1. **Working Group / Committee Name:** Connectivity Working Group

2. **Approval Requested.**
   - Renewal (approval)

3. **Co-Chairs.** *Name, title and company.*
   - Jodi Gibson, DerbySoft
   - Scott LoRusso, IHG
   - Kyle Moore, RateGain

4. **Board Liaison(s).** *Name, title and company. May be a chairperson.*
   - Lew Harasymiw

5. **Date of Request:** [Feb 27, 2019]
   *Date of submission to HEDNA board for approval.*

6. **Requested Charter Length:** [24 months]

7. **Vision.** *Briefly describe the goal (optimal future state) and reason for existence.*
   Shopping and selling connectivity addresses the needs of today for hotel distribution and the complexity required for identifying, recognizing, personalizing, packaging, offering, and selling traveler or persona-specific offers in real time

8. **Mission.** *Briefly describe at a high level what the working group or committee will do, for whom, and how.*
   The working group will outline the shopping and buying models, system requirements, and necessary technology for hotel distribution, enabling the continue evolution from today’s approaches to those that are likely to emerge as the industry evolves to ever-
increasing personalization. It will outline the likely steps that the industry will take toward that future state, coupled with the technological approach for enabling that evolution.

9. **Business Problem.** *Briefly outline the business problem(s) that the working group or committee will address. Do not describe the solution.*

Hotels and retailers want to be able to tailor offers to the specific needs and expectations of their traveler customers, and current shopping and selling models are not designed to support traveler-specific shopping and buying.

10. **Objectives.** *Briefly outline the specific objectives of the working group or committee.*

The Connectivity Working Group will also focus on the enablement of personalization, also referred to as NDC for hotels, attribute-based selling, among other things. Through this effort, the working group will work to outline the technical framework that the industry can collectively utilize to support the objectives of real-time personalization. To do this, they have to be able to know who is shopping, know what that specific traveler or traveler persona want or are likely to want. They need to be able to receive information about the shopper and transmit offers specific to that traveler.

11. **Deliverables.** *Identify key deliverables and end results, including dates for each.*

*Deliverables may include, amongst other things, internal documentation, external facing progress statements, white papers, best practices and guidelines. Working groups should produce the first deliverable within 6 months, and at least one publication every 12 months.*

- White paper
- Swimlane documents on shopping and buying process
- BRD
- Support HTNG in schema development
12. **Future Phases.** Objectives that extend beyond the initial charter should be identified as future phases that will be subject to extension of the working group charter. To the extent possible, describe any future phases expected for the working group or committee.
   - Move from customizing post-sell to offers during shopping
   - Including non-room inventory in attribute selling model

13. **Issues / Concerns.** Identify issues or concerns requiring board consideration, such as potential conflicts of interest or issues that contravene HEDNA’s code of conduct.
   - The timing of player readiness to support the new models
   - Commercial implications of selling new products and services – with hotels and indirect sellers needing to collaborate on how the commercials might evolve
   - General reluctance to share strategic information

14. **Meeting Plans.** Outline the expected frequency and format of working group or committee meetings, including webex, in-person meetings and conference calls.
   - Monthly leadership calls
   - Monthly conference calls
   - Workgroup may break up into smaller sub-groups with more frequent calls as defined by the group

15. **Deviation from Norms.** Identify any substantial expected deviation from the working group and committee norms (see separate document).
   - none

16. **Working Group or Committee Composition.** Identify the required and desired companies to participate in the working group. Ideally, specific companies should be identified but participants may also be classified by business type, sector, geography, or other category. To the extent that specific individuals are identified or confirmed, please note accordingly.
Required Participants:

- Hoteliers (IHG, Hilton, Marriott, Accor, Caesars)
- GDSs (Sabre, Amadeus)
- OTAs (Booking, Expedia)
- CRSs (Sabre Hospitality Solutions, Amadeus Hospitality Solutions, TravelClick)
- Distribution Intermediaries (DHISCO, DerbySoft, Shiji)
- Industry Standards Organizations (HTNG, OpenTravel)

Desirable Participants:

- Wholesalers (Hotelbeds)
- Revenue Management Systems (IDeaS)

17. Project Plan: Outline the project plan for the working group or committee, including timelines for major deliverables. This should be in sufficient detail to enable the board to assess the planned approach, feasibility and timing, and to enable the working group members to see a clear path to completion, understand their role and schedule their time accordingly.

- TBD based on initial workgroup discussions
- Will be delivered within 2 months of first meeting

18. Financial and Resource Requirements: Outline expected funding and any additional requirements, including timeframe, in order to help HEDNA budget accordingly.

- No anticipated funding