

# Content Committee Agenda

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- Unique Global Identifiers (UGIs)
- Structured Content
- Channel Matrix
- Consistent Content
- New Topics of Interest
  - Multi-Lingual Content
  - MICE
  - Others

# UGI

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UGI #



Unique Global Identifiers (UGI) is a unique reference number to identify and provide information about operational units within the hospitality industry. In technical terms a UGI is a random code that attaches itself to attribute and relationship (Link) information. Unlink the Attributes and Links, the UGI does not change over the life of an operational unit.

## Why Now ?

This concept is not a new one to our industry, but as every day passes our industry calls out for such as solution. Our codependence on electronic distribution and past years technological advances make now the time to re-introduce implementing UGIs.

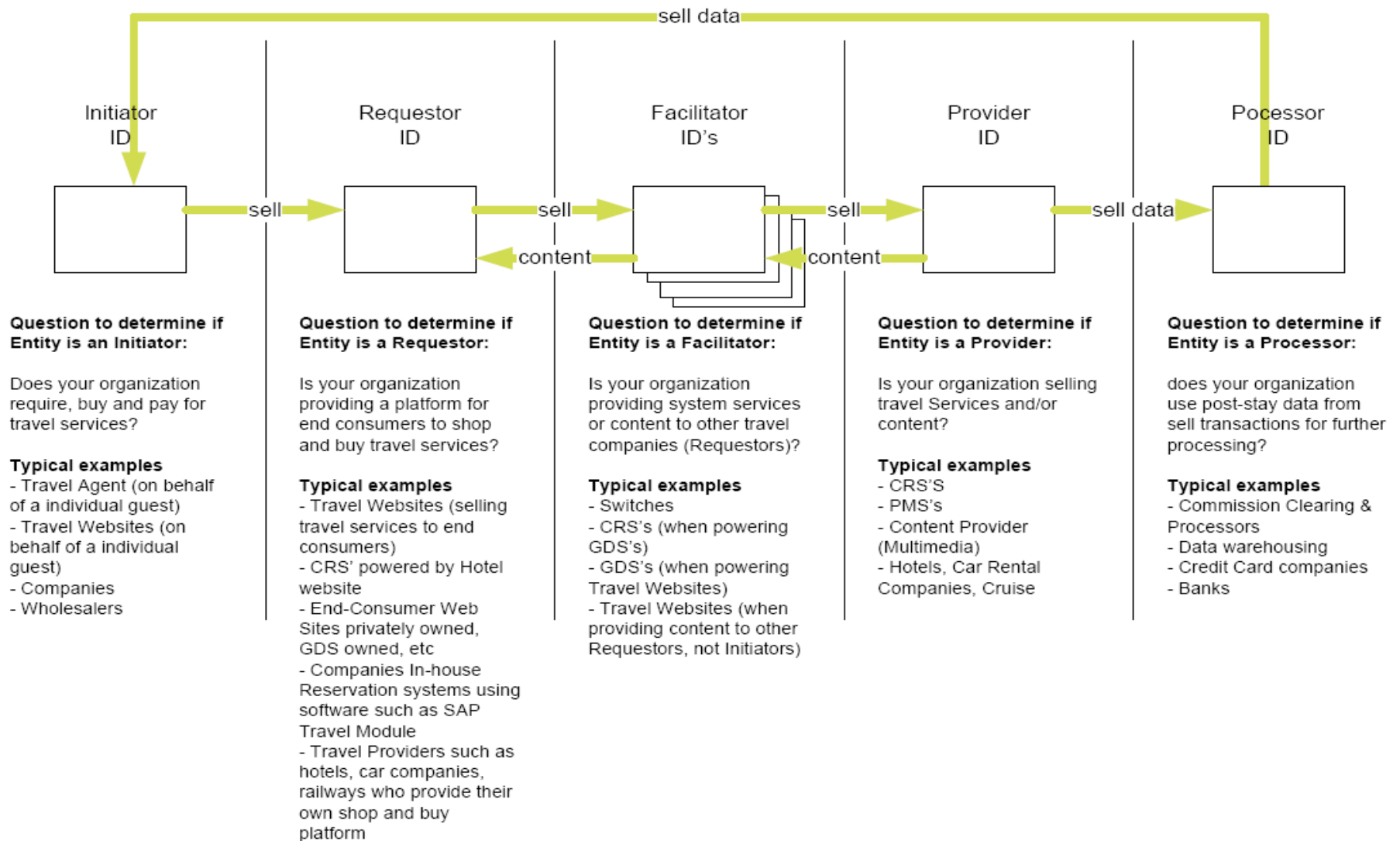


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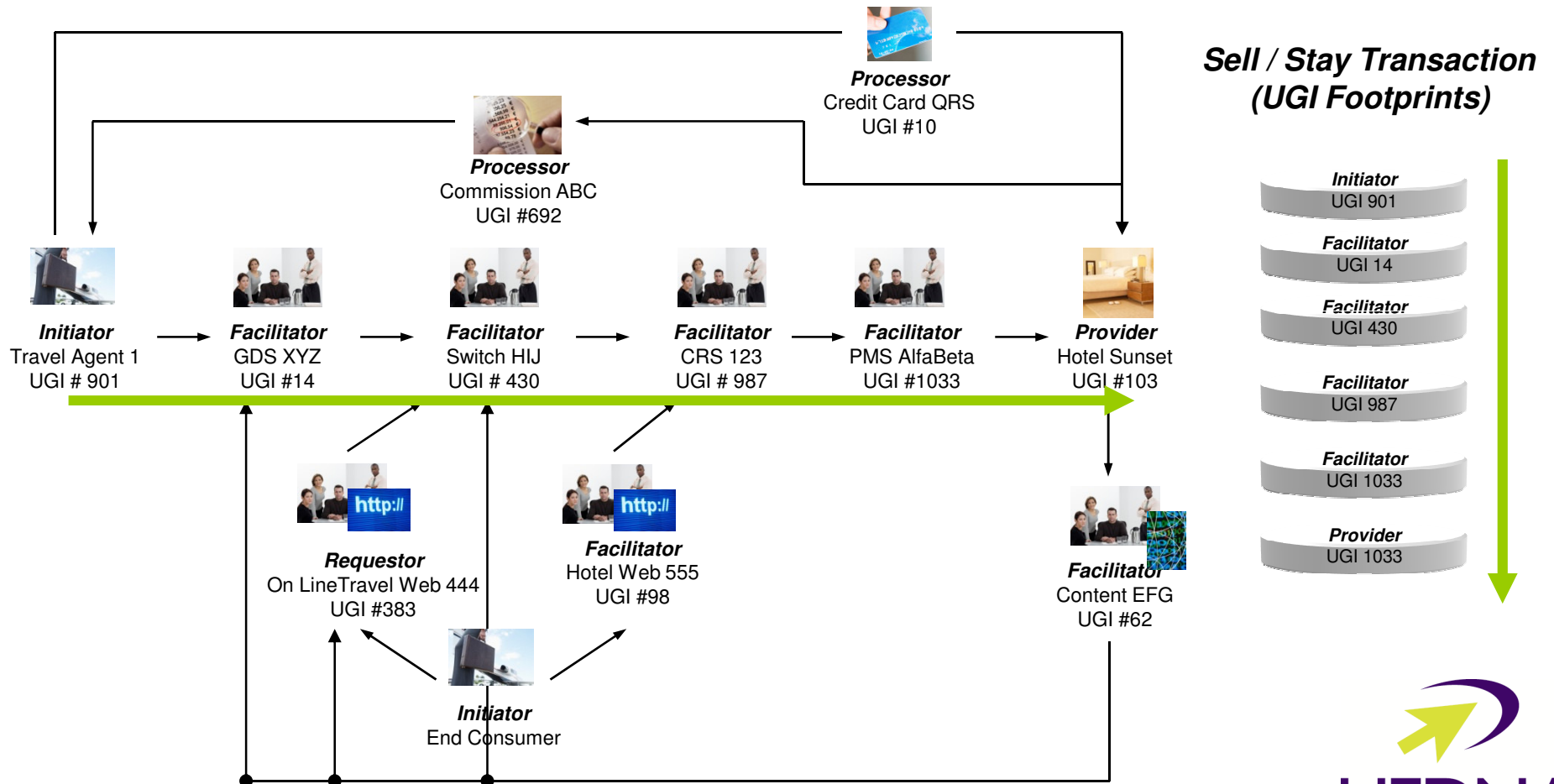
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# An Example of roles operational units can play in a sell/stay transaction.



# Example of how UGI footprints would be used in a **sell/stay** transaction.



# UGIs –History

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UGI #

## History

- HEDNA 2005 San Francisco – UGI Committee Formed and White Paper completed.
- HEDNA 2006 Frankfurt – White Paper presented. HEDNA board approval.  
UGI Brief and Survey completed.
- HEDNA 2006 Miami – Survey Results presented.  
Request for Quote for Cost / Benefit analysis send for bid.
- HEDNA 2007 Dublin – High-level Cost/Benefit analysis presented. Vendor response evaluations and interviews completed for for Cost / Benefit analysis.

## HEDNA 2007 Phoenix – Next Steps

- Sponsorship Campaign
- Completion of Cost / Benefit Analysis.
- Contact other industry organization about UGI initiative and schedule time to educate about initiative and present outcomes of study.

# Scope of the UGI Cost / Benefit Analysis

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- **Identifying Benefits and Cost elements and potential cost barriers for the following groups.**
  1. Hotel Chains
  2. Reservation Services
  3. Large industry Product vendors (such as Micros, Optimis and Visual One)
  4. Travel Agents and other booking entities such as on-line web sites
- **Outline both technical and functional costs. Technical areas to be covered in the above groups are:**
  - Property Management solutions and backend office solutions.
  - Central Reservation Systems
  - Travel Agent Booking Systems
  - Accounting Systems
- Address different non for profit business models to support maintenance costs of solution of the service that distributes UGIs.
- Identify potential suitable global organizations who would be interested in responding to a RFP to design, develop, launch and maintain UGI Solution.



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# Preliminary Identified Benefits of UGIs

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- A reduction in costs to organizations in their time spent currently researching and mapping operational units to a transaction.
- A reduction in costs to companies in their time spent researching to identify operational units and correcting incidents linked to a transaction.
- Operational Units use UGIs to globally to inform and in almost real-time organizations query / pull this information thus maintaining integrity and prevalence of information.
- A industry first solution that allows operational units to link their relationships to other operational units in the hospitality industry.
- In contrast to current partial solutions this is an industry governed solution who's goal is to provide free exchange of information and increase the flow of trade and revenue on a global basis.



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# Preliminary Identified Costs of UGIs

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- The one time cost to technically design, develop and implement the solution.
- The ongoing costs to manage and maintain the UGI system.
- The cost to technical solution providers to enhance their current systems to include and use UGI information.
- The cost to any operational unit whom has in-house software solution to enhance their current solution to use UGI information.
- The time and effort dedicated by industry participates to communicate and educate the industry about this initiative and confirm participation.



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# UGI Next Steps

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- Committee Voted to:-
  - Move forward with cost benefit
  - Initiate phase 1 of this 2-part initiative
    - **Market Research**
    - Business Plan incl cost/benefit
  - Potential funding of Phase 1 via HEDNA or sponsorships

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# Structured Content

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## Goal

To reduce the amount of free-format text fields still held in various distribution systems and to work with vendors to turn them in to structured text

## Actions

Review of various OTA-driven systems took place and list of structured field recommendations now posted on HEDNA.org.

## Next Steps

HEDNA to review/refine and then take these recommendations to industry bodies such as OTA and NBTA. Target date May 2008

# Channel Matrix

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## Goal

To understand and document where distribution channels receive their content so hoteliers can better manage their content across these various channels

## Actions

A review was started of all main channels to determine where the content is sourced, how it is managed, and how it is displayed. Limited ability to find this information led to an incomplete list.

## Next Steps

To focus on key distribution channels only and complete limited list. HEDNA members to assist with information from their own companies, and HEDNA to send request to those companies. Final list will be posted May 2008



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# Consistent Content

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## Goal

To understand and document how search engines treat content and subsequently display hotels on their sites – with particular reference to consistent content and biasing in search engines

## Actions

To discuss with key search engines and understand how they treat single point of entry/storage/distribution of content by hotels – as well as how many changes the sites make to the content

## Next Steps

Review and summary paper to be drafted

# Multi-lingual Content

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**Goal** To understand, document, and produce guidance information on how best to represent and distribute hotels in multi-lingual format

**Actions/** To produce:-

**Next Steps**

- White Paper on multi-lingual approaches to markets
- Best Practice document
- Standards in structured m/l content

# New Topics

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## Suggested Topics

Multi-lingual – new review

MICE – rejected as part of Group committee discussions