

# Content Guide – Version III

## World Heritage Site Description

The goal of the site description is to provide an inspirational overview of the World Heritage site, including its historical and cultural significance, its primary features and attributes, and the visitor experience. It should reflect the Outstanding Universal Value of the site, in brief, non-technical, consumer friendly language. It will be divided into the following sections:

### **Site Overview – 600 words or less** (most of you delivered this already as part of our survey)

The site overview should address the following elements:

- Reason for inscription
- Historical summary
- Geographic location and extent
- Main features of the site
- Overview of the visitor experience

The text should be written in short paragraphs that are separated with inline images or videos. You may use inspirational headings for different sections.

If you haven't delivered this yet, please make sure to submit the following content for the logistics part of your site description (>> How to Get There, When to Visit, How to Visit).

Example:

### **How to Get There – 100 words or less**

Versailles is some 10 miles (16 kilometers) from Paris and easily accessible by car (parking available), taxi, bus, or train. The RER C line links central Paris with the Versailles Rive Gauche station—five minutes from the palace on foot. Trains also run from Paris Montparnasse to Versailles Chantiers and from Paris Saint Lazare to Versailles Rive-Droite—each a ten-minute walk from the palace. The RATP bus 171 runs from Pont de Sèvres metro station to Versailles.

### **When to Visit – 100 words or less**

There's no bad season to visit Versailles, but its extensive gardens are at their best in spring and summer. While the gardens and park remain accessible, the buildings of Versailles are closed on Mondays. More than three million people visit Versailles each year, so it pays to arrive at off-peak hours—such as soon after the 9 a.m. opening. Some days are also busier than others, including Sundays and Tuesdays, when many Paris museums, including the Louvre are closed.

### **How to Visit – 100 words or less**

To enjoy the Palace and the Estate, plan to spend a day in Versailles. Guided tours allow you to visit otherwise closed locations of the Estate and enter afterwards directly to the main places of the museum.

## Attractions, Experiences, and Legends (formerly called Stories)

In our design, we have 20 slots for attractions and experiences. Ideally, these would be 10 attractions and 10 experiences, but if you have more attractions than experiences that's okay e.g. 12/8. Only the attractions will appear on the map. Therefore, the number of attractions should be equal to or exceed the number of experiences.

### Attractions (*PLACES to visit*):

- 6-12 attractions: museums, monuments/landmarks, towns, other nearby Heritage Sites, ...
- 200-400 words – keep it short; remember we have to translate everything to Chinese...
- Text should be written in second person (e.g. "When YOU come to our site, YOU can see...")
- Short paragraphs with less than a 100 words
- Don't just use facts and figures – give us a sense of being there by using adjectives
- Optional: Embeddable video or 360 material hosted on Vimeo or YouTube (if you have a video, we need less text)
- Contact information – URL, email, telephone etc.
- Location – place name or address and geo data in decimals e.g. 49.254391, 4.034063
- Opening Hours
- Entry fees/Prices
- 1-5 images: Horizontal photos in our design have a size of 2000 x 1000 pixels > width/height of the longest side 2000px at 72dpi, JPG format, color photos (unless historical image), file size less than 2MB (save with HIGH quality -9- in Photoshop, not highest), file name must include title and credit e.g. *KatoPafosArchaeologicalPark\_MichaelTurtle.jpg*  
One of the photos will be the feature image – we therefore need at least one horizontal image, the others will be added to a photo gallery or used as inline photos (between paragraphs in the body text).
- Descriptive captions (15- 25 words) for each photo, all listed together in an extra document.  
In this extra document add thumbnail or file name as reference for the editor.

### Experiences (*things to DO*):

- 4-6 Experiences: events, tours, apps, different ways to experience the site or region, ideally related to the journey theme (underground, romantic, royal or ancient)
- 200-400 words
- Text should be written in second person (e.g. "When YOU come to our site, YOU can experience...")
- Short paragraphs with less than a 100 words
- Optional: Embeddable video or 360 material hosted on Vimeo or YouTube (if you have a video, we need less text)
- 1-5 images: width/height of the longest side 2000px at 72dpi, JPG format, color photos (unless historical image), file size less than 2MB (save with HIGH quality -9- in Photoshop, not highest), file name must include title and credit, at least one of the images must be horizontal to be used as a feature image.
- Descriptive captions for each photo in an extra document (one document for all experience captions), thumbnail or file name as reference
- Contact information – URL, email, telephone etc. (optional)
- Location – place name or address – (optional)
- Opening Hours (optional)
- Entry fees/Prices (optional)

**Local Voices & Legends** (*Legends and myths, interviews with experts or local characters, short article about a specific attribute of the site or region*)

- 3-5 stories (e.g. legends or local experts ideally, related to the journey's theme)
- 400-600 words
- Text: free style – can be in the form of an interview or report
- Optional: Embeddable video or 360 material hosted on Vimeo or YouTube (if you have a video, we need less text)
- 1-5 images: width/height of the longest side 2000px at 72dpi, JPG format, color photos (unless historical image), file size less than 2MB (save with HIGH quality -9- in Photoshop, not highest), file name must include title and credit, at least one of the images must be horizontal to be used as a feature image.
- Descriptive captions for each photo, all story captions listed together in an extra document, thumbnail or file name as reference
- Contact information – URL, email, telephone etc. (optional)
- Location – place name or address – (optional)
- Opening Hours (optional)

Caption examples:



Restoration work is continuing on the magnificent mosaics at the Kato Pafos Archaeological Park that were built on the floors of grand houses. - Photograph by Michael Turtle



The Tombs of the Kings was used from about the 4th century BC until the 3rd century AD as the burial place for the wealthy and powerful of Pafos. - Photograph by Michael Turtle

#### **!! All content should be uploaded to the DROPBOX.**

Make sure you are uploading to OUR Dropbox, not your own. If you need to share the folder with us, it means you uploaded to your own Dropbox. And make sure you are using Dropbox, not Box (different platform). We are no longer looking at files in the old Box.com.

*Please also note that the BOX is not the same as the Basic Info Survey that we asked you to fill out earlier this year. You should have received an extra invitation to access the DROPBOX. If you have problems accessing our Dropbox, please contact me at [anika@natgeotourism.com](mailto:anika@natgeotourism.com).*

#### **Dropbox structure**

We created folders for Attractions, Experiences, Stories, and Overview. Use the subfolders inside Attractions, Experiences, and Stories to organize your content – one subfolder per entry. Rename the subfolders when they are filled with content e.g. 01- becomes 01-AncientPyramid. The Overview folder is for photos to be used on the main page of your Heritage Site.

In each of those folders place all the content that belongs to the attraction:

- 1-5 photos
  - 1 Word document for photo captions
  - 1 Word document for the long description of the attraction incl. contact info etc.
- > Unless you submitted text already, use one separate Word document for each attraction, for each experience, and each story. There is also a general Text folder. You can use that one for general information about the Heritage Site e.g. to be used on the Overview page.

#### **!! For further information, please consult the FAQ page that we set up for you:**

<https://visitworldheritage.herokuapp.com/eu/faq-for-content-contributors/14d4aa84-da72-4cdd-a234-055120363434>

If you still have questions after reading the FAQ, you may contact us.