Connectivity information

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 to set expectations about when you can expect to be bookable on the Historic Hotels website.

DHISCO/HCD

Historic Hotels establishes connectivity with your hotel via the DHISCO Channel. We begin this process as soon as you have signed on for membership. We will look up your property in DHISCO via your chain code 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. If you do not have a CRS via a channel manager (ex- Travelclick, Windsurfer, etc) or chain (ex- Hilton, Omni, etc.) please contact us to discuss options.

CONTENT PULLED FROM DHISCO

Booking engine 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 HCD information as much as possible and to include language which will be attractive to heritage minded travelers like ours. 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.

PHOTOS

Our booking engine accommodates one photo per room type (the booking engine is separate from our general website content) for your page on our website. When you send room photos as a part of the onboarding process, be sure the file name is the same as the room type name so we allocate the correct photo to the corresponding room type. Photos are recommended to be 3.1 megapixels and in .jpg format for the booking engine.

RATES

Rates are also pulled from what you have allocated to the DHISCO/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.

Rate descriptions do not always pull through via the DHISCO channel unfortunately, therefore check this by shopping dates on our booking engine for your hotel to check. If the rate description does not pop up when you mouse over the rate name, it is best to include the inclusions of a package in the rate name itself. For example: Instead of **Romance package**, use: "**Champagne, Dinner, Couples massage, incl per nt**" and customers will understand the value included in the rate.

National Trust for Historic Preservation Rate **NHP**: This is a mandatory rate plan as part of your membership with Historic Hotels and is suggested to be set at a 10% 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 298 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.

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. We have several hotels benefiting from this program and Hilton Hotels for example, make excellent use of the program and they receive a substantial amount of bookings. (See copy of newsletter attached)

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 attached.

Stephanie Calhoun of our Washington DC office leads this program and you will hear from her regularly to learn about any specials you may wish to promote in the newsletter. scalhoun@historichotels.org

Rate Parity is essential to our mutual success and to avoid cancellations. We require that you allocate the same best rate that you have allocated to all other on line travel companies (Expedia, Booking.com, etc) to Historic Hotels and remain in parity.
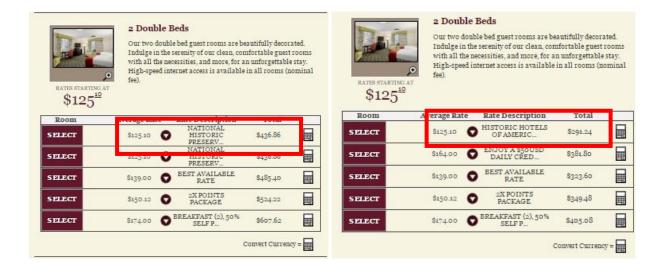

BEST PRACTICES

Content Best Practice Example

Photos are high resolution (expand upon clicking), a detailed description of the room types, the package names explain value in the name of the package and several rate types are listed to attract a wide variety of guests.

Example of same hotel with National Trust Rate when NHP is loaded into the Promo code section (left) and HHE code on the right. This hotel on the selected dates offers the same discount and during need periods this hotel discounts as much as 50%

Rate Parity Best Practice

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

Thank you for you review of the connectivity process with Historic Hotels. Please do not hesitate to contact me if you need assistance or have questions. I have also listed the other members of the Historic Team for your convenience.

Warm regards,

Susan Logan

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Definitions:

HCD

HCD stands for: Hotel Content Database. HCD, formerly (ODD - Online Distribution Database), is a content database service offered by Pegasus Solutions. It includes text, images, geocoding, contact information etc. from the hotels in multiple languages. HCD Pegasus manages the largest repository of hotel descriptive content in the world

Hotel descriptive content entered into the HCD, either via XML Update Interface or via Pegasus' Content Manager, will not only be used in online distribution, but also for managing content in the GDSs.

It is most commonly used together with the Pegasus Switch, which delivers rates and availability for hotel rooms. The HCD is typically used to transmit content in a customized way to OTA websites eliminating the need for the hotel to maintain content manually in the Extranet..

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 stand-alone. 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 DirectConnect 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)