

MA Data Submission — Field Guide

Updates and new content

1. AI writing prompts (why and how to use them)

Each description field in this guide includes a ready-to-use **AI prompt** that helps you write content that meets HI's length requirements and follows the [HIXS Language System](#).

What are these prompts for?

You know your hostel better than anyone. These prompts take your own notes, bullet points, or draft text and reshape them into descriptions that are the right length, the right tone, and ready to submit.

How to use them

1. **Copy the prompt** from the relevant section below (rooms, facilities, experiences, etc.)
2. **Replace the placeholder text** [YOUR TEXT HERE] with your own content — this can be rough notes, bullet points, an existing website blurb, or a full draft
3. **Paste the complete prompt** into any AI assistant (ChatGPT, Claude, Gemini, etc.)
4. **Review the output** — check facts, times, distances, and prices are correct. The AI reshapes your words; it does not fact-check them
5. **Edit as needed** — the output is a starting point, not a final draft

What do the prompts enforce

- **Length:** each prompt targets the minimum word count and maximum character limit for that field
- **Tone:** warm, human, grounded — following the HIXS principle of "practical information first, then a small human detail"
- **Structure:** one idea per sentence, active voice, present tense, UK English spelling
- **Guardrails:** no marketing clichés ("vibrant", "unique atmosphere", "unforgettable"), no hotel-speak, no superlatives

Tips

- Give the AI as much specific detail as you can: room sizes, distances, opening times, what makes a space distinctive. Specificity produces better output.
- If the result feels generic, add more concrete details to your input and try again.
- The prompts reference the HIXS Language System at hi-hostels.webflow.io/hixs/systems/hixs-language-system — you can review that page for the full tone and style guidelines.

2. Text and data constraints

We have added additional data on the length and data type constraints for each field below. Apologies that we didn't have these before...but hopefully we are being quick to react to feedback.

General constraints

Rule	Detail
Encoding	UTF-8 JSON
Dates	ISO 8601: <code>YYYY-MM-DD</code>
Datetimes	ISO 8601: <code>YYYY-MM-DDTHH:MM:SS</code>
Times	24-hour: <code>HH:MM</code> (e.g. <code>15:00</code>)
Images	Object with <code>url</code> (string, public HTTPS, max 2048 chars) and <code>alt</code> (string, max 125 chars)
RichText	Plain text or HTML. If plain text, will be wrapped in <code><p></code> tags. No <code><script></code> or <code><style></code> tags. Technical maximum of 5000 chars. Usual limit of 400 chars
Codes	Lowercase, hyphen-separated, no special characters: <code>a-z, 0-9, -</code> . Max 80 chars.
hostel_code	Must match an existing hostel <code>code</code> in the CMS. Max 80 chars.
Currencies	Local currency symbol string, e.g. <code>\$, £, €, CHF</code> . Max 5 chars.
URLs	Absolute, HTTPS preferred. Max 2048 chars.
Phone	International format with <code>+</code> prefix. Max 20 chars.
Email	Valid email address. Max 254 chars.
Booleans	<code>true</code> or <code>false</code> (JSON boolean, not string).

3. Text and data constraints

We have updated the guidance on providing images (at the end of the guide). This is hopefully more detailed and simpler.

1. Hostels

Fields that MAs own and can submit. Pipeline-generated fields (descriptions, RTLs, meta, overviews) are excluded — those are managed centrally.

Field	Type	Required	Max length	Constraints
<code>code</code>	string	Yes	80	Unique identifier. Must match CMS code. <code>a-z, 0-9, -</code> only.
<code>name</code>	string	Yes	100	Display name.
<code>pms_property_id</code>	string	No	50	External PMS/booking system property ID.
<code>tripadvisor_location_id</code>	string	No	20	TripAdvisor location numeric ID.
<code>address</code>	object	Yes	—	

Field	Type	Required	Max length	Constraints
<code>address.street</code>	string	Yes	200	Street address.
<code>address.line_2</code>	string	No	200	Building, floor, etc.
<code>address.city</code>	string	Yes	100	City name.
<code>address.state_province</code>	string	No	100	State/province/region.
<code>address.postal_code</code>	string	No	20	Postal/zip code.
<code>address.country</code>	string	Yes	60	Country name. Must match Countries collection.
coordinates	object	Yes	—	
<code>coordinates.latitude</code>	number	Yes	—	Decimal degrees. Range: -90 to 90 . Up to 6 decimal places.
<code>coordinates.longitude</code>	number	Yes	—	Decimal degrees. Range: -180 to 180 . Up to 6 decimal places.
contact	object	Yes	—	
<code>contact.phone</code>	string	Yes	20	International format with + prefix.
<code>contact.email</code>	string	Yes	254	Valid email address.
<code>contact.website</code>	string	No	2048	Full URL with https:// .
<code>contact.group_phone</code>	string	No	20	Group bookings phone.
<code>contact.group_email</code>	string	No	254	Group bookings email.
<code>contact.group_enquiry_url</code>	string	No	2048	Group enquiry form URL.
social	object	No	—	All fields are full URLs.
<code>social.instagram</code>	string	No	2048	Instagram profile URL.
<code>social.facebook</code>	string	No	2048	Facebook page URL.
<code>social.tiktok</code>	string	No	2048	TikTok profile URL.
<code>social.spotify_playlist</code>	string	No	2048	Spotify playlist URL.
booking	object	Yes	—	
<code>booking.book_now_url</code>	string	Yes	2048	Direct booking URL.
<code>booking.check_in_time</code>	string	Yes	5	HH:MM format (e.g. 15:00).
<code>booking.check_out_time</code>	string	Yes	5	HH:MM format (e.g. 10:00).
<code>booking.price_from</code>	number	No	—	Lowest nightly rate. Min 0 . Max 9999.99 . 2 decimal places.

Field	Type	Required	Max length	Constraints
<code>booking.currency</code>	string	No	5	Local currency symbol, e.g. \$, £, €, CHF.
<code>setting</code>	string	No	20	One of the allowed values below.
group	object	No	—	Relevant for hostels that accept group bookings.
<code>group.is_group_hostel</code>	boolean	No	—	<code>true</code> if group-capable.
<code>group.min_size</code>	integer	No	—	Minimum group size. Min 1 . Max 999 .
<code>group.max_size</code>	integer	No	—	Maximum group capacity. Min 1 . Max 999 .
images	object	No	—	See Image format below.
<code>images.hero</code>	image	No	—	Main hero image.
<code>images.common_area</code>	image	No	—	Common area thumbnail.
<code>images.exterior</code>	image	No	—	Exterior thumbnail.
<code>images.room</code>	image	No	—	Room thumbnail.
video	object	No	—	
<code>video.hero_url</code>	string	No	2048	YouTube/Vimeo embed URL.
<code>video.tour_url</code>	string	No	2048	Virtual tour video URL.

`setting` allowed values

Value	Description
<code>city</code>	City / urban
<code>beach</code>	Beach / seaside
<code>mountain</code>	Mountain / alpine
<code>countryside</code>	Countryside / rural
<code>forest</code>	Forest / woodland
<code>lake</code>	Lakeside
<code>island</code>	Island location

2. Rooms

Field	Type	Required	Max length	Constraints
<code>hostel_code</code>	string	Yes	80	Parent hostel code.
<code>name</code>	string	Yes	80	Room name.
<code>code</code>	string	Yes	160	Unique. Format: <code>{name-code}-{hostel-code}</code> . <code>a-z, 0-9, -</code> only.
<code>room_type_code</code>	string	Yes	30	Required for all rooms. See allowed values below.
<code>description</code>	RichText	Yes	400	Room details. 30 - 50 words.
<code>hero_image</code>	image	No	—	Room photo.
<code>show_price</code>	boolean	No	—	Whether to display price. Default <code>false</code> .

AI prompt — Room description

You are writing a room description for a hostel on the HI (Hostelling International) platform. Follow the HIXS Language System ([hi-hostels.webflow.io/hixs/systems/hixs-language-system](https://hostels.webflow.io/hixs/systems/hixs-language-system)).

Rules:

- UK English spelling (traveller, colour, centre)
- One idea per sentence. Active voice. Present tense. Second person ("you").
- Practical information first, then a small human detail or reassurance.
- No marketing clichés: never use "vibrant", "unique", "perfect", "unforgettable", "epic", or "ultimate".
- No hotel-speak: never write "dedicated to ensuring your perfect stay" or "we go above and beyond".
- Show, don't claim: describe what's actually in the room and how it works for the guest.
- No exclamation marks.
- Minimum 30 words. Maximum 50 words.

Structure:

1. What the room is (type, beds, occupancy)
2. What's in it (furniture, storage, bathroom, power, light)
3. A practical detail that helps the guest picture staying there
4. Optional: a small human touch – what the room feels like, a view, a quiet detail

Here is my draft text about this room. Rewrite it into a description that follows the rules above:

[YOUR TEXT HERE]

| **price** | number | No | — | Nightly rate. Min 0. Max 9999.99. 2 decimal places. | | **currency** | string | No | 5 | Local currency symbol, e.g. \$, £, €, CHF. |

room_type_code

allowed values (accommodation)

code	Description
accessible	Accessible Room
cabin	Cabin / Pod
camping	Camping Pitch
family	Family Room
single-gender-dorm	Female-Only Dorm
mixed-dorm	Group Dormitory
double	Private Double
single	Private Single
triple	Private Triple
twin	Private Twin
studio	Apartment / Suite

allowed values (function rooms and group spaces)

code	Description
lecture	Auditorium / Lecture Hall
dining	Banquet / Dining Hall
meeting	Breakout / Common Space
conference	Conference / Meeting Room
kitchen	Group Kitchen
workshop	Seminar / Workshop Room
sports-hall	Sports Hall / Gymnasium
kill	Outdoor Event Space

3. Facilities

Physical spaces and infrastructure at the hostel.

Field	Type	Required	Max length	Constraints
hostel_code	string	Yes	80	Parent hostel code.
name	string	Yes	80	Facility name.
facility_type_code	string	Yes	30	See allowed values below.
description	RichText	Yes	400	What it is, capacity, hours. Min 20 words.
hero_image	image	No	—	Photo of the facility.
hero_image_alt_text	string	No	125	Alt text for the hero image.
themes	string[]	No	—	Array of theme codes. Max 5 items.

AI prompt — Facility description

You are writing a facility description for a hostel on the HI (Hostelling International) platform. Follow the HIXS Language System ([hi-hostels.webflow.io/hixs/systems/hixs-language-system](https://hostels.webflow.io/hixs/systems/hixs-language-system)).

Rules:

- UK English spelling (traveller, colour, centre)
- One idea per sentence. Active voice. Present tense. Second person ("you").
- Practical information first, then a small human detail or reassurance.
- No marketing clichés: never use "vibrant", "unique", "perfect", "unforgettable", "state-of-the-art", or "world-class".
- No hotel-speak. Show, don't claim.
- Describe the space: what's in it, how guests actually use it, when it's open.
- The golden rule: "Could this have been written about a hotel? If yes – have another go."
- No exclamation marks.
- Minimum 20 words. Maximum 50 words.

Structure:

1. What the facility is and what's available
2. How it's actually used – a small scene or practical detail
3. Opening hours, capacity, or access rules (if relevant)
4. Optional: what makes this space distinctive at this particular hostel

Here is my draft text about this facility. Rewrite it into a description that follows the rules above:

[YOUR TEXT HERE]

facility_type_code allowed values

code	Description
accessibility	Accessibility infrastructure
events	Event infrastructure
children-and-family	Family infrastructure
food-and-drink	Food production & hospitality
outdoor	Outdoor infrastructure
social	Social & entertainment spaces
parking-and-storage	Parking & storage
wellness-and-fitness	Wellness & fitness
work-study	Work & learning spaces

4. Services

Staff-operated services available to guests.

Field	Type	Required	Max length	Constraints
hostel_code	string	Yes	80	Parent hostel code.
name	string	Yes	80	Service name.
service_type_code	string	Yes	30	See allowed values below.
description	RichText	Yes	400	What it includes, hours, cost. Min 20 words.
book_url	string	No	2048	Booking URL. Null if walk-in only.
available_from	date	No	10	Start date. YYYY-MM-DD.
available_to	date	No	10	End date. YYYY-MM-DD.
additional_cost	boolean	No	—	true if not included in room rate.
themes	string[]	No	—	Array of theme codes. Max 5 items.

AI prompt — Service description

You are writing a service description for a hostel on the HI (Hostelling International) platform. Follow the HIXS Language System ([hi-hostels.webflow.io/hixs/systems/hixs-language-system](https://hostels.webflow.io/hixs/systems/hixs-language-system)).

Rules:

- UK English spelling (traveller, colour, centre)
- One idea per sentence. Active voice. Present tense. Second person

("you").

- Practical information first, then a small human detail or reassurance.
- No marketing clichés or hotel-speak. Show, don't claim.
- Describe what the service includes, when it's available, and whether there's an extra cost.
- If the team does something specific to help, describe the action – don't just say "friendly staff".
- No exclamation marks.
- Minimum 20 words. Maximum 50 words.

Structure:

1. What the service is and what's included
2. When it's available (hours, days, seasons)
3. Cost: included in the room rate, or extra? If extra, give a rough price if known.
4. How to access it (ask at reception, book online, walk-in)
5. Optional: a practical reassurance or small detail that helps the guest

Here is my draft text about this service. Rewrite it into a description that follows the rules above:

[YOUR TEXT HERE]

service_type_code allowed values

code	Description
concierge	Concierge & guest support
digital	Digital & connectivity
equipment	Equipment & gear
fnb	Food & beverage
group-events	Group & event coordination
activity	Guided & activity
laundry	Laundry & housekeeping
transport	Transport & transfers
wellness	Wellness services

5. Experiences

Activities and excursions — things guests can DO.

Field	Type	Required	Max length	Constraints
hostel_code	string	Yes	80	Parent hostel code.

Field	Type	Required	Max length	Constraints
<code>name</code>	string	Yes	100	Experience name.
<code>experience_type_code</code>	string	Yes	30	See allowed values below.
<code>description</code>	RichText	Yes	400	What it is, duration, who it's for. Min 40 words.
<code>hero_image</code>	image	No	—	Photo of the experience.
<code>hero_image_alt_text</code>	string	No	125	Alt text for the hero image.
<code>book_url</code>	string	No	2048	Booking URL. Null if walk-in only.
<code>available_from</code>	date	No	10	Start date. <code>YYYY-MM-DD</code> .
<code>available_to</code>	date	No	10	End date. <code>YYYY-MM-DD</code> .
<code>experience_start</code>	datetime	No	19	Start datetime. <code>YYYY-MM-DDTHH:MM:SS</code> .
<code>experience_end</code>	datetime	No	19	End datetime. <code>YYYY-MM-DDTHH:MM:SS</code> .
<code>location</code>	string	No	200	Location name or address.
<code>theme_code</code>	string	No	30	Primary theme code. See Theme codes below.
<code>themes</code>	string[]	No	—	Array of additional theme codes. Max 5 items.

AI prompt — Experience description

You are writing an experience description for a hostel on the HI (Hostelling International) platform. Follow the HIXS Language System ([hixs.webflow.io/hixs/systems/hixs-language-system](https://hostels.webflow.io/hixs/systems/hixs-language-system)).

Rules:

- UK English spelling (traveller, colour, centre)
- One idea per sentence. Active voice. Present tense. Second person ("you").
- Practical information first, then a small human detail or reassurance.
- No marketing clichés: never use "immerse yourself", "discover the magic", "unforgettable adventure", or "create memories".
- Be respectful of place and people – guests are visitors, not extractors. Don't treat communities as lessons or attractions.
- Describe what the guest actually does, how long it takes, and who it suits.
- No exclamation marks.
- Minimum 40 words. Maximum 50 words.

Structure:

1. What the experience is – the activity in plain terms
2. What happens: route, duration, what you see or do
3. Who it suits (fitness level, families, solo travellers)
4. Practical details: how to book, when it runs, what to bring, cost if known
5. A grounded detail that makes this experience specific to this place – not a generic pitch

Here is my draft text about this experience. Rewrite it into a description that follows the rules above:

[YOUR TEXT HERE]

experience_type_code allowed values

code	Description
culture-heritage	Museums, historic sites, cultural tours
hiking-walking	Day hikes, trail walks, trekking
water-activities	Kayaking, surfing, swimming, diving
cycling	Bike tours, mountain biking
beach-coastal	Beach activities, coastal walks
outdoor-adventure	Climbing, zip-lining, caving
winter-sports	Skiing, snowboarding, ice skating
food-drink	Food tours, cooking classes, tastings
arts-entertainment	Live music, galleries, theatre
urban-exploration	City tours, street art, nightlife
wellness-relaxation	Yoga, spa, meditation, hot springs
nature-wildlife	Bird watching, safaris, national parks

6. Policies

Guest rules and operational policies.

Field	Type	Required	Max length	Constraints
hostel_code	string	Yes	80	Parent hostel code.
name	string	Yes	80	Policy name.
policy_type_code	string	Yes	30	See allowed values below.

Field	Type	Required	Max length	Constraints
<code>description</code>	RichText	Yes	400	Clear, key summary of the policy. Min 15 words.

AI prompt — Policy description

You are writing a guest policy description for a hostel on the HI (Hostelling International) platform. Follow the HIXS Language System ([hi-hostels.webflow.io/hixs/systems/hixs-language-system](https://hostels.webflow.io/hixs/systems/hixs-language-system)).

Rules:

- UK English spelling (traveller, colour, centre)
- One idea per sentence. Active voice. Present tense. Second person ("you").
- State the rule clearly and factually, then explain how it helps the guest or why it exists.
- Tone: fair and straightforward, never scolding, never legalistic. Like a host explaining house rules in person.
- Never shame or call people out. Never tell people who they should be.
- No marketing language. No exclamation marks.
- Minimum 15 words. Maximum 500 words.

Structure:

1. The rule itself – stated plainly
2. Why it exists or how it helps (a brief reason builds trust)
3. Any exceptions, alternatives, or how to ask for help
4. What happens if circumstances change (e.g. late arrival, cancellation terms)

Here is my draft text about this policy. Rewrite it into a description that follows the rules above:

[YOUR TEXT HERE]

`policy_type_code` allowed values

code	Description
<code>accessibility-policy</code>	Accessibility Policy
<code>age-policy</code>	Age Restriction Policy
<code>alcohol-drugs-policy</code>	Alcohol & Drugs Policy
<code>cancellation-policy</code>	Cancellation Policy
<code>checkin-checkout-policy</code>	Check-In / Check-Out Policy
<code>child-family-policy</code>	Child & Family Policy

code	Description
complaints-policy	Complaints & Feedback Policy
curfew-policy	Curfew Policy
damage-policy	Damage & Breakage Policy
food-allergy-policy	Food & Allergy Policy
force-majeure-policy	Force Majeure Policy
group-booking-policy	Group Booking Policy
code-of-conduct	Guest Behaviour / Code of Conduct
health-hygiene-policy	Health & Hygiene Policy
id-policy	ID & Documentation Policy
kitchen-policy	Kitchen Use Policy
laundry-policy	Laundry Use Policy
liability-policy	Liability & Insurance Policy
lost-property-policy	Lost Property Policy
quiet-hours-policy	Noise & Quiet Hours Policy
payment-policy	Payment Policy
pet-policy	Pet Policy
photo-media-policy	Photo & Media Policy
privacy-policy	Privacy & Data Protection Policy
smoking-policy	Smoking Policy
sustainability-policy	Sustainability / Environmental Policy
visitor-policy	Visitor / Non-Guest Policy

7. Deals

Current offers and promotions.

Field	Type	Required	Max length	Constraints
hostel_code	string	Yes	80	Parent hostel code.
name	string	Yes	100	Deal headline.
deal_type_code	string	Yes	30	See allowed values below.

Field	Type	Required	Max length	Constraints
<code>description</code>	RichText	Yes	400	Terms, dates, conditions. Min 20 words.
<code>book_url</code>	string	No	2048	Booking URL for this deal.
<code>available_from</code>	date	No	10	Start date. <code>YYYY-MM-DD</code> .
<code>available_to</code>	date	No	10	End date. <code>YYYY-MM-DD</code> .
<code>is_group_deal</code>	boolean	No	—	<code>true</code> if groups only. Default <code>false</code> .
<code>hero_image</code>	image	No	—	Promotional image.
<code>hero_image_alt_text</code>	string	No	125	Alt text for the hero image.
<code>themes</code>	string[]	No	—	Array of theme codes. Max 5 items.

AI prompt — Deal description

You are writing a deal/offer description for a hostel on the HI (Hostelling International) platform. Follow the HIXS Language System ([hi-hostels.webflow.io/hixs/systems/hixs-language-system](https://hostels.webflow.io/hixs/systems/hixs-language-system)).

Rules:

- UK English spelling (traveller, colour, centre)
- One idea per sentence. Active voice. Present tense. Second person ("you").
- Lead with what the guest gets, then the terms and conditions.
- Be specific about what's included, the dates it runs, and any restrictions.
- Tone: helpful and clear, not salesy. Present the offer as useful information, not a hard sell.
- No urgency language: never use "hurry", "don't miss out", "limited time only", "book now before it's too late".
- No exclamation marks.
- Target 20 - 50 words.

Structure:

1. What the deal includes – accommodation, meals, activities, discounts
2. When it's available (dates, seasons, days of week)
3. Who it's for (everyone, groups, members, families)
4. Terms: minimum stay, booking window, how to redeem
5. Optional: a practical detail about why this deal works well at this hostel

Here is my draft text about this deal. Rewrite it into a description that follows the rules above:

[YOUR TEXT HERE]

deal_type_code allowed values

code	Description
digital-nomad-package	Digital Nomad Package
refer-a-friend	Refer-a-Friend Reward
loyalty-offer	Returning Guest Loyalty Offer
limited-time-offer	Time-limited promotion
group-discount	Discount for group bookings
package-deal	Accommodation + extras bundle
activity-package	Accommodation + activity bundle
meal-plan	Accommodation + meals bundle
multi-night-deal	Discount for longer stays
seasonal-offer	Season-specific pricing
partner-collaboration	Joint offer with local partner
exclusive-member-deal	HI members only
last-minute-deal	Short-notice availability offer
concession	Concession discount

8. Key Features

Merchandising highlights — unique selling points for the hostel page.

Field	Type	Required	Max length	Constraints
hostel_code	string	Yes	80	Parent hostel code.
name	string	Yes	60	Feature headline.
category	string	Yes	20	See allowed values below.
description	string	Yes	500	Specific, factual. Plain text only (no HTML). Min 20 words.
icon	string	No	30	Lucide icon name. See list below.
display_priority	integer	Yes	—	Sort order. 1 = most prominent. Range: 1 to 10 .
hero_image	image	No	—	Feature photo.
hero_image_alt_text	string	No	125	Alt text for the hero image.

AI prompt — Key Feature description

You are writing a key feature description for a hostel on the HI (Hostelling International) platform. Follow the HIXS Language System ([hi-hostels.webflow.io/hixs/systems/hixs-language-system](https://hostels.webflow.io/hixs/systems/hixs-language-system)).

Key features are short merchandising highlights – the unique selling points shown on the hostel page. They must be specific and factual, not vague praise.

Rules:

- UK English spelling (traveller, colour, centre)
- One or two sentences. Active voice. Present tense.
- Plain text only – no HTML.
- Be concrete: distances, names, what makes this feature distinctive at THIS hostel.
- No vague praise: never use "unique atmosphere", "perfect location", "friendly staff". Instead, describe what's actually there.
- No exclamation marks.
- Minimum 20 words. Maximum 500 characters (not words – characters).

Structure:

1. The feature itself – stated in specific, factual terms
2. Why it matters to the guest – a practical benefit or a concrete detail

Examples of good output:

- "The hostel sits 200 metres from the lake shore. You can walk down before breakfast and be back in time for coffee."
- "A restored 17th-century townhouse with original stone walls in the common areas and a walled courtyard garden."

Here is my draft text about this feature. Rewrite it into a description that follows the rules above:

[YOUR TEXT HERE]

category allowed values

Value	Use for
location	Views, proximity, neighbourhood
amenity	Standout physical feature
vibe	Atmosphere, culture, community
sustainability	Environmental credentials
heritage	Historical significance, architecture
adventure	Unique activity access

Common `icon` values

`wifi`, `bed`, `utensils`, `coffee`, `tree-pine`, `mountain`, `waves`, `bicycle`, `music`, `book`, `sun`, `moon`, `star`, `heart`, `leaf`, `anchor`, `telescope`, `compass`, `flame`, `snowflake`, `umbrella`, `camera`

9. Gallery Images

Hostel image gallery — submitted as a separate flat file, one row per image.

Field	Type	Required	Max length	Constraints
<code>hostel_code</code>	string	Yes	80	Parent hostel code.
<code>url</code>	string	Yes	2048	Full public HTTPS URL. JPEG, PNG, or WebP. Max 20MB file size.
<code>alt_text</code>	string	Yes	125	Descriptive alt text for accessibility.

Maximum 25 images per hostel. Images should show the hostel's own building, rooms, facilities, and grounds — not stock photography or nearby attractions.

Theme codes (cross-cutting tags)

Used in `themes` arrays across facilities, services, experiences, deals, and key features. Each code is a string, max 30 chars.

code	Description
<code>food-and-drink</code>	Food and beverage related
<code>wellness</code>	Health, relaxation, spa
<code>work-from-here</code>	Remote work, coworking
<code>outdoor-active</code>	Hiking, cycling, sports
<code>culture-heritage</code>	History, museums, arts
<code>nature-wildlife</code>	Nature, wildlife, parks
<code>urban-exploration</code>	City life, nightlife, street culture
<code>water-activities</code>	Swimming, kayaking, surfing
<code>winter-sports</code>	Skiing, snowboarding, ice
<code>eco-sustainability</code>	Solar, recycling, green certification
<code>social</code>	Community, events, shared spaces
<code>family</code>	Family-friendly activities

Image format

All we need for an image is a **URL we can access** and a **short alt-text**.

```
{
  "url": "https://cdn.example.com/image.jpg",
  "alt": "Descriptive alt text for accessibility (max 125 chars)"
}
```

Field	Type	Required	Max length	Constraints
<code>url</code>	string	Yes	2048	Public HTTPS URL. JPEG, PNG, or WebP. Max 20MB file size.
<code>alt</code>	string	Yes	125	Describe what the image shows for screen readers.

How it works

Once published, the Content Hub automatically downloads the image from the URL you provide, uploads it into its Asset Store (tagged with your alt-text), optimises it for different display formats, and publishes it to our CDN. This is all automatic, and the file is permanently stored in the Content Hub — you do not need to worry about your original link being permanent.

Where can image URLs come from?

Your image links can come from anywhere that is publicly accessible on the web:

- Your own Digital Asset Management (DAM) system
- Your hostel or association website
- A cloud storage service with public sharing enabled
- Any other externally accessible URL

The only requirement is that we can reach the URL without authentication. If you can open the link in a private/incognito browser window and see the image, it will work.