

Structured Content Committee Meeting
Dublin, Ireland
May 20, 2007
Minutes

- I. Welcome – Co-chair Laury Anne Behrens with Worldwide Payment Systems welcomed all those present. She indicated that she would be giving an overview of the many tasks and issues under the purview of the Content Committee. Ms. Behrens outlined the purpose of the committee: “ The content committee is focused on various activities involved in content and its distribution through the industry. Content can be descriptive (textual, structured) or illustrative (images, videos) and used either in the reservation process or not. There are several industry needs to standardize and structure the elements of content, their use, and their distribution, so as to support the growing thirst for information, particularly fuelled by the electronic channels.”

- II. Structured Content - HEDNA members have been reviewing the various content fields used in hotel reservations and distribution systems. The fields used in enabling searches, processing reservations, and managing ancillary services such as commission processing are divided in to free format text fields and structured fields. It was readily identified that a number of free-format text fields cause issues to hotel providers, intermediaries, and distributors due to the fact they are not structured. After research and discussion, a list of fields has been put forward by the members that they would like the technology providers to use and be structured in the various technology systems, so as to enable faster, easier, and more accurate distribution of hotels. Laury Behrens indicated that this sub-group is looking for feedback from the membership on the latest version (5) which has been posted on the website. The next steps are to meet with the GDS’s and other key technology providers to get them incorporated. The volunteer leader of this sub-group is Dee Thomas with Pegasus Solutions.

- III. Channel Matrix – The objective for the matrix is to be available for members to use as a reference tool to identify sources, type and update frequency on where OTA’s are pulling their data. This will aid members in determining if they can partner with an OTA, or it can be used as a source to aid in the process to troubleshoot issues. Jodie Gibson of Wyndham Hotels as the leader of the sub group indicated there was still work to be done on the matrix, although much work had been completed, and that there had been some resistance in obtaining the information from some sources. The group agreed that where there was resistance it would be noted on the matrix. Marcus

Blatch of Travelocity agreed to follow-up with Noreen Henry of Travelocity on the feedback through HEDNA staff.

- IV. Consistent Matrix – A discussion around a report that some channel distribution websites may have de-listed hotels when they found identical content across channels was held. It was concluded that this was not prevalent, and therefore not an issue to be pursued. Marcus Blatch of Travelocity agreed to follow-up with one provider to ensure this was not happening. The group agreed it was more of an SEO issue than content.
- V. Multilingual Content – It was noted that a presentation was going to be held at the conference on this important and complex topic. It was suggested that a guide be developed on what to translate. Cynthia Costillo with Amadeus reported that HTNG was already working on this issue, and suggested that HEDNA work together with them. Further, Jennifer Ginty of Hyatt indicated that OTA was also working on this issue and efforts should be combined. Both Cynthia Costillo and Jennifer Ginty agreed to coordinate efforts between all three groups.
- VI. Unique Global Identifiers (UGIs) –Laury Behrens reported that much progress had been made on this project and highlighted the milestones completed to date and also presented the concepts behind a UGI. Ms. Behrens noted that while this is a extensive project, and a substantial benefit to the industry, it will have a cost to design, manage and communicate to make it universally accepted. She concluded by noting the next steps included completing a in-depth cost benefit analysis, and to contact other industry organization about the UGI initiative.
- VII. New Topics
 - A. 360 Virtual Tools – The HEDNA website has a reference tool regarding 360 virtual tools, and it was agreed that this should be re-examined and updated. Marcus Blatch of Travelocity volunteered to lead the sub group whom would review the materials and suggest changes.
 - B. Meeting Content – This issue was discussed, and it was agreed this topic was being discussed in the Meeting and Groups committee.
- VIII. Adjournment – With no further business to discuss, the meeting was adjourned.