



UGI Workshop Session

10 December 2008



Workshop Instructions

- Organize into Team tables
- Tackle the key questions onlined on next page.
- Have reference to the handouts (HEDNA's UGI Study and prior HEDNA UGI Committee summaries)
- Be ready to report your findings to the entire session 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

Table Teams

	Hoteliers	Distributors (GDSs, Switches) TMCs, Online Entities (OTAs, Shopping sites)	Payments (Cards, Commissions) Hospitality Software Vendors
<p>Which business processes would be most improved by UGI? List 3-6, and select the one with a high priority for improving via the UGI concept.</p>	<ul style="list-style-type: none"> • Booking – thumbprint on booking • To analyze behavior (source) of booking. Path= Google, kayak, Expedia • More effective marketing • Better internal control • Tracking compensation (commission) • Reduce reference numbers used today • Benefit – identifier were one does not exist today (pseudo IATA, Distribution, origination) • Cost value – can figure true cost of booking • minimize pain of re-flagging, city name, country name, etc • Reduction of maintenance cost • Correcting content distribution channels – images • Identify sigh that distributes • Control of IP 	<ul style="list-style-type: none"> • Content mgmt <ul style="list-style-type: none"> – Descriptive – rates & inventory – digital assets • Switchover / re-flagging • Transaction processing / routing • Reporting / reconciliation 	<ul style="list-style-type: none"> • Matching properties at a consumer level • Improve re-branding • Branding history • Life time identifier



Table Teams

	Hoteliers	Distributors (GDSs, Switches) TMCs, Online Entities (OTAs, Shopping sites)	Payments (Cards, Commissions) Hospitality Software Vendors
Which industry players need to be among the first to adopt the UGI concept, and why?	<ul style="list-style-type: none"> •Simultaneous adoption by top 10 hoteliers and distribution channels 	<p>Group 1</p> <ul style="list-style-type: none"> •Hotel/rep company •Brand •Mgmt company •Properties <p>Group 2</p> <ul style="list-style-type: none"> •Distribution channels and sub-channels •GDS •Switch <p>Group 3</p> <ul style="list-style-type: none"> 3rd Party content (rich media, etc) 	<ul style="list-style-type: none"> •Lodging, suppliers •Non accommodation venues •GDS •ADS (bookings.com, Expedia) •Switch
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?	<ul style="list-style-type: none"> •Painless process for obtaining number •Add to existing property •Centralized location of number •Easily accessible capture UGI •Selling to organization what is ROI? •Stop/Start UGI at CRS 	<ul style="list-style-type: none"> • impact analysis (how will my company use UGI?) •Identify value proposition (cost/benefit) 	<ul style="list-style-type: none"> • Message clear for all •Provide specific Use Cases for different transactions (for business user) •How many UGIs (roles) do you need?
How would your company prefer to access the UGI information – what frequency, what format.	<ul style="list-style-type: none"> •Access to UGI info frequency / format • Static table •Ability to query •Registration process •Maintenance process 	<p>All 3 methods:</p> <ul style="list-style-type: none"> •batch •Push (RSS feed when updates occur) •Pull (transaction) 	<ul style="list-style-type: none"> • On line, self service, web service (XML), OTA standard, Pull not Push but will need batch for startup •Need a time-dimension •Qualifiers for "Type" of UGI – Hotel, TA, etc