



Product Overview

CONTtest

All-ways Accurate

Contents

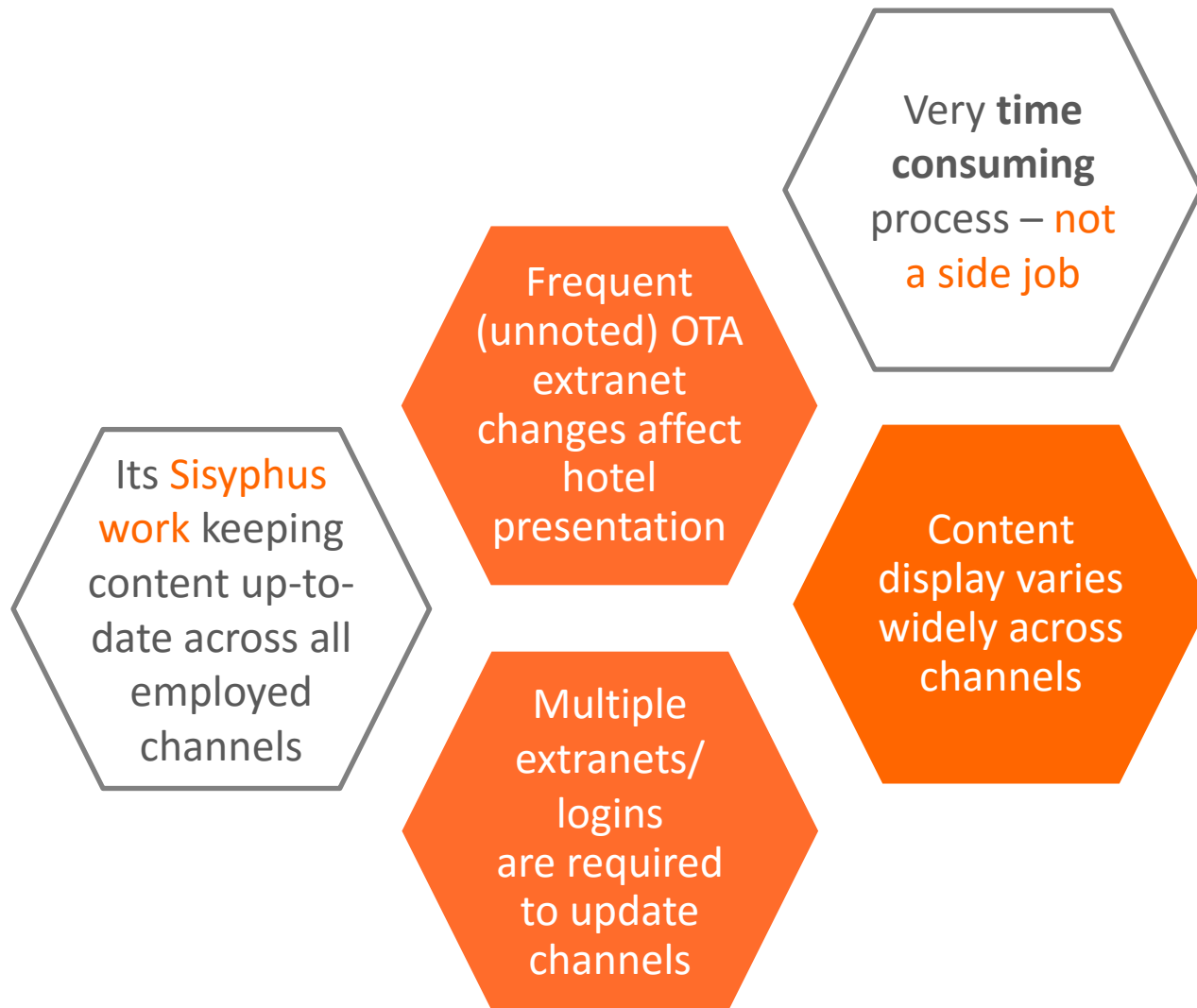
- Content Management Challenges
- Key Advantages
- CONTtest Management Process, Steps & Update Cycles
- Scope of Managed Static Content
- Channel Coverage
- GUI
- Planned Developments
- References
- Pricing
- h2c Service Overview



CONTtest is absolutely unique!

No other independent company manages static/descriptive hotel content as complete and detailed as h2c.

Content Management Challenges

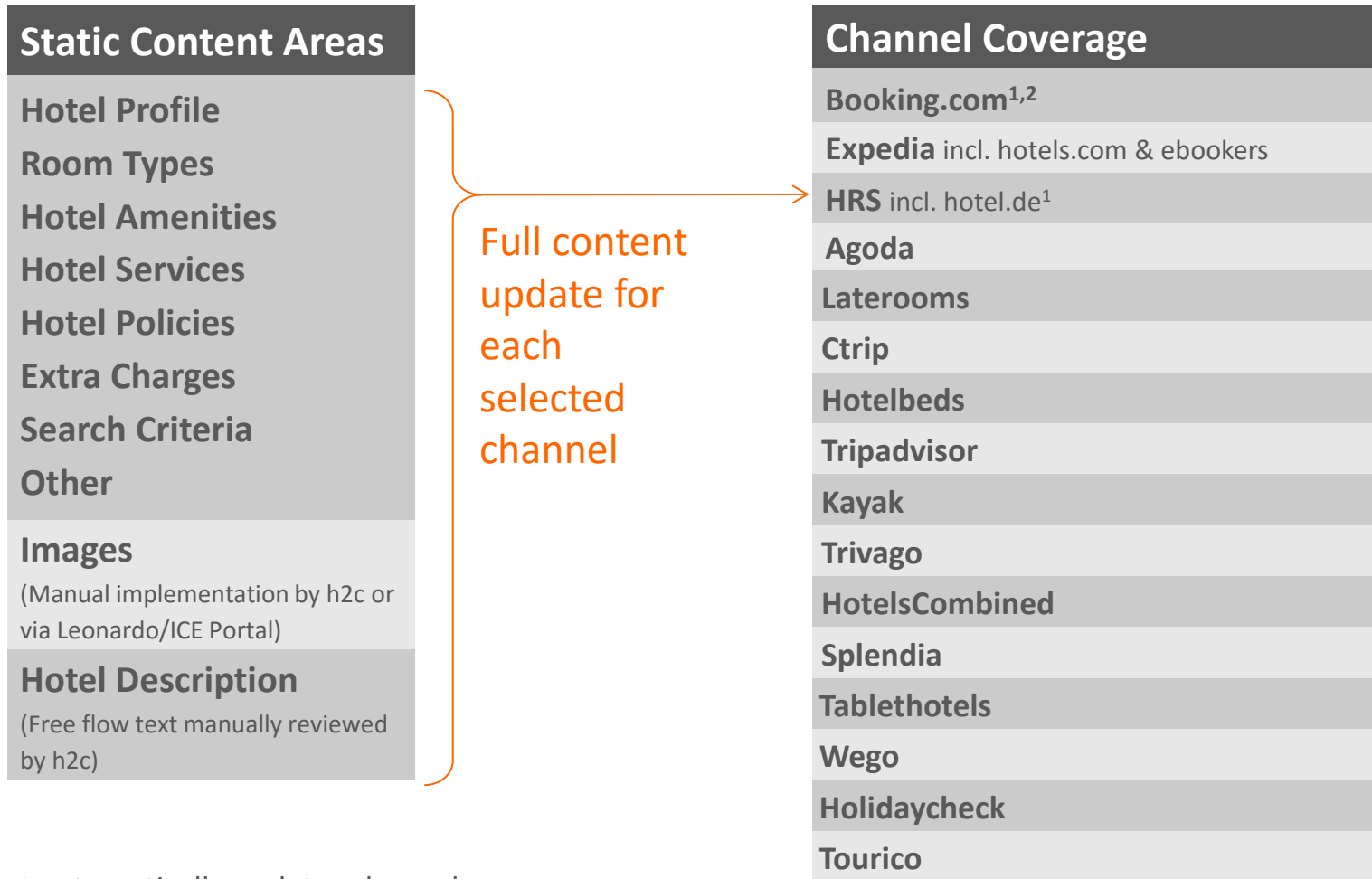


Key Advantages of CONTtest

- **Fully unique product**, enabling static content management for all employed channels via one central database
- **Saves time to market** for new hotel features and new OTA filter criteria (via alerts)
- Frees up resources (less data loading and continuous data checking), which means hotel staff can **dedicate more time to value-adding tasks**
- **Avoids data errors**: Content parity across channels makes sure that the guest's expectations are met; and in retrospect, avoids negative guest reviews
- OTA search results are increasingly driven by Content Scores: CONTtest ensures **instantly accurate content** of high quality across channels and **improves visibility** (ranking)
- CONTtest **builds on 15 years of experience** in hotel chain content optimization worldwide, supported by an international network of industry professionals

Scope of CONTtest

CONTtest keeps hotel displays correct and up-to-date across all channels.

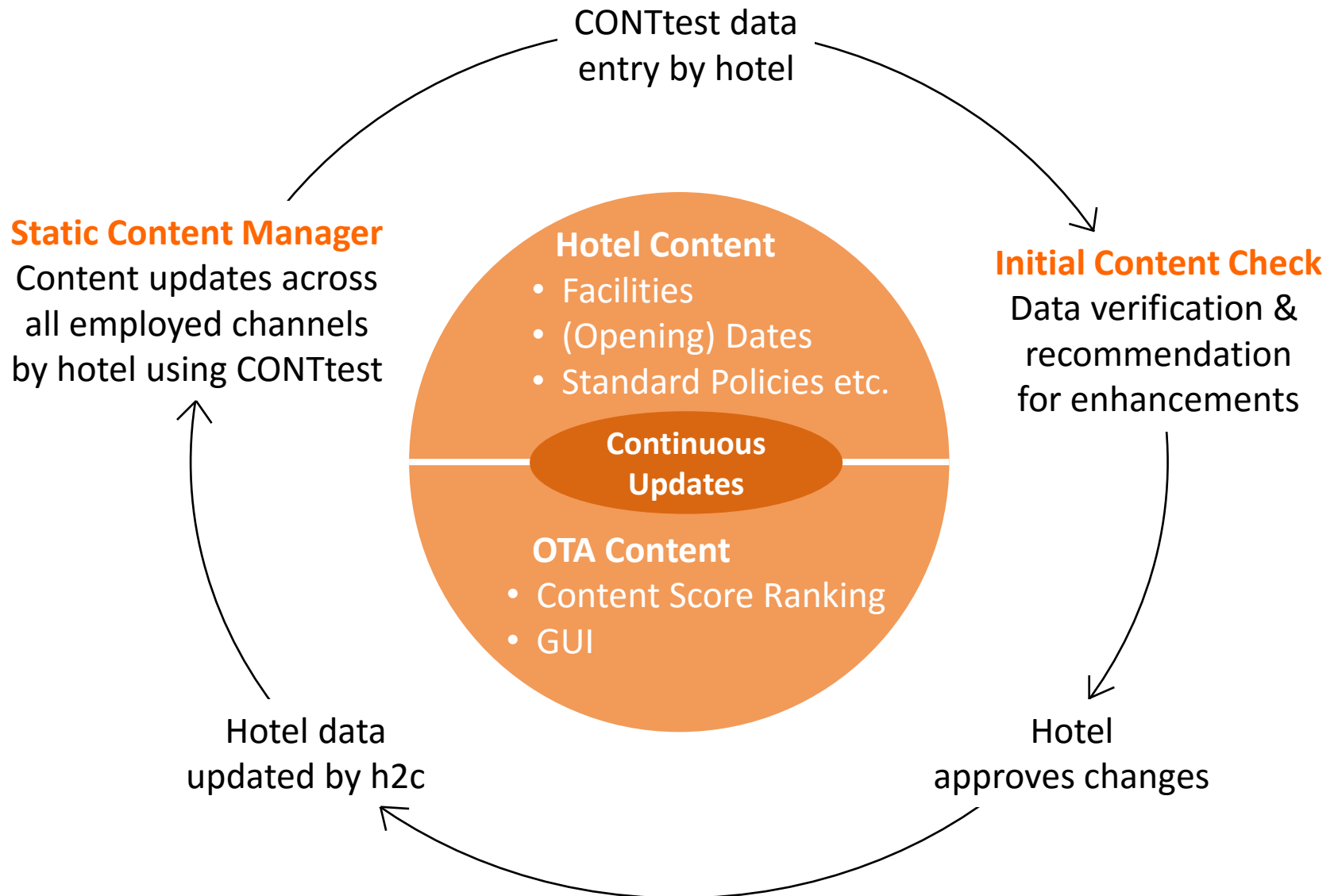


¹ CONTtest automatically updates channel.

All other channels are in the pipeline for automated updates (currently handled manually)

² API interface in development (currently a few sections are updated automatically)

CONTtest Management Process



CONTtest Management Steps

Initial Content Load

- One-time manual data loading avoids incorrect content
- Automated upload of large content volume is possible
(Note: some fields always require manual input)

Initial Content Check

- Initial verification of content display per channel including success rate(s)
- Hotel/corporate office confirmation that content is correct or should be changed

Continuous Content Upload

- Hotels are enabled to update all static content via CONTtest
- Static field updates are automated for all live channels
- Free-flow text fields are updated manually by h2c

Instant Content Management

What triggers content updates?	How does CONTtest react?
Changes in OTA extranet/ frontend (additional criteria without prior notice from OTAs)	Hotel receives email alerts
Changes in hotel characteristics, amenities, seasonal offers, etc. (e.g., restaurant terraces)	CONTtest updates all employed channels and improves time to market



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Channel Coverage

Channel	# Criteria	Number of Criteria Fields to be filled in via CONTtest ¹														
		Number of Channels														
		16	15	14	13	12	11	10	9	8	7	6	5	4	3	2
Booking.com	789	3.338	3219	3092	3048	2989	2956	2768	2709	2698	2691	2522	2343	2033	1841	1468
Expedia*	924															
HRS*	517															
Agoda	569															
Laterooms	634															
Ctrip	566															
Hotelbeds	503															
Tripadvisor	62															
Kayak	106															
Trivago	313															
HotelsCombined	650															
Splendia	187															
Tablethotels	283															
Wego	204															
Holidaycheck	451															
Tourico	423															
Total	7.181	7.181	Total number of criteria fields to be filled in manually via extranet													

50%

¹ Based on 2 room types. An additional room type with 16 channels adds 1.513 criteria. CONTtest only requires 675!

50% time saving for initial content loading using 13 channels

Continuous content updates enable further time savings as ONE system handles all!

* Expedia and HRS also cover additional channels that are connected to the Expedia/HRS extranet e.g., hotels.com, ebookers or hotel.de.

CONTtest GUI

How To Use

Hotel Criteria

Room Criteria

Checks

logout

TESTHOTEL

Hotel Profile	(6)	Criteria	Hotel Information	Additional Text / Charge Information (optional)	Unit
Awards & Affiliations	(12)	Hotel Name	available	Hotel Test Blu	-
Hotel Policies	(27)	Hotel Chain	available	Testchain	-
General Hotel Facilities	(40)	GDS Chain Code	-		-
Business/Conference Facilities	(5)	Style	-		-
Meeting Room Equipment	(5)	Atmosphere	-		-
General Hotel Services	(23)	USPs	-		-
Internet	(12)	Address	available	Shadowstr. 1	-
Reception	(5)	ZIP Code	available	40211	-
Room Types	(18)	City	-		-
Room Facilities	(61)	City District	-		-
Rooms - View Types	(8)	State	-		-
Rooms - Bed Information	(14)	Country	available	Deutschland	-
Rooms - Bathroom Facilities	(31)	Area			
Rooms - Multimedia Facilities	(26)	Phone Number			
Rooms - TV Types	(14)	Fax Number			
Rooms - Climate Control	(9)	Brand Website Link			
Rooms (Standard Room)	(6)	Reservations Email			
Food & Beverage	(22)	Domestic Star Rating	available	5	-
Room Service	(4)				
Restaurants & Bars	(17)				
On Site Sports & Entertainment	(22)				
Pool & Beach	(20)				
Spa Offers	(13)				
Spa Treatments	(15)				
Hotel Location					
Parking					

- All hotel and room criteria for 2 room types (3,338) across 16 channels are displayed
- Only the missing information for the contracted channels (highlighted in orange) must be filled in to use CONTtest

Number of criteria to be filled in before the contracted OTAs can be checked

CONTtest References



CONTtest Pricing

	Classic	Professional
Management of up to 5 channels ¹⁾	✓	✓
Bilingual free flow text updates EN is standard. Choose from DE, FR or ES.	x	✓
	75 € per month ²⁾	100 € per month ²⁾
Per additional channel (Minimum contracting period 6 months)	15 € per month	20 € per month

¹⁾ If a channel is exchanged in the contracting period, an additional one time fee of 80 € per channel will be applied.

²⁾ Initial setup fees of 100 € per hotel applies (includes initial review of current OTA content). Minimum contracting period is 6 months. Volume discounts are provided.

Planned Developments

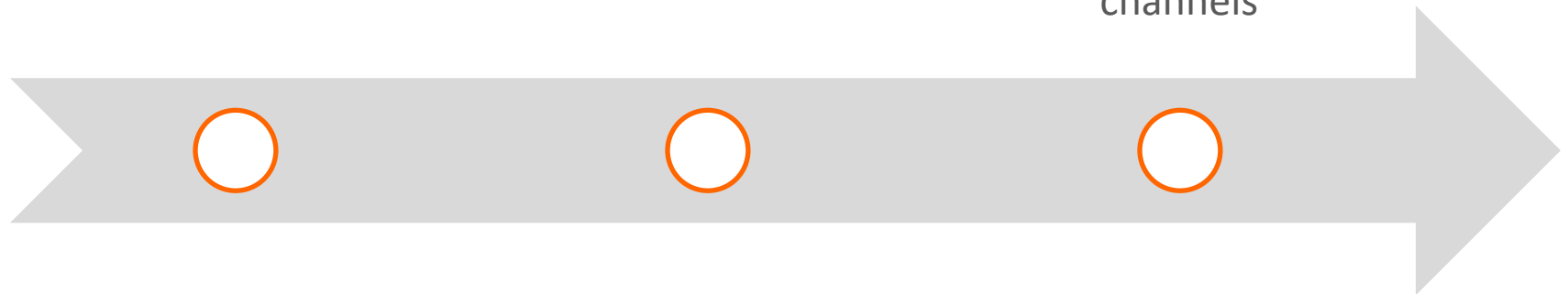
October 2017

Real Time Static Content
Channel Manager for
Hotelscombined.com

Winter 2017 onwards

Additional manual
channels, e.g. luxury OTAs,
wholesaler

& further automated
channels



Autumn 2017

Real Time Static Content
Channel Manager for
Booking.com API

As API solutions are the clear preference, h2c is in continuous talks with major OTAs.

h2c Service Overview

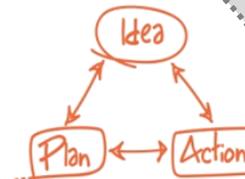
Content Marketing

- Content optimization (own channels, GDSs, OTAs etc.)
- GDS secured rates optimization



Strategy

- RFP support (technology provider selection process)
- Strategy workshop sessions



Research

- Customized research
- Market research (e.g. h2c Distribution Benchmark)



Training

- Certified in-person trainings
- Webinars



Unbiased recommendations, with services **customized** to the client's needs.



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