is exactly 734 x 125 and will have to be submitted through a revision request. Do not submit tall or vertical images as they will not fit within the parameters of the space. Horizontal, narrow images work the best. No image forms are required.

19. How do I request a friendly or short URL for my client’s original link?

When submitting the new request, indicate in the Comments (Optional) section that client requests a short URL. When the request is received the next morning, the Content Team will review and provide the shorter link before closing the request.

If the link is already published, submit a revision request and one will be requested.

20. I posted additional comments when submitting the new request and they have not been completed. Why?

The content of your group web page is created automatically and requires an overnight process. You can expect to receive your unique web address via email the following day once your page has been published. If you included any special requests in the Comments field of your submission, please allow one additional business day for these to be reviewed and addressed by our team. Your special requests may not be reflected in the link you receive from the automatic system, but we will notify you when they are complete.