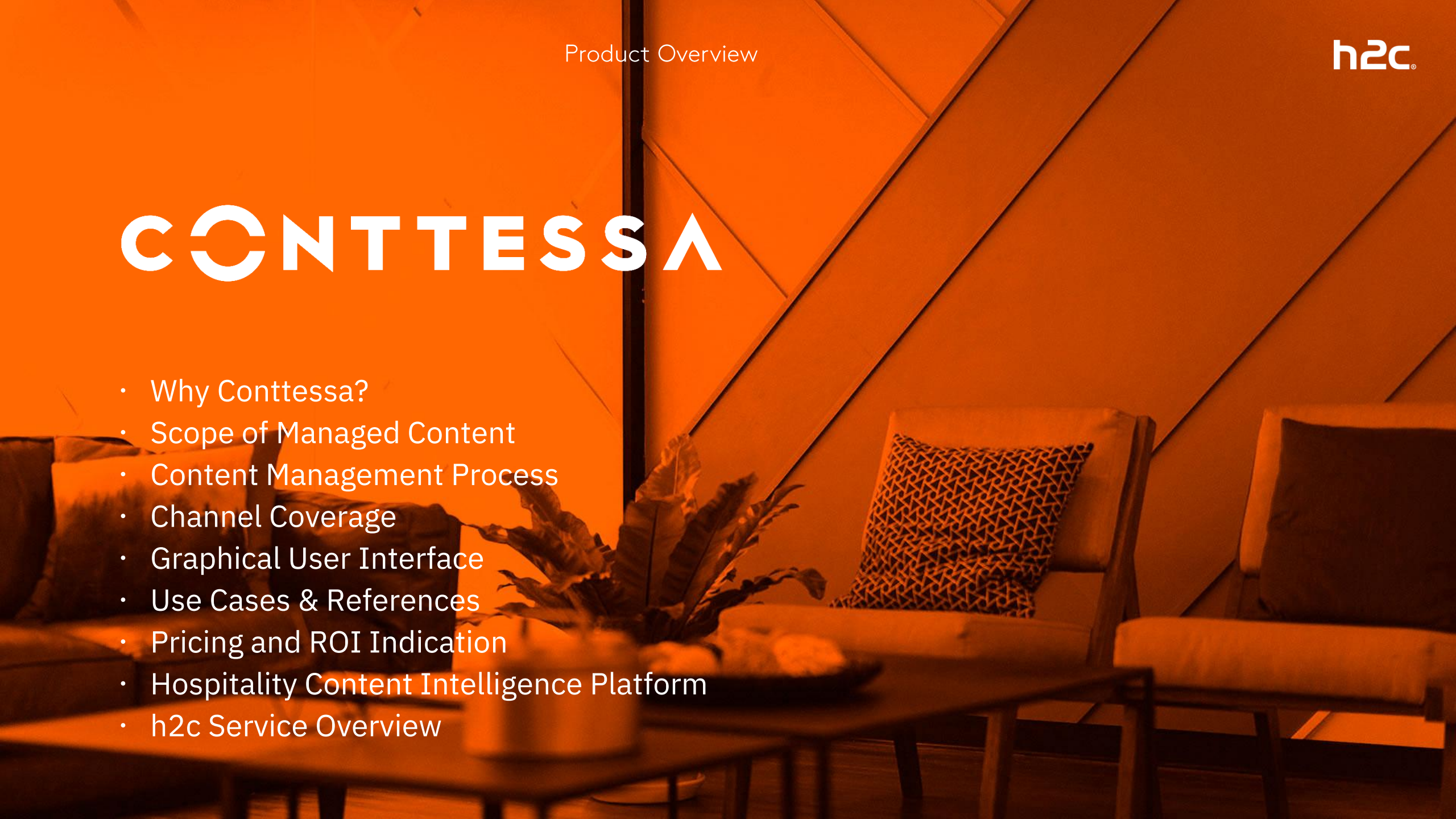
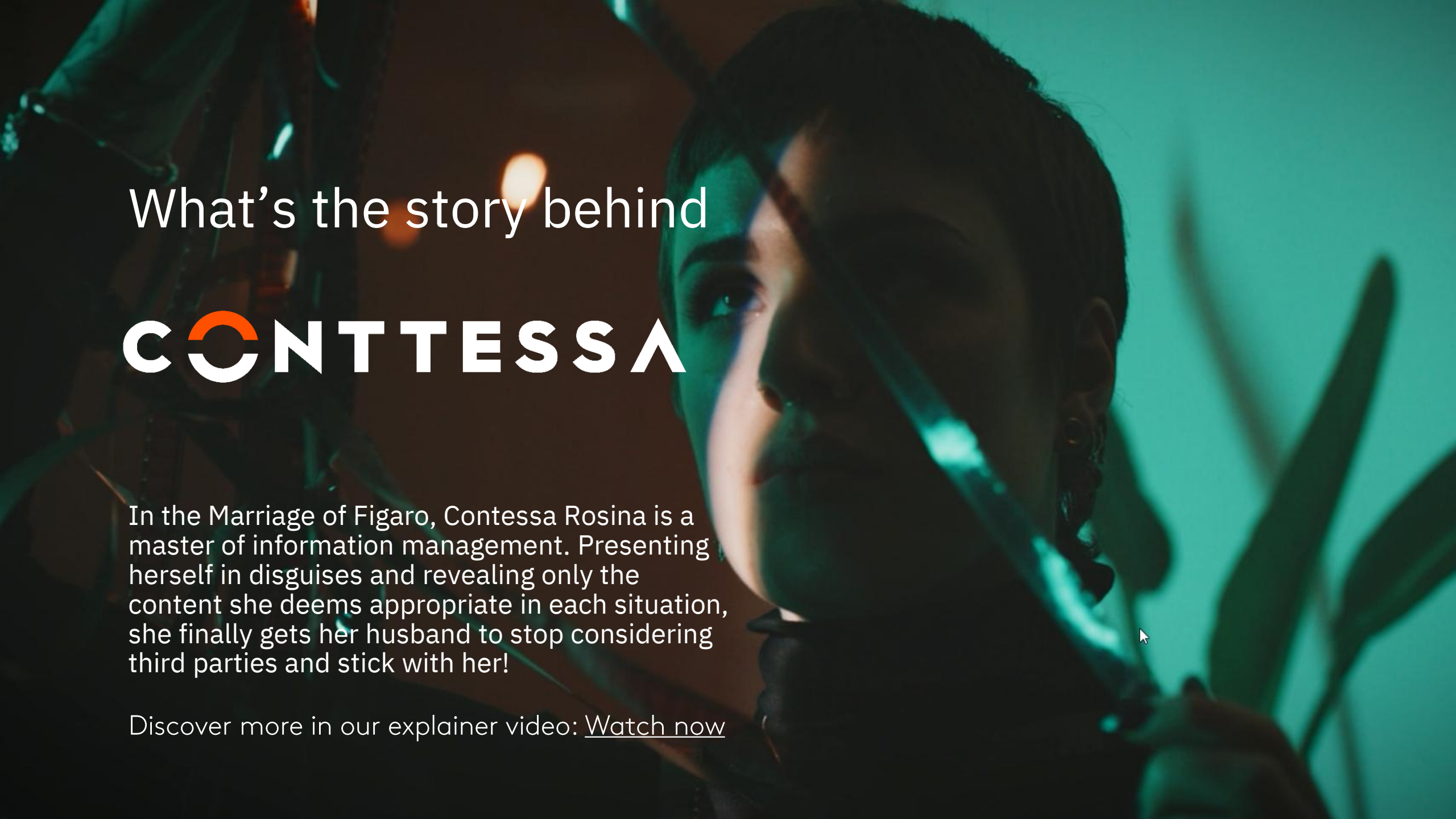


CONTTESSA

- Why Conttessa?
- Scope of Managed Content
- Content Management Process
- Channel Coverage
- Graphical User Interface
- Use Cases & References
- Pricing and ROI Indication
- Hospitality Content Intelligence Platform
- h2c Service Overview



What’s the story behind

CONTTESSA

In the Marriage of Figaro, Contessa Rosina is a master of information management. Presenting herself in disguises and revealing only the content she deems appropriate in each situation, she finally gets her husband to stop considering third parties and stick with her!

Discover more in our explainer video: Watch now

Conttessa Overview

Definition: Centralized tool that manages and distributes static hotel content (descriptions, amenities, etc.) to third-party channels (e.g., OTAs, bed banks, metasearch, chatbots)

Main function: Automates updates across all third-party channels so guests always see the most recent hotel information

Key objectives:
- Maximize data quality
- Prevent guest disappointment through precise product and service descriptions
- Reduce hotel staff workload

Why it matters today:
- Static content plays a key role in bookings once price objections are overcome, acting as **Conversion Content that seals the deal**
- Rich, unique static content is a **proven driver of direct bookings**
- AI search enables deep, adjective-based queries, giving hotels a **fresh competitive edge**

Benefits

Central database manages static content of all connected online channels

Content parity is assured for multi-channel distribution (disparity can exceed 40%)

Time savings of more than 50% allows staff to focus on value-added guest services

Improves visibility/page ranking through optimal listing of relevant search criteria

Secures persistent OTA Content Score of 100% (for channels with this feature)

Increases hotel information accuracy (OTA criteria updates without notification of the hotel)

Reduces negative guest reviews (content parity avoids wrong guest expectations)

Optional: Keep images accurate with the self-managed image tracker

CONTTESSA is unique!

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

Scope of Content Managed

Descriptive Content

- **Hotel Profile**
- **Room Types**
- **Hotel Amenities**
- **Hotel Services**
- **Hotel Policies**
- **Extra Charges**
- **Search Criteria**

and many others

Hotel Description
h2c review of free flow text

Visual Content

Images
Review by h2c during Onboarding Check, Implementation by hotel chain or via Leonardo/ICE Portal

Optional: Image Tracker
The hotel monitors correct image loadings per channel on a regular basis via h2c's self-service tool

Full content update for each selected channel

Channel Coverage

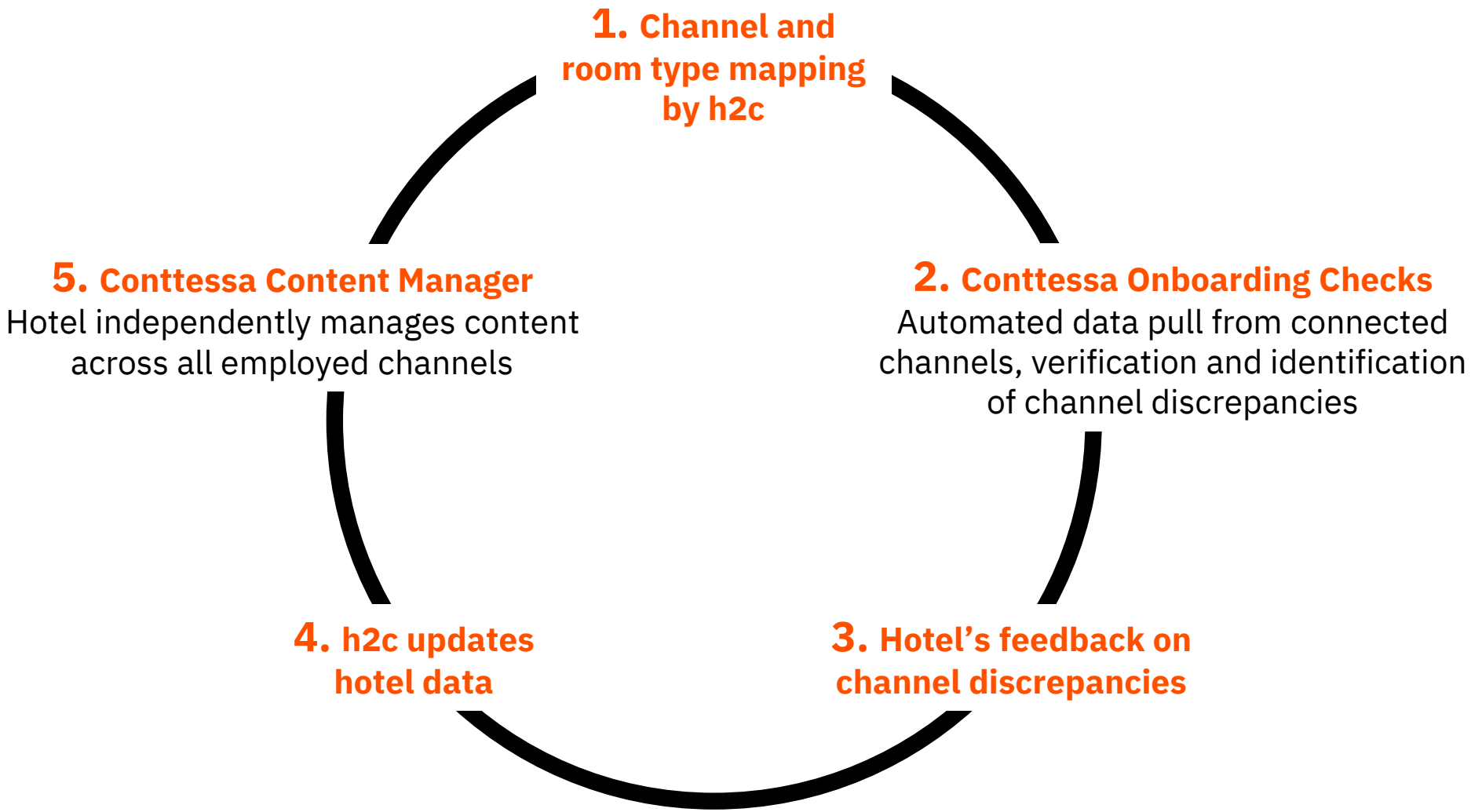
Agoda [1]	**Kurzmalweg.de**
Airbnb	**Kurzurlaub.de**
Booking.com [1]	**Lastminute**
Check24	**Mr. & Mrs. Smith**
Dayuse	**ODIGEO**
Dnata	**Ostrovok**
Expedia incl. hotels.com & ebookers [2]	**Prestigia**
Google My Business [2]	**Tablethotels**
HolidayCheck	**Tagungshotels.de**
Hotelbeds [1]	**TOMAS**
HotelsCombined	**TripAdvisor**
Hotelspecials	**Trip.com**
HotelTonight	**Trivago**
HRS incl. hotel.de [1]	**Wego**
Jumbo Tours	**Zoweg.nl**

Chatbot Integration

Hi Jiffy

[1] Conttessa automatically updates channel. All other channels are in the pipeline for automated updates (currently handled manually)
[2] Semi-automated channel

Hotel Onboarding Process



Conttessa Management Process

Instant Updates

Who triggers updates?	What triggers content updates?	How does Conttessa react?
Hotel	**Changes in hotel characteristics, amenities, seasonal offers, etc.** e.g., restaurant terraces	Conttessa **updates all employed channels** and improves time to market.
OTAs (without prior notice to hotels)	**Regular changes in OTA extranet/frontend** e.g., additional criteria	New criteria are mapped, and hotel receives timely **email alerts**. Hotel updates new criteria in Conttessa.
OTAs (without prior notice to hotels)	**Regular OTA Content Score algorithm updates** OTAs renew algorithms about 4 times per year, thereby reducing the hotel's content score	Conttessa updates the OTA's new requirements, assuring content scores of **100%**. Hotel receives **email alert** if feedback is required.
Hotel or OTAs	**Image changes initiated by the hotel or OTAs**	Hotels use the **Image Tracker module** of Conttessa to verify correct image loadings per channel.

Regular Changes ▶ **Prompt Response** ▶ CONTTESSA

Use Cases

Time savings free up valuable resources

	USE CASE 1	USE CASE 2	USE CASE 3
CONTENT MANAGEMENT TASKS	A hotel needs **to add a renovation notice** on 10 OTA channels.	A hotel needs to update the **parking charges** on 10 OTA channels	Initial OTA content **loading of a new property** of a hotel chain.
FREQUENCY	Regular Update	Regular Update	One-time Implementation
HOTEL IMPLEMENTATION TIME	**90 minutes** for all 10 OTA extranets	**60 minutes** for all 10 OTA extranets	**27 hours** for 10 OTA extranets
Conttessa IMPLEMENTATION TIME	**3 minutes**	**1 minute**	**4 hours**
TIME SAVINGS WITH Conttessa	**97%** vs. manual process	**98%** vs. manual process	**85%** vs. manual process

97% freed up resources

Only 3% assigned to content management

85% freed up resources

Only 15% assigned to content management

Use Cases cont'd

	USE CASE 4	USE CASE 5
CONTENT MANAGEMENT TASKS	A hotel needs to **add a restaurant** on 10 OTA channels, where possible	A hotel needs to **set up a new room type** on 10 OTA channels, where possible
FREQUENCY	Regular Update	Regular Update
HOTEL IMPLEMENTATION TIME	**50 minutes** for the 4 OTA extranets where it is possible to add info	**80 minutes** for all 10 OTA extranets
Conttessa IMPLEMENTATION TIME	**10 minutes**	**5 minutes**
TIME SAVINGS WITH Conttessa	**80%** vs. manual process	**94%** vs. manual process

80% freed up resources

Only 20% assigned to content management

94% freed up resources

Only 6% assigned to content management

Channel Coverage

- The number of criteria fields to be filled in by the content manager is reduced to a minimum as **one system** manages all channels.
- Using one system significantly reduces errors, making it easier to achieve **content parity**.
- This example is based on two room types. Time savings increase with additional room types.

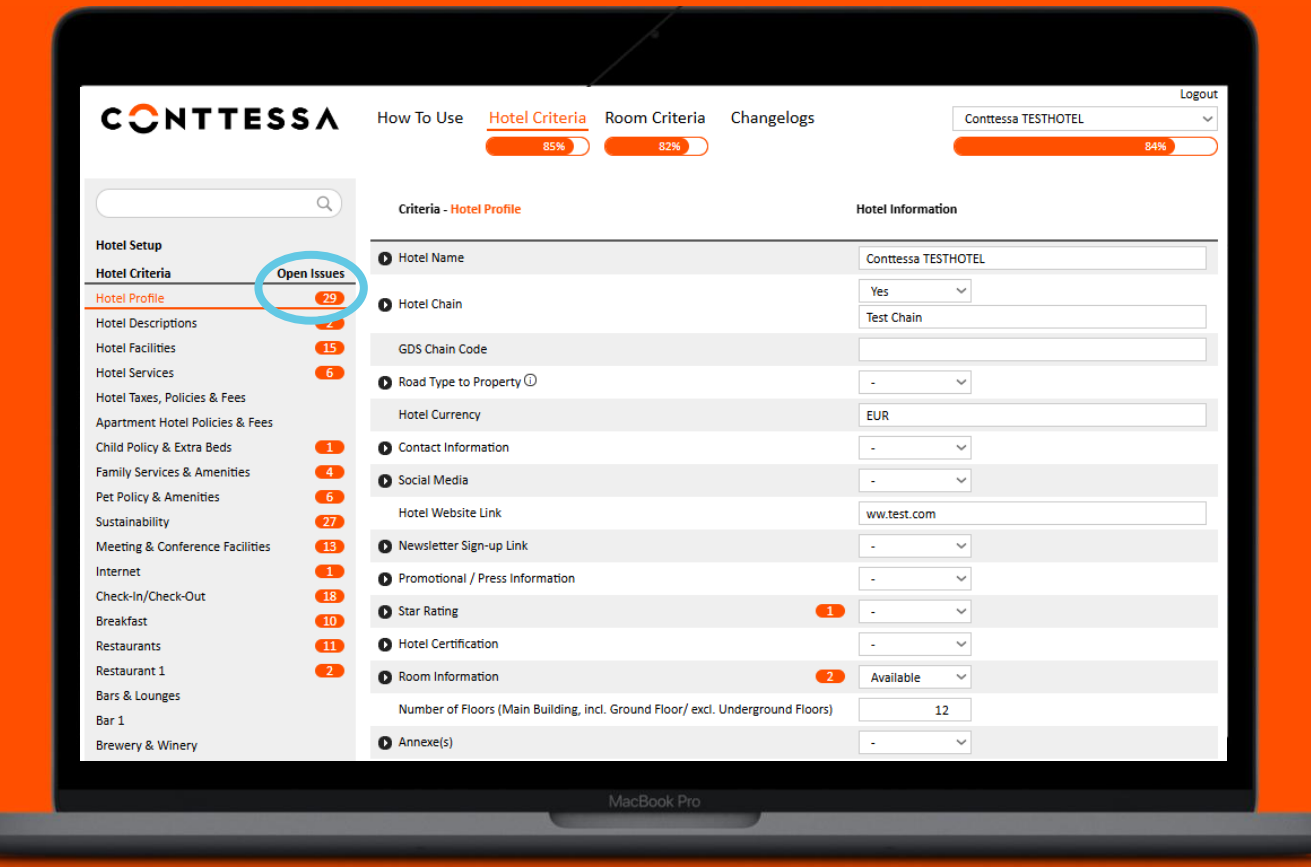
No	No. of Channels / Channel	20	15	10	5
		No. of Criteria			
1	Booking.com	1.737	1.737	1.737	1.737
2	Expedia	2.877	2.877	2.877	2.877
3	Agoda	1.132	1.132	1.132	1.132
4	HotelsCombined	2.699	2.699	2.699	2.699
5	Hotelbeds	844	844	844	844
6	Trivago	143	143	143	
7	TripAdvisor	409	409	409	
8	HRS	976	976	976	
9	Check24	1.332	1.332	1.332	
10	Trip.com (Ctrip)	1.459	1.459	1.459	
11	Google MyBusiness	421	421		
12	Google Restaurants	156	156		
13	HolidayCheck	489	489		
14	HotelTonight	216	216		
15	Kurzurlaub	426	426		
16	kurz-mal-weg.de	249			
17	Hotelspecials	301			
18	Tagungshotels.de	680			
19	Dnata	251			
20	Dayuse	200			
OTA Extranet Data Feed[1]		**16.997**	**15.316**	**13.608**	**9.289**
Conttessa Data Feed[2]		**2.648**	**2.492**	**2.326**	**1.936**
TIME SAVINGS		**-84%**	**-84%**	**-83%**	**-79%**

[1] Total No. of Criteria (content input) for manually updating each employed OTA Extranet.

[2] Total Average No. of Criteria requiring manual data input after onboarding. Onboarding is ensured (automated content import) if a hotel is listed on some channels.

Conttessa GUI

Example "Hotel Profile" (Hotel Criteria menu):
29 open criteria for hotel review



Contessa has two menus: **Hotel Criteria** & **Room Criteria.**

Hotels review only **missing/wrong info** (orange-highlighted) for contracted channels.

Discover more in our explainer video: Watch now

Image Tracker

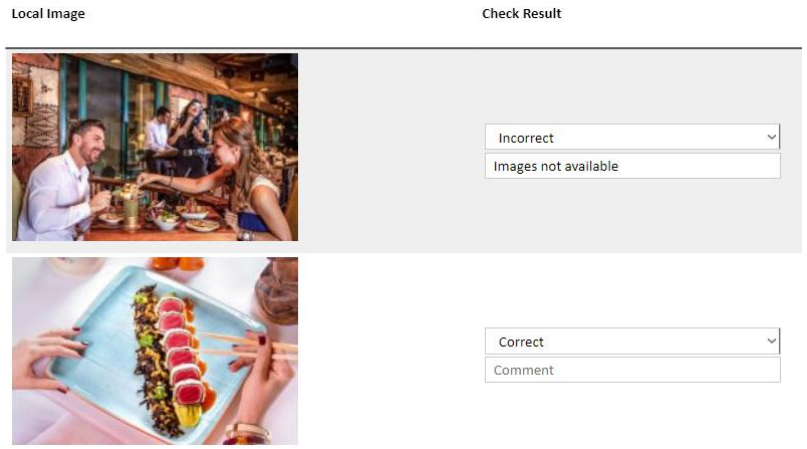
Optional functionality

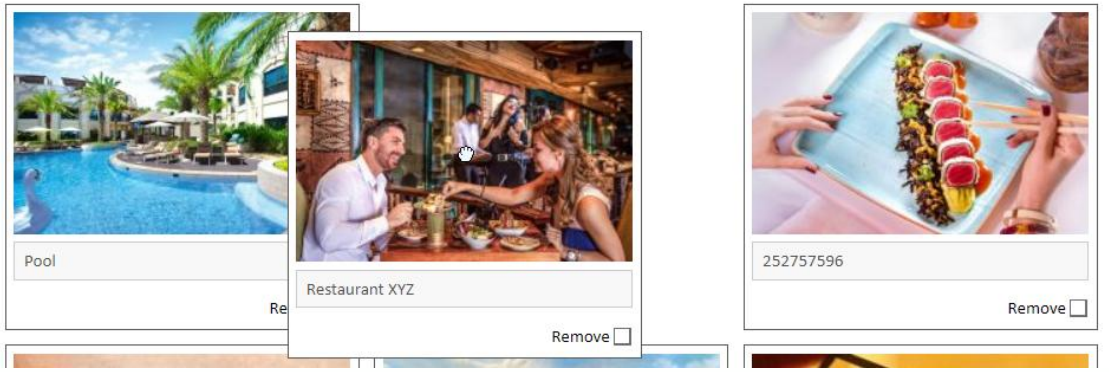
Easy upload of **images used on** all OTA and metasearch channels, supported by sorting & tagging functionality.

Subsequent checks by the hotel monitor the correct loading of images on each channel **on a regular basis**.

Benefits

- Quick overview of all loaded images per channel ensuring a consistent display
- Rapidly detect image issues on channels





Channel	Correct Images (%)	Checks Completed
Agoda	50,00 %	11.06.2021, 28.12.2021
HRS	100,00 %	28.12.2021

The addition of an image distribution module is being considered for the future.

References

BELMOND

citizen
M
hotels

56
Chemnitz

DSR
HOTEL
HOLDING

LINDNER
HOTELS
& RESORTS

روتانا
Rotana

MITTERMEIERS
HOSPITALITY

PARKHOTEL
QUELLENHOF
AACHEN

PENTA
HOTELS

Customer Testimonials

TIME Hotels

“ Working with Conttessa for a year now as our central tool for handling content management have done a lot of benefits for us. … In timely situation like Covid-19, where a lot of changes is happening to OTA as to changes of requirement or guidelines, **Conttessa team has always been there to remind us with new updates** time to time and all we need to do is to do a **one-click and they do the rest of implementation** and review needed. Indeed, a **good helping hand and reliable content tool for hoteliers.**

Lindner Hotels

“ Conttessa not only **simplifies the content management** of major partners, but also **significantly improves content quality** regarding completeness and timeliness of data. By continuous support of content specialists, process **time efforts are considerably reduced** for daily operations, and it is of great help for the responsible staff. Also **connecting new distribution partner channels is quick and easy!**

For more information, please view our testimonials and detailed case studies

Pricing per Hotel

Setup Fee [1]	**€ 300 initial one-time fee**		
Monthly Fees for	**up to 5 Room Types**	**6 – 10 Room Types**	**11 and more Room Types**
• **Management of up to five (5) channels** [2] • **Bilingual free flow text field updates** [3]	**€ 85**	**€ 110**	**€ 135**
• **Management for each additional channel**	**€ 20**	**€ 25**	**€ 30**
Optional: Image Tracker Setup Fee Monthly Fee	€ 100 initial one-time fee € 45 for up to 10 channels / € 5 per additional channel		

1 For each channel added/exchanged during the contract period, an additional one-time fee of € 100 per channel applies.

2 Includes initial review of current OTA content. Minimum contracting period is six (6) months. Volume discounts are provided.

3 English is the standard language for free flow text fields. German is available as a second language. More can be added, if required.

EXAMPLE with 5 room types and 5 distribution channels: € 300 + € 1,020 = € 1,320 for Year 1 and **€ 1,020 per year from Year 2**.

EXAMPLE with 8 room types and 7 distribution channels: € 300 + € 1,320 + € 600 = € 2,220 for Year 1 and **€ 1,920 per year from Year 2**.

ROI Indication

Time savings reduce cost

ROI Calculation - EXAMPLE -	
No. of Change Logs	8,000 per year
Avg. Time Spent per Change Log	2 minutes
Staff Cost	€ 15.00 per hour

Cost for Manual Changes*	€ 4,000 per year
Conttessa Fee	€ 900 per year
Cost Savings	€ 3,100 per year
Return on Admin Spend	344%

*Assumptions: Manual changes are made timely and frequently.
Example is based on average h2c client data for 1 year.

In order to maintain top quality content, the hotel must manage ALL **OTA Extranet changes**:

- For each change as it becomes effective (**frequently**)
- For fast implementation (**timely**)
- **For each channel** (managing various extranet logins, setups, structures, etc.)

Parameters influencing the number of potential changes:

- No. of Room Types
- No. of Distribution Channels
- No. of Hotel / Facility / Restaurant features...
- Complexity of Extranet

Your Hotel Already Has More AI Content Than You Think

From Distribution Platform to Hospitality Content Database

Hospitality is entering the AI era. Hotels are rapidly adopting AI assistants, AI agents, chatbots, guest communication platforms, and search and discovery tools.

All of these solutions depend on one critical asset: **trusted, structured hotel content**.

Over the years, Conttessa has evolved into one of the hospitality industry's most comprehensive content databases:

- More than 9,000 structured static content fields
- Built by replicating the full content structures of leading OTA extranets
- Designed to create a single source of truth for structured hotel information
- Trusted by hotel groups to manage high-quality content at scale

Today, static content is maintained primarily for distribution. Tomorrow, the same content becomes the trusted foundation for AI.

One Content Source. Endless Possibilities.

Why maintain the same information in multiple places? Today, hotels often manage similar content across multiple channels:

- OTA distribution
- Hotel website
- Chatbots
- AI applications
- Future AI agents

Our Vision

Maintain structured hotel content once, authorize access across systems, and build a future-ready hospitality content ecosystem.

Benefits

- Single Source of Truth
- Consistent content everywhere
- Less manual work
- Faster AI adoption
- Better data quality
- Future-ready content strategy

Why This Matters Now

AI does not rely on content alone.
It relies on trusted, structured, contextual, and governed hotel knowledge.

For AI search, context drives discovery. It helps systems interpret meaning, connect entities, and retrieve the right information in the right situation.

Conttessa is evolving into a **Hospitality Content Intelligence Platform**—supporting distribution today and enabling AI search, AI applications, and future hospitality technologies tomorrow.

h2c Services

Focus	Business Areas	Services
Technology Applications	**Tech/Custom Research**	Global Study, Education, Custom Research Projects
	Digitalization Support	Strategy Development/Workshops, Consulting, Project Management, Training
	Technology Selection	System Insights (functionality, integration, etc.), RFPs (Request For Proposal)
	System Implementation	Project Management, Quality Checks
Content & Distribution	**Content Optimization**	Content Quality Checks for IBE, Website, OTAs, GDSs, etc.
	OTA Content Distribution	**Conttessa** (h2c's Proprietary OTA Content Management Tool)