



Product Overview

CONTtest

All-ways Accurate

Contents

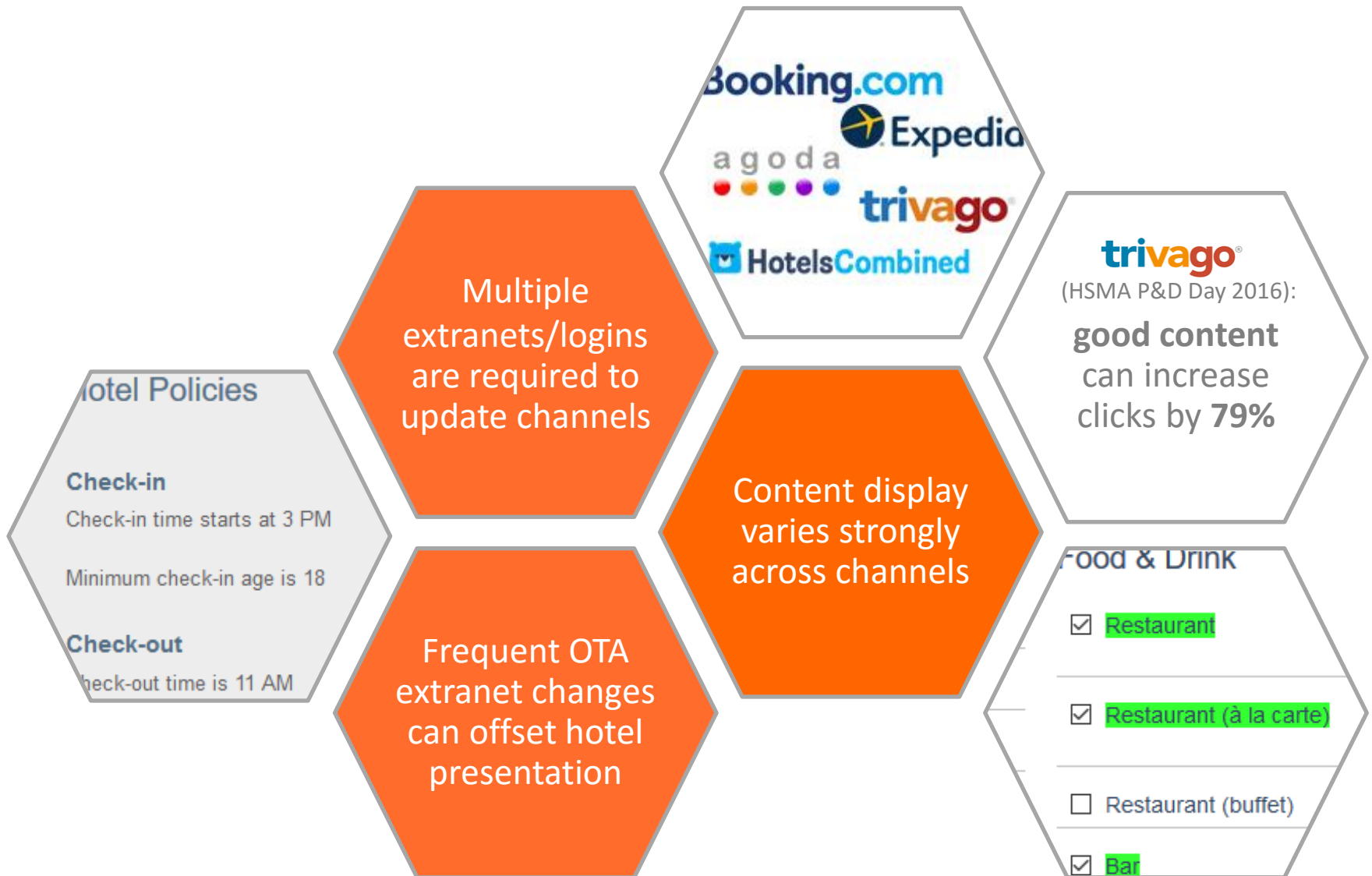
- Key Advantages
- Content Management Challenges
- CONTtest Management Process, Steps & Update Cycles
- Scope of Managed Static Content
- Channel Coverage
- GUI
- Planned Developments
- References
- Pricing
- h2c Service Overview



Key Advantages of CONTtest

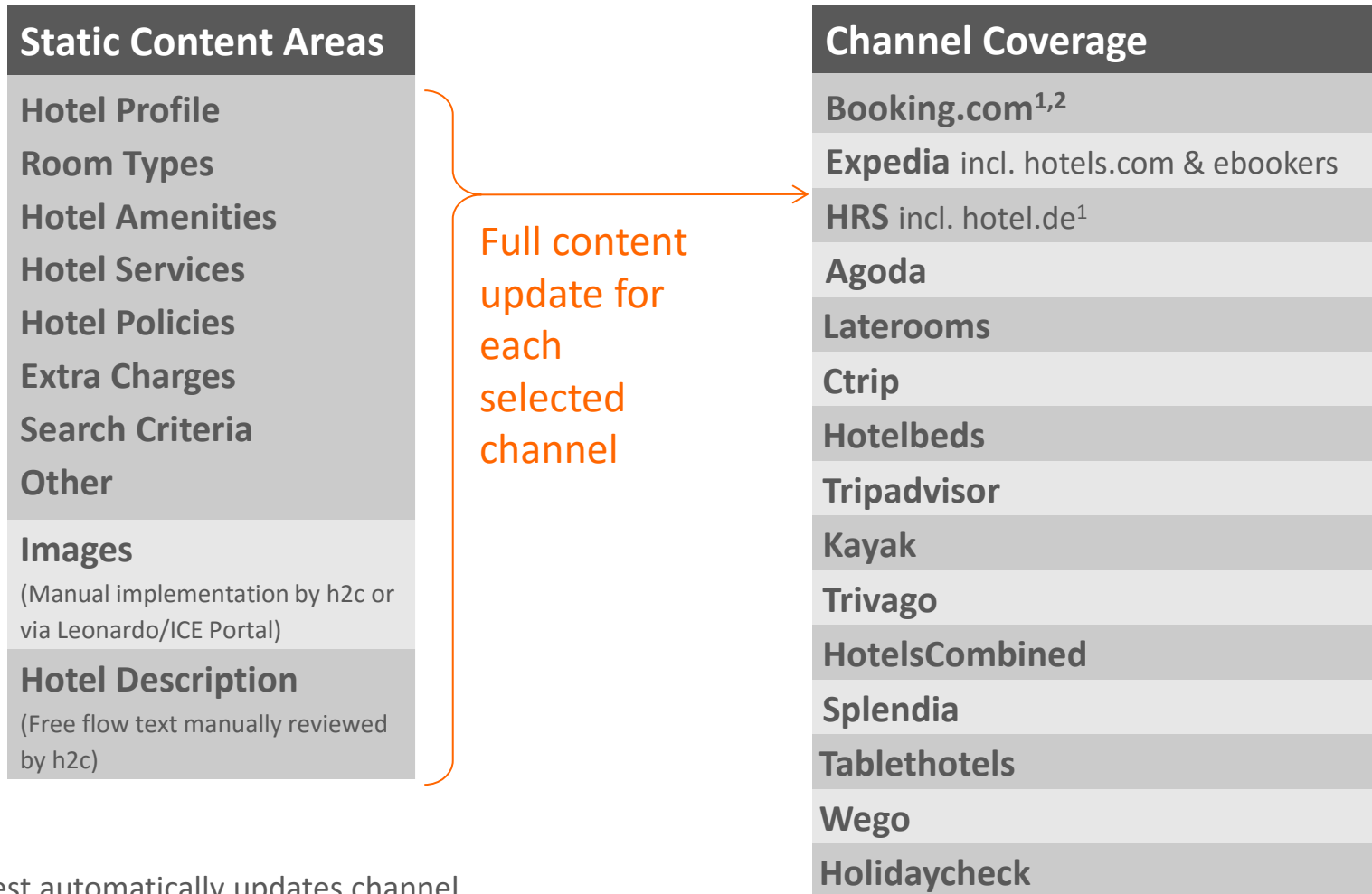
- **Fully unique product**, enabling static content management for all employed channels via one central database
- **Saves time to market** for new hotel features and new OTA filter criteria (via alerts)
- Frees up resources (less data loading and continuous data checking), which means hotel staff can **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

Content Management Challenges



Scope of CONTtest

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

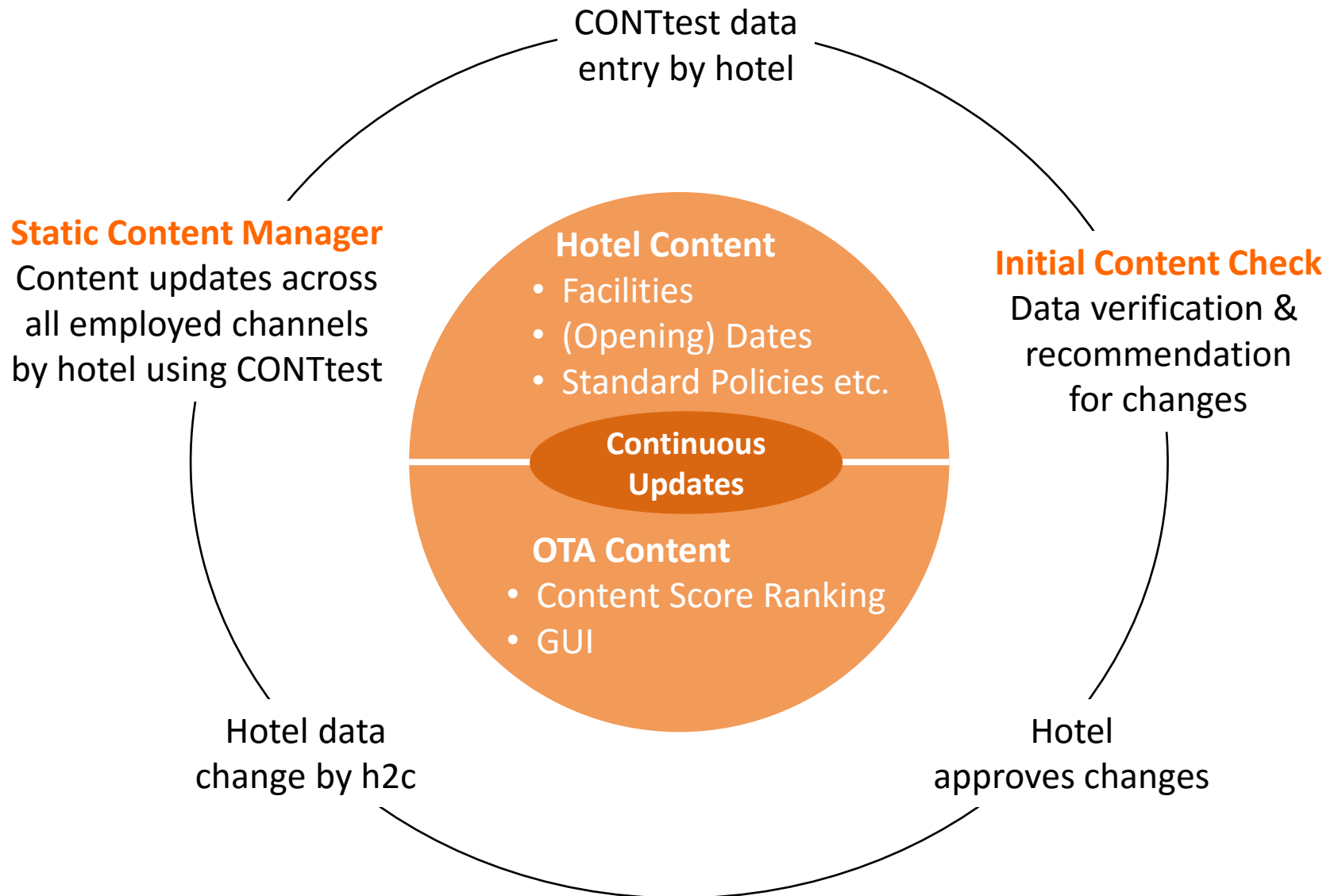


¹ CONTtest automatically updates channel.

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													
		Number of Channels													
		15	14	13	12	11	10	9	8	7	6	5	4	3	2
Booking.com	780	2917	2788	2743	2681	2644	2533	2488	2473	2465	2290	2098	1854	1641	1273
Expedia	722														1.502
HRS	513														2.015
Agoda	578														2.593
Laterooms	556														3.149
Ctrip	573														3.722
Hotelbeds	506														4.228
Tripadvisor	63														4.291
Kayak	108														4.399
Trivago	264														4.663
HotelsCombined	483														5.146
Splendia	195														5.341
Tablethotels	291														5.632
Wego	206														5.838
Holidaycheck	453														
Total	6.291	6.291	Total number of criteria fields to be filled in manually via extranet												

↑
1/2
↓

¹ Based on hotel with 2 room types. An additional room type across 15 channels adds 1.225 criteria. CONTtest only requires 541!

Time for initial content loading is reduced by over 50% using 15 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 (2,917) across 15 channels are displayed
- Only the missing information for the contracted channels (highlighted in orange) must be filled in to use CONTtest

No. of criteria to be filled in before the contracted OTAs can be checked

CONTtest References



BELMOND



فندق جلوريا
GLORIA HOTEL



WALDHAUS FLIMS

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.	✗	✓
	350 € for 6 months ²⁾	475 € for 6 months 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.

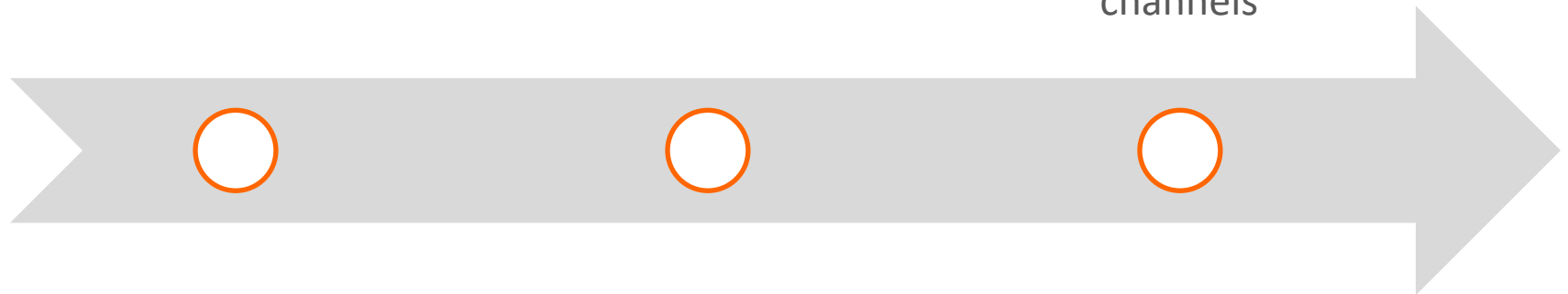
Planned Developments

May 2017

Real Time Static Content
Channel Manager for
Booking.com API

July 2017 onwards

Additional manual
channels, e.g. luxury OTAs,
wholesaler
**& further automated
channels**



June 2017

Real Time Static Content
Channel Manager for
Expedia API

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

h2c Service Overview

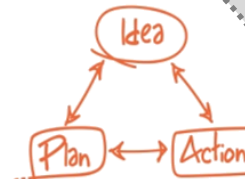
Content Marketing

- 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.