



**We turn hospitality complexities into a marketplace advantage.**

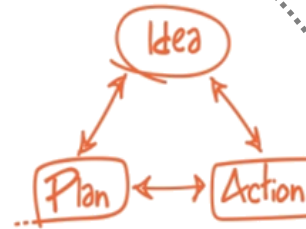
# h2c Services

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Content  
Marketing



Strategy



Research



Training



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



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## Distribution Performance Optimization

Provides recommendations and support for improving your electronic sales performance via IBE, OTA and GDS channels. **h2c deliverables:**

- ✓ Static content<sup>1</sup> spot check
- ✓ Dynamic content<sup>2</sup> check
- ✓ Detailed status overview recommendations for optimizations
- ✓ Post-implementation check

## Content Optimization via CONTtest

Ensures fully correct static content displays on OTAs, metasearch and review sites. CONTtest (central static content management hub) enables hotels to manage all of their future updates independently. **h2c deliverables:**

- ✓ Full static content<sup>1</sup> check
- ✓ Implementation of changes, establishing full static content parity
- ✓ Instant access to CONTtest for updating all static content
- ✓ Continuous support

<sup>1</sup> Static content: Descriptions, facilities, general policies, images etc.

<sup>2</sup> Dynamic content: Rate availability, rate parity, rate policies, rate inclusions



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## GDS Content Optimization

Maximizing your GDS content quality improves conversion. **h2c deliverables:**

- ✓ Static content<sup>1</sup> check
- ✓ Dynamic content check (of public rates)<sup>2</sup>
- ✓ *Optional: Competitive check*
- ✓ Detailed recommendations for optimizations
- ✓ *Optional: Implementation of changes*
- ✓ Post-implementation check

## GDS Secured Rates Optimization

Make sure your negotiated and consortia rates are available and displayed correctly. **h2c deliverables:**

- ✓ Dynamic content check<sup>3</sup>
- ✓ Exemplification of errors
- ✓ Post-implementation check

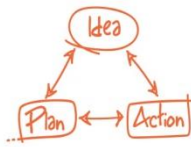
<sup>1</sup> Static content: Descriptions, facilities, general policies, images etc.

<sup>2</sup> Dynamic content (of public rates): Rate availability, rate parity, rate policies, rate inclusions

<sup>3</sup> Dynamic content (of negotiated and consortia rates): Rate availability, rate parity, rate policies



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## RFP<sup>1</sup> Support for technology provider selection process

H2c supports your decision-making process for new IT systems including e.g., PMS, CRS, IBE and Website via in-depth performance and cost analyses.

- ✓ Assessment of business needs
- ✓ RFP preparation and compilation
- ✓ In-depth provider analysis and short listing
- ✓ Coordination of provider presentations
- ✓ Presentation of key findings and recommendations
- ✓ *Optional: Post-switch content checks, staff training sessions*

## Website & IBE<sup>2</sup> Optimization

Create more value on your website and maximize IBE conversion. **Deliverables:**

- ✓ Navigation and usability check
- ✓ Static content check<sup>3</sup>
- ✓ Industry best practices
- ✓ Detailed recommendations for optimizations
- ✓ Presentation of key findings and recommendations

<sup>1</sup> RFP: Request for proposal   <sup>2</sup> IBE: Internet booking engine   <sup>3</sup> Static content: any non-rate-related website content



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## Customized Research

Our customized research services help clients develop and prove their business strategies. H2c conducts primary and secondary research and in-depth analysis, covering:

- ✓ Hotel market trends
- ✓ Market perception analysis for technology providers
- ✓ Distribution channel benchmarks
- ✓ OTA market potential analysis
- ✓ Competitor analysis
- ✓ Digital marketing, destination marketing, etc.

## Research examples

- ✓ h2c Distribution Benchmark
- ✓ h2c & Phocuswright Independent Lodging Study
- ✓ ... and many more



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## Workshops and Webinars

Increase your team's knowledge e.g., in the areas of hotel online sales, content marketing and distribution topics. H2c's educational sessions cover:

- ✓ On-site/in-person workshops
- ✓ Online presentations in German or English
- ✓ Interactive learning (and content development for such tools)

Gain valuable insights on topics such as:

- Market trends & developments
- Hospitality technology & central systems environments
- Content management best practices
- Customer journey
- Internationalization strategy & value-adding channels
- Hotel distribution landscape, etc.

# Contact

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HOW TO REACH US (MAP)

