

Emerging Issues Conversational

Document on Transition Request – Exception Policy for pre-building for Switchovers

HEDNA clause: It is important to note that for purposes of this document the chain is responsible for the data available via the distribution channel and it is the sole responsibility of the chain to satisfy the necessary legal and business requirements to facilitate the Transition Request via the various distribution channels.

Definition of Transition Request

Transition Request is the ability for a property to facilitate representation under both their current chain code and their new one for a maximum time period of 30 business days. The hotel requesting to be represented by both chains would require two different property numbers and two different chain codes during the transition period and would not be available for sale under both chain codes on the same dates. It is also important to note that this request is not to be used for all switchovers. *The intention for Transition Request is to assist properties, primarily those that receive large volumes of GDS bookings, make the ramp up time much easier upon conversion to a new chain code. This will not replace the current switchover process, but should be used on a case by case basis.* It is also important to note that all reservation history associated with the property will be lost during a Transition Request as it is essentially treated as a new build in the GDSs.

Overview

For a 30 day period, the transitional hotel will be built twice in each GDS system and have 2 different property numbers and chain codes. Based upon availability, the property would display only once. The losing chain would have it 'stated' in their system until a day or so prior to the actual cutover date. The gaining chain would have it 'stated' as of cutover date. So if the customer requests a date prior to the cutover the availability returns under the 'losing' chain code, post cutover the GDS returns availability from the 'gaining' chain.

Transition Request under the existing (losing) chain code as well as the new chain code managed or represented by a different company or entity.

Definition: When a hotel property transfers from one chain, brand or representation company to another chain, brand or representation company where the chain codes are managed by separate hotel companies, associates or vendors.

Transition Request under the existing (losing) chain code as well as the new chain code where by both chain codes are managed by the same company or entity.

Definition: When a hotel property transfers from one chain, brand or representation company to another chain, brand or representation company where the chain codes are managed by the same company, associate or vendor.

Switchover Procedures Standards

The HEDNA established Switchover Procedures Standards still apply for all switchovers; however additional requirements must be met by the two chains and individual hotel involved in order to facilitate the dual representation approval process within the distribution channels.

Those requirements include the following:

1. Written acceptance of responsibility from the hotel's General Manager to ensure reservations made under both chains are provided equal care as required.

2. Written approval must be obtained from the following entities 45 business days prior to the schedule switchover date and submitted along with the property's switchover notification processed by the "gaining" chain in question.

a. A letter authorizing dual representation for a specified period not to exceed 30 business days from the Automation or Distribution department of the "Losing" chain on official company letterhead.

b. A letter authorizing dual representation for a specified period not to exceed 30 business days from the Automation or Distribution department of the "Gaining" chain on official company letterhead.

c. Each letter must contain the following details to be executed in full:

1. Name, title, and signature of the Automation or Distribution services department head responsible for the activities and partnership between the distribution channel and the Hotel Company, associate or vendor.

2. Full contact details, including name, address, email, and fax number, must be included on each letter.

3. The new chain/representation company will mail, fax or e-mail the above letters to the appropriate contacts at each of the GDS's using the guidelines outlined above. This letter must include a cover letter to include the following additional information:

a. Current property number and chain code in each GDS.

b. New chain code under which the hotel will be represented in each GDS.

c. Name, phone, email and title of the contact person at the new chain/representation company.

d. The "gaining" chain must notify and coordinate approval with the "losing" chain. Both parties need to be aware this is not a property Switchover, as the "losing" chain's property description (and number) will eventually be deleted. This communication should be stated in the Switchover letter. The old property information will be deleted on the cutover date.

4. Final Transition Request approval, not to exceed 30 business days, lies with the distribution channel, and the burden to supply the required notification falls solely with the individual hotel.

5. The "gaining" chain can sell the new hotel, up to 30 business days in advance of the switch date, from the date of the switch forward into the future. The "losing" chain may sell the hotel for dates until the switch is scheduled to occur but not beyond.

Best Practices to maximize the effectiveness of this process

- 1) Hotels will have new GDS Property Numbers so it is advisable to take the following actions:
 - a. Develop a communication plan and appropriate documents to advise clients who utilize front end systems that either have local databases or need to have information updated to effectively position the property.
These include:
 1. Corporate Accounts that may utilize a Corporate Booking Tool, to ensure any preferencing, mapping, or offline directories are appropriately updated.
 2. TMCs or Travel Agencies to ensure any preferencing, mapping, or offline directories are appropriately updated.
 - b. Update any sales collateral with the new property number in addition to the new chain code.
- 2) Rates will not be able to be 'cloned' or copied since there will be a new property number, the rates will have to be rebuilt and re-linked in each GDS.
- 3) Ensure the length of the transitional period is substantial enough to warrant the above mentioned efforts.