

UGI Working Session

10 December 2008



Session Agenda: 90 Minutes

- UGI Overview 15 mins.
 - Concept and Background
 - Potential Benefits
 - Who Needs the UGI?
- Things to Think About 5 mins.
- Workshop Breakouts 40 mins.
- Findings and Next Steps 30 mins.



Universal Global Identifier (UGI) Concept

- A unique number assigned to any operational entity involved in the hospitality industry
- Can be embedded throughout the transaction lifecycle
- Requires significant industry support, leadership and critical mass



Who Needs the UGI?

- Potentially any party involved in
 - Distributing and selling hotel inventory
 - Publishing property-related information
 - Settling payments and commissions
 - Reporting bookings and revenues to internal and external audiences
 - Accounting and auditing
 - Business and marketing analysis



Wide Support for UGI

- 77% agree that UGIs can deliver cost savings in our industry
- 94% agree that UGIs can add much needed transparency (consistency when identifying each party involved) to the life cycle of an electronic transaction
- 84% wish that HEDNA move forward with this initiative

Source: HEDNA UGI Survey, May 2008



How Can UGIs Help?

- Property re-branding / re-flagging
 - Content management and distribution
 - Reservation processing
 - Commission reconciliation
- Hotel's multiple representation
 - Identify same hotel under different brands



How Can UGIs Help? Cont'd

- Identify originating source / website
 - Hotels can identify who they are doing business with by requiring UGI in order to transact
- Normalization of entity information
 - Consistency across systems
 - Simplified reporting



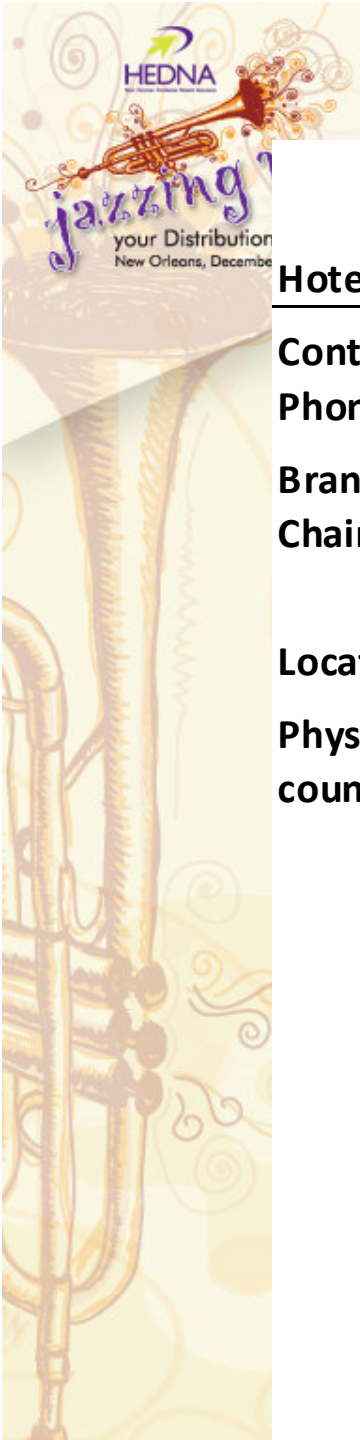
Potential Benefits

- Lower data management costs, better reporting
 - Eliminate duplication of effort for maintaining identifiers for hotels, OTAs, TMCs, etc.
- Simplified content management
- Better rate compliance across channels
- Faster, more accurate payments and commission distribution.
- Reduced fraud
- Better bookings, higher guest satisfaction

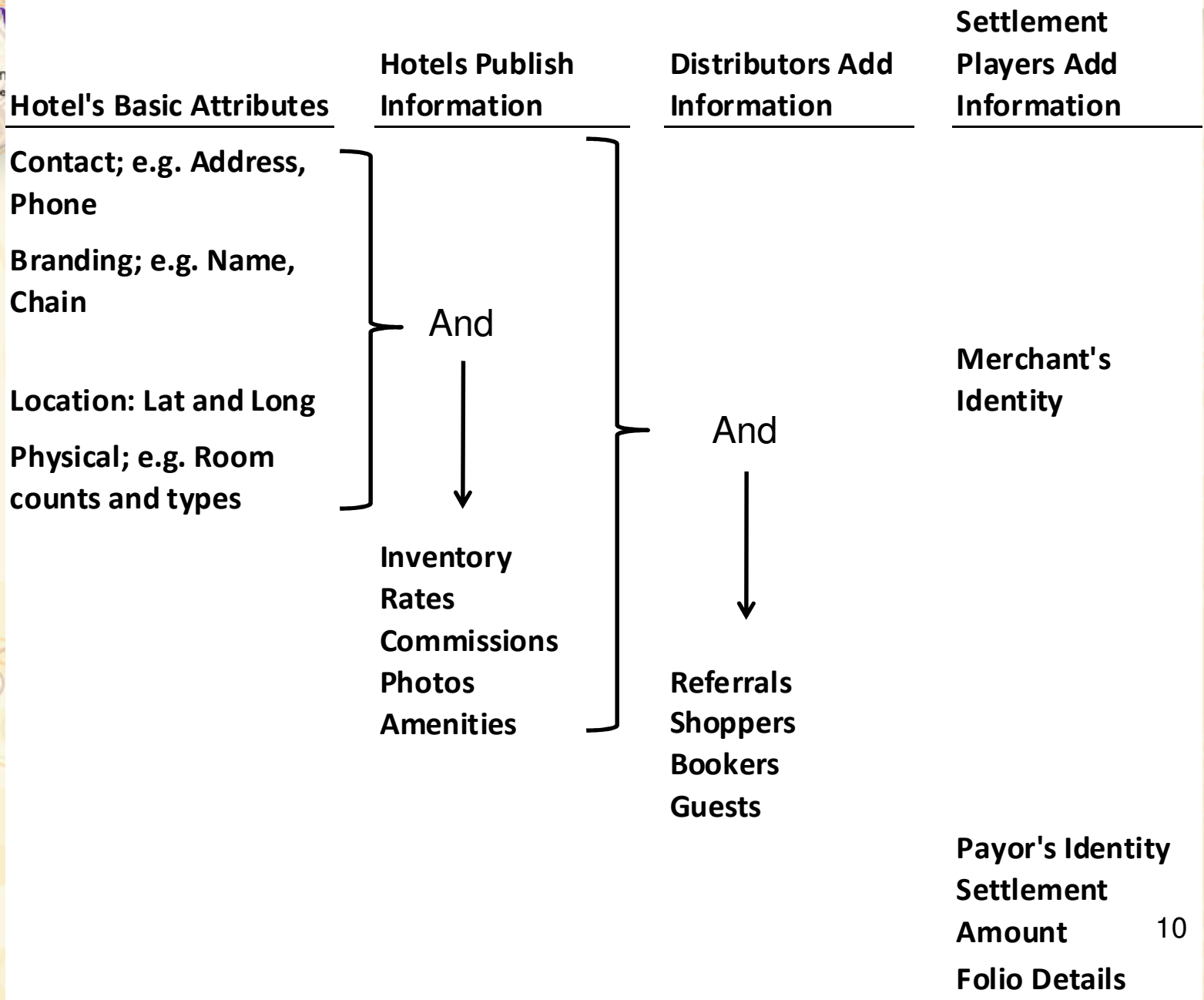


Things to Think About

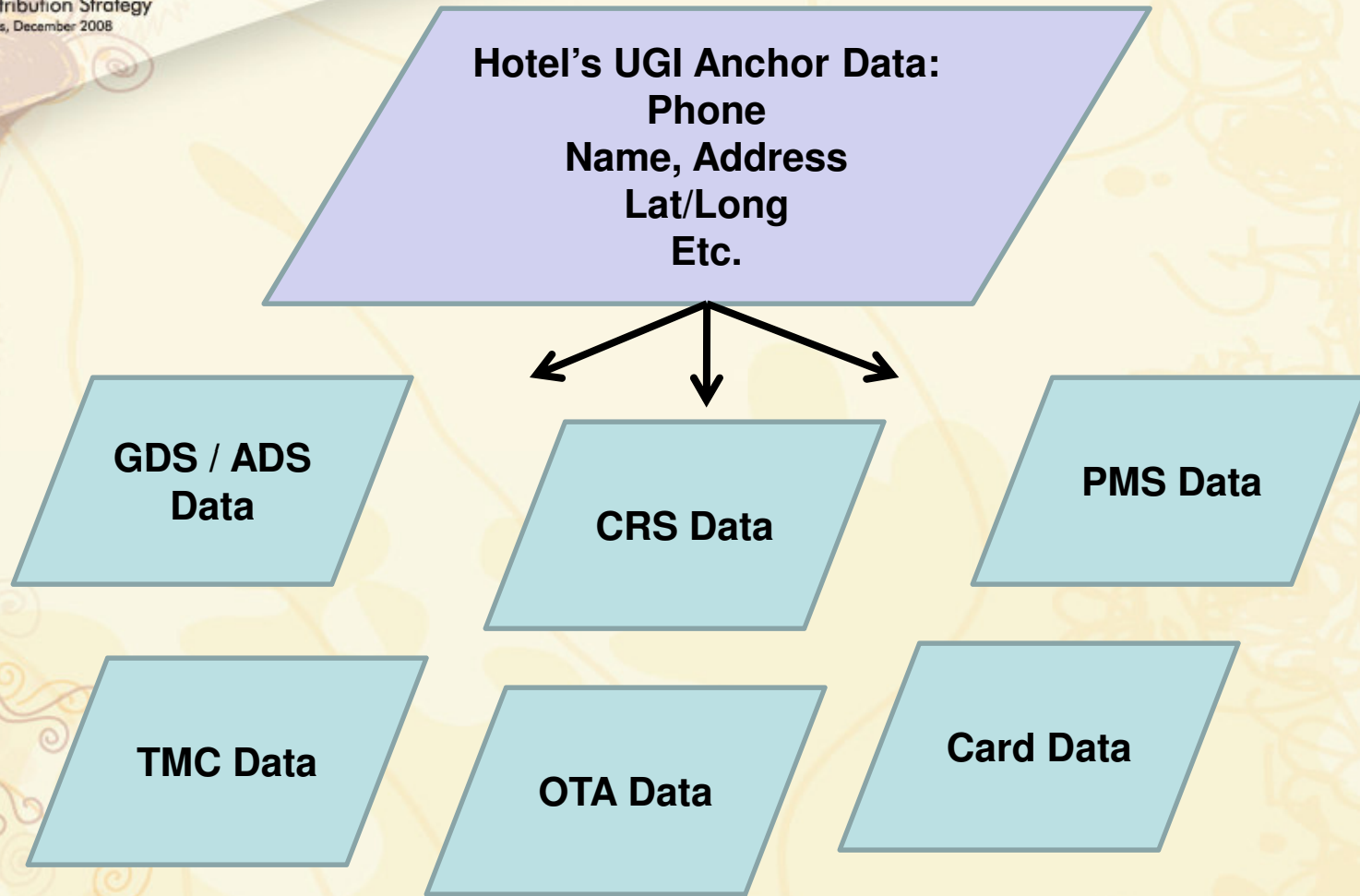
- Who adds what information to the business process?
 - May help identify the data sources that are initially best suited for UGI
- How quickly does the UGI data change?
 - Slow-changing (persistent) data is easier to maintain
- How would the industry access the UGI data?



Who Adds What Information?



Why Hotel “Anchor” Data Matters



Discrepancies and duplication
destroy efficiency and quality



The Hotel UGI Data Table Concept

Illustrative

UGI Number 7891234

Owner-controlled Data Fields

Hotel Property Name Courtyard San Diego Downtown

Street Address 123 Main Street

City, State, Country San Diego CA USA

Phone +1 619 555 1212

Fax +1 619 555 1234

Brand Courtyard by Marriott

Chain Marriott

Latitude -118.123456

Longitude 33.456789

Other?

Other?

The Hotel owner or its delegate would control the accuracy of this information

Users of the Hotel UGI data table could download the data, or receive it via web services



Workshop Instructions

- Organize into Team tables
- Tackle the key questions on page 15
 - Refer to the handouts (Prism's findings, prior HEDNA UGI Committee summaries)
 - Call on any of the facilitators for help
- Be ready to report your findings to the group in 40 minutes



4 Key Questions

1. Which business processes would be most improved by a UGI?

List 3-6, and select one with a high priority for improving via the UGI concept

2. Which industry players need to be among the first to adopt the UGI concept, and why?

3. What are some first steps that your firm would need to take in order to implement the UGI concept for the business process your team has chosen?

4. How would your company prefer to access the UGI information - what frequency, what format, etc.



Table Teams

1. Hoteliers
2. Distributors (GDSs, Switches)
3. TMCs, Online Entities (OTAs, Shopping sites)
4. Payments (Cards, Commissions)
5. Hospitality Software Vendors



Next Steps 2009 Q1-Q2

- Frame the initial core mission for the UGI
- Validate its potential value to the parties deemed critical to UGI's success, especially hoteliers
- Pool views from key players on the technical and commercial components?
- Develop a prototype for industry feedback?