**Historic Hotels DHISCO Connectivity & Optimization Guide**

On behalf of all of us at the Historic Hotels Team, WELCOME. This document will inform you about connectivity between your system(s) and ours and set expectations about when you can expect to be bookable on HistoricHotels.org and HistoricHotelsWorldwide.com.

DHISCO/HCD
Historic Hotels establishes connectivity with your hotel via the DHISCO Channel (Distribution Hospitality Intelligent Systems Co). We begin this process as soon as you have been inducted into Historic Hotels of America or Historic Hotels Worldwide. We will look up your property in DHISCO and register connectivity which will be established via your Central Reservations System (CRS) provider. DHISCO registration can take up to three weeks and connectivity will be complete one month from the date of the start of partnership.

CONTENT PULLED FROM DHISCO
Content about your hotel on our website will be pulled from your DHISCO/HDC listing. Consult your GDS team to see what you have stored in HCD for room types, room names, room descriptions and update the information as much as possible and include language which will be attractive to the cultural and heritage travelers that shop our sites. If for some reason you have difficulties updating your room type names or text, we can override and populate this information manually when you send us the content you would like to have displayed when you fill out your onboarding workbook. Please note: overridden text is static and the hotelier must inform Historic Hotels' team member of changes.

BOOKING ENGINE PHOTOS
Part of the onboarding process we will upload one photo per room type. Please make sure the photo file name is the same as the room type name. This will ensure that we allocate the correct photo to the corresponding room type. Images should be at least 900 x 500. They can go larger as long as they follow the ratio 9:5. Supported image types are gif, jpe, jpeg, jpg, or png.

**CONTENT BEST PRACTICES**
Guests will only book rooms and rates that are clear and enticing. Please follow these best practices when loading your rates and rooms via your CRS' IDS channel.

The IDS channel room name/description character length is limited. We recommend verify with your CRS provider the character length to avoid truncated text or missing relevant key selling feature. Please make sure the room name is included in the room description and include key selling features and what differentiates the room from others. Including bed type, room views, room size, and any unique qualities.

**Example:**



**Deluxe Double Queen**

Only available with Selected Room

Features two, incredibly comfortable, queen-sized beds. Combination shower/bathtub with custom tile by Rookwood Pottery Company. Outfitted with all the usual 21c luxury amenities – 42" HDTV

View room details

**Recommended Rate Plans**

Rates are also pulled from what you have allocated to the DHISCO/PEGASUS/IDS channel. Be sure to allocate all of your rates and packages to this channel. Our travelers are experience driven and enjoy your themed packages for romance, cuisine, history, music and any other interesting promotion you may have developed, therefore be certain to allocate and map all of your packages to our IDS channel. We accept all of your publicly available rate plans.

Rate descriptions are limited within the DHISCO channel therefore it is important to check if your descriptive text pulls through. When your description is truncated or not pulling through, a best practice is to be sure to include the inclusions in the rate name itself. For example: Instead of *Romance Package*, we suggest the rate name to be: "**Champagne, Dinner, Couples massage pkg**" and customers will understand the value included in the rate.

**Examples:**

| | | | |
|---|---|---|---|
| **Ruths Chris Steakhouse Package** | Ruths Chris Steakhouse Package-Incl USD 100 Credit to Ruths Chris - In-Room Bottle of House Wine - Parking | **$374.50**avg./night (i)<br>Cancellation Policy | BOOK |
| **Frederick Meijer Garden Package** | Frederick Meijer Garden Package - Incl 2 Adult and 1 Child Tickets to Meijer Gardens and Self or Valet Parking for 1 Car | **$304.50**avg./night (i)<br>Cancellation Policy | BOOK |
| **Celebration Package** | Celebration Package - Enjoy House Wine - Breakfast for 2 - Late check out -based on availability | **$317.50**avg./night (i)<br>Cancellation Policy | BOOK |
| **Wolfgang Puck Package** | Wolfgang Puck Package - Incl USD100 credit to the Kitchen by Wolfgang Puck - Wine - Parking for 1 Vehicle | **$374.50**avg./night (i)<br>Cancellation Policy | BOOK |
| **"Military Legacy Package, 2 USS Alabama tickets for 2 adults"** | "Military Legacy Package, 2 USS Alabama tickets for 2 adults" | **$429.00**avg./night (i)<br>Cancellation Policy | BOOK |

**National Trust for Historic Preservation Member Rate Program NHP**: This is a mandatory rate plan as part of your membership with Historic Hotels and is suggested to be set at a 10-30% discount off your BAR rate. Rate instructions are included on how to load this rate, below. Historic Hotels of America is the official program of the National Trust for Historic Preservation for recognizing and celebrating the finest Historic Hotels. Historic Hotels of America was founded in 1989 by the National Trust for Historic Preservation with 32 charter members. Today, Historic Hotels of America has over 300 historic hotels. This group of experiential driven customers (opposed to rate driven) are loyal to Historic Hotels, and the NHP rate connects your hotel to these travelers and motivates them to book. This rate plan is closed channel.

**Example:**



| National Trust for Historic Preservation Rate | National Trust for Historic Preservation Rate | $339.00 avg./night ⓘ  Cancellation Policy | BOOK |

**Implementation and Rate Loading:** (For distribution through IDS Channel)

Hotels load rate plans and rate seasons directly into hotel's CRS. The example below is for National Trust for Historic Preservation:
- "National Trust Member Rate" for rate type name.
- DHISCO IDS channel only, checked as Negotiated in your CRS to ensure secured rate.
- Short Description suggestion: Member ID required at check-in.
- Rates should be derived from BAR or rate-of-the-day at least 10% off or more, or equal to AAA rate. Remember, this is a qualified rate to members of the National Trust for Historic Preservation bookable only via HistoricHotels.org. and HistoricHotelsWorldwide.com. It may also be closed during periods of high occupancy or forecasted sellouts, completely at the hotel's discretion.
- **Once rate is built you must verify rates are mapped, within DHISCO Account Author, with your GDS/CRS provider**

**Web Enabling –** *Give the instructions below to your Central Reservations System Provider.*
All rates mapped to codes to the Historic Hotels Websites and Voice channels will be distributed to HistoricHotels.org and HistoricHotelsWorldwide.com as well as to unsecured Internet sites **via IDS Channel** unless viewership is restricted through the DHISCO Account Author tool. Restricting viewership will make all rate information and booking activity accessible only to codes to the Historic Hotels websites and voice channels.

If you have not already provided booking viewership for the Historic Hotels of America and Historic Hotels Worldwide, perform the following tasks for each rate code and distribution channel.

Open access to the Historic Hotels websites and voice channels in DHISCO by going through the DHISCO Account Author:
1. Log into Account Author with your user name and password
2. Select the proper chain code
3. Click on "Define Rates"
4. On the "Rate Name" drop down list, select "National Historic Preservation Rate"
5. Add the 3-letter code of **NHP** to the "Rate Plan Code (RPC)" field and click on Save
6. Click on **"Define Viewership"** on the left hand side
7. Under **"Distribution Channel/Web site"** drop down list, choose the appropriate channel from below (Note that you will need to activate all of the below channels for the rate code specified in step 5)
   - **Historic Hotels - Website (SGA=6C)**
   - **Historic Hotels - Voice (SGA=6D)**
   - **Historic Hotels Worldwide – Website (SGA =2G)**
8. In the **"Inactive Rates"** box, highlight the rate code you added in step 5 and click **"Add"**… "**National Historic Preservation Rate**" should now appear in the **"Active Rates"** box
9. For assistance, contact: hhahelp@historichotels.org

**Historic Hotels Employee Rate (HHE):** Every month we send out a newsletter via email to all of our hotels to promote Employee rate specials. The program is intended to satisfy three things – as a filler for soft periods for hotels, to cross promote our products by familiarizing Historic Hotel employees with other Historic hotels and to act as a perk/motivation for all Historic Hotel partner employees.

The Employee Rate program is a required rate category as a member of Historic Hotels and the rate should be deeply discounted, however you only need open the rate when it is attractive for you to do so. When a good offer is in place, a hotel will receive a prominent position on the newsletter.

The HHE rate should be set up as confidential and only accessible with a promo code so the employee rate never interferes with rate strategies or parity. Loading instructions for this rate are below. Contact Stephanie Calhoun with any questions about the newsletter.

| Historic Hotels Employee Rate | Historic Hotels Employee Rate-Hotel ID Req at Check-in | $339.00 avg./night ⓘ  Cancellation Policy | BOOK |
|---|---|---|---|

**Implementation and Rate Loading:** (For distribution through IDS channel)

Load rate plan directly into hotel's CRS with the following criteria:

- "HHA Employee Rate" for rate type name.
- DHISCO IDS channel only, checked as Negotiated in your CRS to ensure secured rate.
- Short Description suggestion: Employee Id-business card required at check-in Rate for Historic Hotels of America and partnership properties.
- Rates should be derived from BAR or rate-of-the-day at a discount of at least 10%; 50% recommended. Remember, this is a qualified rate to employees of Historic Hotels of America and partnership hotels only and bookable only via the secured Member Portal and requiring employee ID, business card, or hotel letter at check-in. It may also be closed during periods of high occupancy or forecasted sellouts, completely at the hotel's discretion.
- Once rate is built you must verify rates are mapped within DHISCO Account Author, with your GDS/CRS provider

**Web Enabling –** *Give the instructions below to your GDS/Central Reservations System Provider.*
All rates mapped to codes to the Historic Hotels websites and voice channels will be distributed to HistoricHotels.org and HistoricHotelsWorldwide.com as well as to unsecured Internet sites via IDS channel unless viewership is restricted through the DHISCO Account Author tool. Restricting viewership will make all rate information and booking activity accessible only to codes to the Historic Hotels Website and Voice channels.

If you have not already provided booking viewership for the Historic Hotels of America, perform the following tasks for each rate code and distribution channel.

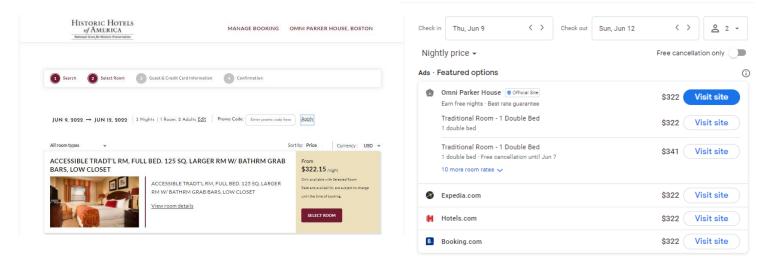**Open access to the Historic Hotels website and voice channels in DHISCO by going through the DHISCO Account Author:**
1. Log into Account Author with your username and password
2. Select the proper chain code
3. Click on "Define Rates"
4. On the "Rate Name" drop down list, select "**HHA Employee Rate**"
5. Add the 3-letter code of **HHE** to the "Rate Plan Code (RPC)" field and click on Save
6. Click on **"Define Viewership"** on the left-hand side
7. Under **"Distribution Channel/Web site"** drop down list, choose the appropriate channel from below (Note that you will need to activate all the below channels for the rate code specified in step 5)
   - **Historic Hotels - Website (SGA=6C)**
   - **Historic Hotels - Voice (SGA=6D)**
   - **Historic Hotels Worldwide – Website (SGA =2G)**

8. In the **"Inactive Rates"** box, highlight the rate code you added in step 5 and click **"Add"** … "**HHA Employee Rate**" should now appear in the **"Active Rates"** box

**Rate Parity** is essential to our mutual success and to avoid cancellations. We require that you allocate the same best rate that you have are distributing to all other online travel companies (Expedia, Booking.com, etc.) to Historic Hotels which will maximize conversion.

**Rate Parity Best Practice**

The same best rate should be offered to all on-line channels to remain in parity:



**DHISCO—The Distribution Hospitality Intelligent Systems Company**

The single largest processor of electronic hotel transactions, DHISCO processes over eight billion accommodation shopping transactions monthly, in doing so serving 300+ hotel chains in over 200 countries, together offering over 100,000 hotels worldwide.

There are four main systems that get rates and availability from hotels to OTAs:

- The CRS (Central Reservation System): This is the system where a hotel stores rates and inventory.
- The channel manager or distribution system: Integrated in the CRS or standalone. This sends the rates from the CRS to different channels such as voice, GDS etc.
- Switch: **DHISCO** aggregates connections from CRS systems and channel managers in to one interface that businesses such as OTAs can use
- OTAs: They can directly connect to the CRS like Expedia Direct Connect or go through a channel manager or through a switch. They could go through one or all of the above.

**IDS (Internet Distribution System**): This term is generally used to express the hotel sales via the Internet. It is also known as a synonym for distribution via 3rd party websites and ADS.

**ADS (Alternative Distribution System)** : Used as a synonym for distribution via 3rd party websites, whereas we usually speak about the hotel distribution via online travel agencies (IDS/OTA).

Thank you for you review of the connectivity process with Historic Hotels. Please do not hesitate to contact us if you need assistance or have questions.

Warm Regards,

Distribution, Revenue, and Reservations Team

reservations@historichotels.org