

**HEDNA Standards Committee
Structured Property Content**

Revised 04 November 2008

The intent of this document is to recommend a list of key data types that should be provided for each hotel property, the elements that make up each of those data types, and the content structure for each of those elements. For those elements for which there is no existing standard, a proposed standard will be defined by the HEDNA Standards Committee.

Content Structure Definitions:

Coded A defined set of codes will be used to represent the options available for this field.
 Formatted The value input must follow a specified format.
 Free Format There are no defined formats or codes.

Data Types	Data Elements	Content Structure	Proposed Content Standards	Committee Action Needed
Property Basics	Property full name	Free Format	Max 30 chars	
	Property Short Name	Free Format	Max 18 chars	Define abbreviation standards, e.g CNV CTR for Convention Center
	Property class type	Coded as per OTA (PCT)		Standard definitions of OTA codes
	Segment category	Coded as per OTA (SEG)		Standard definitions of OTA codes, eg. what qualifies a property as Budget or Luxury
	Long Property Description	Free Format	Approx. 2500 characters - Marketing oriented text describing the hotel's	Define use and type of information;

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			architecture, décor, environment, historical information, proximity to major attractions - to be used for lengthier detailed property displays, eg. online channels.	field length
	Short Property Description	Free Format	Approx. 255 characters – Marketing oriented text describing the hotel’s decor, environment, and key selling points – to be used for more limited property displays, eg. GDS channels	Define use and type of information; field length
	Currency code	Coded as per ISO 4217		
	Languages spoken	Coded as per ISO 639-1		
	Year built	Formatted – 4 digit year		
	Year renovated	Formatted – 4 digit year		
	Renovation Details	Free Format	Area renovated (guest rooms, public areas, fitness center, pool, meeting space, business center, restaurant), type of renovation (work completed), and other renovations within last 2 years. 250 chars max length	
	Hotel status	Coded as per OTA (HST)		
	Bookable status	Coded – ‘true’ or ‘false’		

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	Time zone	Coded as per standard abbreviations		Determine abbreviation standards
	GMT offset	Formatted – from -12 to +13		
	Yearly closure start dates	Date - formatted as per OTA		
	Yearly closure end dates	Date - formatted as per OTA		
	Yearly Closure Detail	Free Format	Describe recurring seasonal closure. Not to be used for one-time closure, i.e. for renovations, fire, etc. 250 char max field length	Determine if OTA has field to support this
	Elevation	Numeric		Determine if OTA has field to support this
	Elevation unit of measure	'feet' or 'meters' coded as per OTA (UOM)		Determine if OTA has field to support this
	Guest Alert (previously Hotel Fact)	Free Format	Information regarding limited facilities or services which would need to be conveyed to a guest prior to booking or arrival, e.g. pool closed for renovations, partial	

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			inventory closure for renovations. 250 chars max length	
	Guest alert start date	Date - formatted as per OTA		
	Guest alert end date	Date - formatted as per OTA		
Property Address	Address use type	Coded as per OTA (AUT)		
	Street address 1	Free Format	Physical address of hotel including street number, street directional indicator, street name, and street type (e.g. avenue, boulevard, etc.) as applicable; formatting dependent on the country in which the hotel resides; no intersections, PO Boxes or other generalities.	Define content standards and field length
	Street address 2	Free Format	Additional information regarding the physical address of the hotel that could not be accommodated in Street address line 1, such as building or suite number.	Define content standards and field length
	City	Free Format	English spelling to be used in English version of the content	Define field length
	State/province code	Coded as per ISO 3166-2		
	County/region name	Free Format		Define field length

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	Country code	Coded as per ISO 3166-1 Alpha-2		
	Postal code	Free Format		
Phone Number	Technology type	Coded as per OTA (PTT)		
	Location type	Coded as per OTA (PLT)		
	Country code	Coded as per ITU-T Recommendation E.164.1		
	Area code	Numeric only		
	Phone number	Numeric only	Direct hotel phone number as dialed from outside the country excluding the country access code and area code if provided in the designated elements.	Define content standards
Email	Email address type	Coded as per OTA (EAT)		
	Email address	Formatted as per ITU-T Recommendation E.123		
Loyalty Program	Program name	Free Format		Define field length
	Program description	Free Format	Brief description of program benefits, eligibility and affiliate programs, i.e. airlines.	Define content standards and field length
	Program details	URL	Link to website containing information on	

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	link		the loyalty program	
	Program phone number	Free Format	Phone number of the loyalty program desk	
Awards	Provider name	Free Format	Name of organization awarding the rating or designation	Define field length
	Rating Units	Numeric only	For star or similar ratings, indicate the number awarded.	
	Rating Designation	Free Format	Identify designation, e.g. stars or crowns.	
	Date awarded	Date - formatted as per OTA		Determine whether year only or year/month/date
Space Information (number of guest rooms, suites, floors, disabled rooms, etc. at the property)	Space type code	Coded as per OTA (GRI)		Identify min required GRI codes
	Space type quantity	Numeric only		
	Space type description	Free Format	Provide further details about the space type, such as disabled rooms might be further described as “Located on the 1 st floor”.	Define content standards; field length
Location Information	Location category	Coded as per OTA (LOC)		
	Location category description	Free Format	Provide further details about the category code of the property, such as a property in a tourist site location could be further described as “2 blocks from the Washington Monument”.	Define content standards; field length
	Latitude	Formatted as decimal		Define minimum and maximum

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	Longitude	number Formatted as decimal number		length Define minimum and maximum length
Climate	Start Date	Date – Formatted as per OTA	Start date of climate period to be described	Determine if OTA field exists for this
	End Date	Date – formatted as per OTA	End date of climate period to be described.	Determine if OTA field exists for this
	Climate description	Free Format	Description of the typical weather conditions including high and low temperatures, average precipitation, etc.	Define content standards; field length
Attractions / Airports	Attraction category	Coded as per OTA (ACC)		Identify required ACC codes
	Primary Designator	Coded - 'Y' or 'N'		
	Attraction name	Free Format		Define field length
	Airport code	Coded as per IATA		
	Distance to property	Free Format – numeric only		
	Distance unit	Coded as per OTA (UOM)		
	Direction to or from property	Coded – 'to' or 'from'		
	Compass direction	Coded – 'N', 'S', 'E', 'W',		

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		'NE', 'NW', 'SE', 'SW'		
	Transportation code	Coded as per OTA (TRP)		
	Transportation charge currency	Coded as per ISO 4217		
	Transportation charge	Formatted		
Amenities & Services	Hotel amenity code	Coded as per OTA (HAC)		
	Business service type	Coded as per OTA (BUS)		
	Meal plan type	Coded as per OTA (MPT)		
	Proximity code (onsite, offsite, etc.)	Coded as per OTA (PRX)		
	Usage fee currency	Coded as per ISO 4217		
	Usage fee	Free Format		
	Day of week availability	Formatted as per OTA		
	Operation times	Formatted as per OTA		
Physically Challenged Features	Feature code	Coded as per OTA (PHY)		
	Feature code detail	Free Format	Further describe the feature such as what it is, where it is located, measurements, etc.	Define content standards

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Security Features	Feature code	Coded as per OTA (SEC)		
	Feature code detail	Free Format	Further describe the feature such as what it is, where it is located, etc.	Define content standards
Eco Friendly Features	TBD	TBD		Work with Emerging Issues committee to define
Recreation	Recreation service type	Coded as per OTA (RST)		
	Recreation service type detail	Free Format	Further describe the service type	Define content standards
	Proximity code	Coded as per OTA (PRX)		
	Included in rate flag	Coded – ‘true’ or ‘false’		
	Recreation description	Free Format	Further describe the feature such as what it is where, where it is located in relation to the property, and how it can be accessed, booked, or used	Define content standards; field length
	Recreation service detail code	Coded as per OTA (REC)		
	Recreation service detail code detail	Free Format	Further describe the service detail code	Define content standards
Check-in/Check-out Policy	Check in time	Time - formatted as per OTA		

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	Check out time	Time - formatted as per OTA		
	Early check out charge	Free Format		
	ECO tax inclusive indicator	Coded - 'true' or 'false'	Indicate whether or not taxes are included in the Early Check-Out charge.	
	Early check out policy description	Free Format	Further describe the policy such as the check-in/out times and charges, including stating variable charges could apply by date or rate type.	Define content standards; field length
	ECO Policy Start Date	Date – formatted as per OTA		
	ECO Policy End Date	Date – formatted as per OTA		
Child Policy	Kids stay free indicator	Coded – 'true' or 'false'		
	Number of free kids per adult	Formatted		
	Free kids cut-off age	Formatted		
	Max child age	Formatted		
	Child Policy Description	Free Format		Determine standard content; field length
	Policy Start Date	OTA date format		

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	Policy End Date	OTA data format		
Commission Payment Information	Payment Service	Coded	Payment service utilized by the property for travel agency commissions.	Define codes for each of the existing companies. Determine if OTA field exists.
Pet Policy	Pets allowed indicator	Coded – ‘true’ or ‘false’		
	Accepted pet types	Coded as per OTA (PET)		
	Pet Policy Description	Free Format		Determine standard content; field length
	Maximum Weight	Free Format		Determine if OTA field exists
Guarantee/Deposit/ Payment Policy	Accepted payment types	Coded as per OTA (PMT)		
	Accepted credit cards	Coded - 2 characters		Determine if there is a standard set of codes that can be used

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	Policy Start Date	Date – as per OTA format		
	Policy End Date	Date – as per OTA format		
Cancel Policy	Policy description	Free Format	Further describe the policy such as the cancellation threshold times and charges, including stating variable charges could apply by date or rate type.	Define content standards; field length
	Cancel time limit	Formatted		
	Penalty amount / percent	Formatted		
	Tax included indicator	Coded – ‘true’ or ‘false’		
	Policy Start Date	Date – as per OTA format		
	Policy End Date	Date – as per OTA format		
Tax & Fee Policy	Tax/fee type	Coded as per OTA (FTT)		
	Tax/fee description	Free Format	Name of the tax or fee identified by the corresponding tax/fee code	Define content standards; field length
	Tax /fee currency	Coded as per ISO 4217		
	Tax/fee unit	Coded as per OTA (???)		Determine what OTA code list applies. If duplicate of Charge

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	Tax/fee amount or percent	Formatted		Type, then remove.
	Charge type	Coded as per OTA (CHG)		
	Policy Start Date	OTA date format		
	Policy End Date	OTA data format		
Guest Room Information	Guest room name	Free Format	Short label for the room giving indication of standard and bed configuration.	Define content standards; field length
	Room location type	Coded as per OTA (RLT)		
	Room view type	Coded as per OTA (RVT)		
	Room ID	Free Format	Unique room identifier utilized within the hotel CRS for booking	Define content standards
	Bed type code	Coded as per OTA (BED)		
	Guest room description	Free Form	Further describe the room such as its standard, bed configuration, and location in the property. Can also include some of the features and amenities in the room.	Define content standards; field length
	Room amenity code	Coded as per OTA (RMA)		
	Amenity included in rate indicator	Coded – ‘true’ or ‘false’		

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Meeting Room Information	Meeting room name	Free Form	Short label for the room which may be the actual name or it may be a generic label indicating the type or size of the room.	Define content standards; field length
	Meeting room amenities / services	Coded as per OTA (MRC)		
	Meeting room amenities/services charge	Free Format		Define content standards
	Dimension area	Formatted		
	Dimension height	Formatted		
	Dimension length	Formatted		
	Dimension width	Formatted		
	Unit of measure	Coded as per OTA (UOM)		
	Room format code	Coded as per OTA (MRF)		
	Max occupancy per room format	Formatted		
Meeting room description	Free Form	Describes the individual meeting room in terms of layout, features, location etc	Define content standards; field length	
Restaurant Information	Restaurant name	Free Form	Short name of the restaurant	Define content standards; field length
	Category code	Coded as per OTA (RES)		
	Meals served	Formatted as		Propose additional

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	(breakfast, lunch, dinner, brunch)	per OTA		code to OTA for late night dining
	Main cuisine	Coded as per OTA (CUI)		
	Proximity code	Coded as per OTA (PRX)		
	Attire description	Coded	Description identifying the attire required in the restaurant if there is a policy of minimum standards or dress.	Define standard codes; field length
	Restaurant description	Free Format	Recommend <u>not</u> to include structured items such as prices and hours of opening.	Define content standards; field length
	Service info	Coded as per OTA (RSI)		
	Restaurant Closure Start Date	Date – formatted as per OTA	Start date of restaurant closure period.	
	Restaurant Closure End Date	Date – formatted as per OTA	End date of restaurant closure period.	