



HOTEL DESCRIPTIVE CONTENT

Considerations for Sourcing and Exchanging Content

A whitepaper exploring various options for evaluating content requirements and selecting appropriate solutions.

PRIMARY AUTHORS

Dee Thomas, Director of Content Services, DerbySoft
Victor Robison, Vice President of Innovation, Leonardo
David Chestler, SVP Business Development, Kognitiv
Dominik Riber, Director, Accommodations & Ancillary Products, Peakwork
Sandy Angel, Specifications Manager, OpenTravel
David Sjolander, COO, Hospitality Technology Next Generation
Benjamin Levine, Key Account Manager – Connectivity, Booking.com

CONTRIBUTING AUTHORS

Anne Cole, Vice President, Content, DHISCO

EDITING ASSISTANCE

Edward Perry, Head of Partnerships – Americas, HRS



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EXECUTIVE SUMMARY

In the world of hospitality distribution, we often refer to the “content conundrum:” the challenge of taking images, property and room information and everything else consumers want to know about a hotel’s services, rules and amenities and displaying them quickly – and accurately – during the booking process. But for all the hotel and travel information now available at the click of a mouse or a tap of the finger, most people would be shocked at just how difficult a proposition that is.

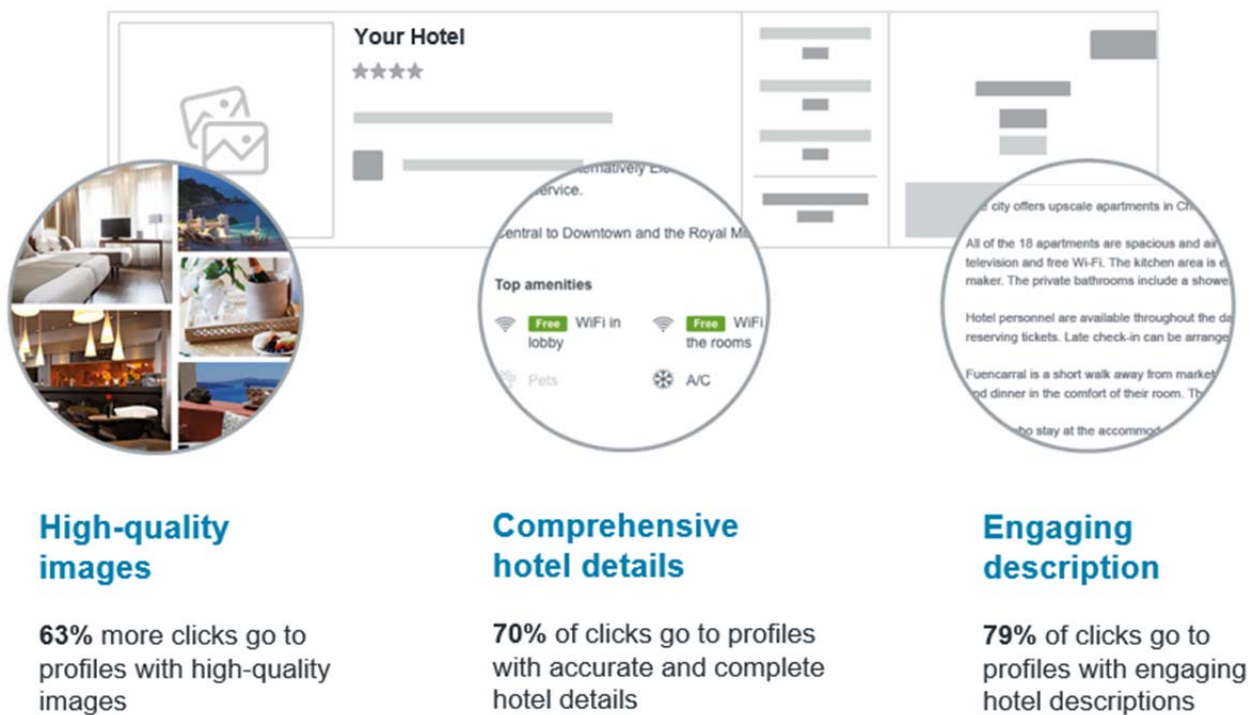
Across the world, many travel companies are still sharing information with online travel agencies, or OTAs, via spreadsheets or by legacy content updates that contain truncated, capitalized and highly abbreviated information. The idea of adding richer content about everything – from pet policies to restaurant hours and thread counts on sheets – becomes even more complicated by the fact that such information may be held across a variety of legacy hotel computer systems. It becomes more difficult when you add in creating new technologies that enable the exchange of information globally with a multitude of trading partners.

That’s the genesis of why a new HEDNA Content Working Group was created. Our goal: solve the content conundrum. This isn’t a fast process, but – to move it forward more quickly – we created two subgroups to look at this: one from the perspectives of the guest and the hotel company providing the experience and the other from the perspective of the technology solutions provider. This white paper explores various options for evaluating content requirements and selecting appropriate solutions to source and exchange content.

BACKGROUND

Relevance of Quality Content

A traveler booking their journey has a large variety of options as to where and how to book. They can book offline via a travel agent or online using an assortment of different applications and websites. In any case, descriptive and visual content about the hotel play an important role in decision-making.



From the Trivago article "How Quality Online Content Impacts your Hotel's Performance: Webinar Highlights", <http://hotelmanager-blog.trivago.com/en-us/trivago-online-content-webinar-recap-2017/>

According to Skift research from 2016¹, almost 30% of online bookings are made via mobile platforms. There is also research from Booking.com² stating that more than 1/3 of all bookings at Booking.com are made on a mobile platform. This percentage grows as the stay date approaches. Over 50% of the reservations at Booking.com made within two days of arrival are made on a mobile device.

With the rise of mobile platforms and the ever-connected consumer, the need for available and high-quality content multiplies. According to a Skift report³, static images are the most effective way of engaging the consumer.



There are many companies and articles advising on content strategy. However, according to research firm Epsilon⁴, there are five main steps to identifying your content strategy:

- 1) Analyze Consumer Data
- 2) Evaluate the Current State of Content
- 3) Evaluate current content plans and go-to-market vehicles
- 4) Identify Tools
- 5) Create a go-to-market roadmap

In this white paper, we focus on the current state of content regarding distribution and on identifying the tools needed to successfully execute a company's go-to-market roadmap.

Content Workgroup

The Content Workgroup was formed in January 2017 at the HEDNA North American Conference in San Diego, CA. Its vision is that travelers searching for accommodations will be provided with informative, accurate and engaging content that converts shoppers into guests, and its mission is to get consistent content out on whichever platform, in whichever format, the audience wants to consume it.

The workgroup objectives are:

- 1) Simplify connectivity and compatibility between hotels and distributors to benefit more consistent standardized data for search, shopping and content transactions
- 2) Facilitate hotelier's ability to better market their products, drive operational efficiencies and enhance the hotel guest experience
- 3) Improve the customer shopping experience by providing the essential information for an informed buying decision
- 4) Achieve content parity (same information) across all channels (excludes rates, availability and inventory) based on the property's distribution strategy

The scope is to cover the three main areas identified as most important based on the responses to a content survey that was distributed in late 2016:

- 1) Content distribution of static content (descriptions, amenities, facilities, etc.)
- 2) Dynamic content (rates, rate codes, cancellation, room type, etc.)
- 3) Content parity (same information) across channels



This white paper focuses on the first of these 3 areas.

Workgroup Sub-Committees

The workgroup was divided into two Sub-Committees: **Hotel-Centric/Guest-Centric**, and **Technology**.

The **Hotel-Centric/Guest-Centric** Sub-Committee was formed to identify, from both a hotel and guest perspective, the gaps of current content capabilities and future opportunities, focusing on:

- Facilitating the hotelier's ability to better market their products, drive operational efficiencies and enhance the hotel guest experience
- Improving the customer shopping experience by providing the essential information for an informed buying decision
- Achieving distribution of accurate content on strategy across all channels (excludes rates, availability and inventory)

The **Technology** Sub-Committee was formed to analyze various interoperability and distribution options available for hotel descriptive content while taking into consideration hotel-centric and guest-centric content requirements.

Sub-Committee Membership

The Hotel-Centric/Guest-Centric Sub-Committee is led by Benjamin Levine, Key Account Manager - Connectivity for Booking.com, and the membership is composed of representatives from the following companies: DHISCO, HTC, IHG, Coast Hotels, DerbySoft, h2c, Peakwork, Translations.com, Delta Vacations, and Omnibeas.

The Technology Sub-Committee is led by Dee Thomas, Director of Content Services for DerbySoft, and the membership is composed of representatives from the following companies: Amadeus, Sabre, DHISCO, peakwork, Kognitiv, Northstar Travel Media, Expedia, Hilton, Hyatt, Coast Hotels, Omni Hotels, HTNG, OpenTravel, and Leonardo.



PROBLEM STATEMENT

Content Challenges

Hotel companies partner with many distribution channels, which subsequently work with a variety of consumers to book guests into hotels. Before a consumer books, they first need to find the hotel that's right for them based on criteria such as location, price, and amenities offered. This search for a hotel cannot be done without **content** - information about the hotels.

The three main challenges in dealing with hotel content are:

- Creating, managing and distributing content across diverse channels
- Interoperability between hotels and distributors
- Lack of consistency of data used in search, shopping and content transactions

Hotels have lots of content, but how do they get it to all the different distribution channels they work with? Many of these distribution channels have built elaborate interfaces to dynamically exchange information with hotels on rates, availability and booking, but often rely on spreadsheets and extranets for hotel descriptive content. This leaves the hotels struggling to manually update a great deal of information in a variety of ways.

With differing consumers and differing needs, how does a distribution channel get access to the content that is important and necessary to their business? The information that a hotel chain collects on its properties can vary from chain to chain and from CRS to CRS. For a distribution channel that is trying to create a consistent user experience for their customers, this can be difficult to handle.

How do hotels ensure the content delivered to each distribution channel is up to date and accurate? With disparate delivery methods from one distributor to the next, the content that is delivered and the frequency at which it is delivered is often inconsistent.



SIMPLE VERSUS COMPLEX NEEDS

Simple Scenarios

Many distribution channels resort to spreadsheets because they don't need a lot of information - just the hotel name, location and a few specific amenities such as free WIFI, airport shuttle, etc. Perhaps they have the descriptive information about the hotels already and all they need are images. Here are a few examples of situations where a simple content implementation might be used:

- Property matching for cross-referencing hotel IDs between 2 systems
- Inclusion of hotels on a map
- Hotel searches with filtering on key amenities & hotel features

In each of these examples, the information needed on each hotel ranges from very basic to somewhat limited. If that's all the company needs the content for, then it's not necessary to obtain every available detail about each hotel.

Complex Scenarios

For those distribution channels that are fully engaged with the consumer from initial property search to booking, there is a need for more detailed information about the hotel. The consumer must be able to find answers to any questions they may have about their stay, such as policies for pets, children and cancellation, or onsite recreation offered. They are looking for the same level of detail they would get if they picked up the phone and talked to someone at the hotel directly.

In this scenario, the distribution channel will want to get as much information about the hotel as is available. Therefore, a more complex content implementation is needed.



CURRENT STATE

Many companies have found various ways to deal with the management and distribution of content while trying to fulfill their business needs. In some cases, this means they've built solutions that are unique to their needs and technology requirements. But in other cases, they've banded together to identify and create a standard solution that can meet the needs of many. The following highlights a few organizations that were formed for this purpose and the interface standards that have resulted.

Available Interface Standards

The following section outlines available industry standards that are most commonly used today to exchange hotel content. Non-open standards have not been included here but it should be mentioned that many companies may also offer their own proprietary interfaces as well.

OpenTravel Alliance (OpenTravel)

OpenTravel is the source for the most adopted, cross-industry technology standards that enable business solutions driven by the travel community. Through their Hospitality Work Group, Open Travel has delivered and continues to update a set of messages that support the various exchanges of information that occur during hotel availability and reservation processes, including the exchange of hotel descriptive content.

The Open Travel Hotel Descriptive Content Notification (OTA_HotelDescriptiveNotifRS/RQ) message pair allows detailed descriptive hotel information to be sent via a push format.

The OpenTravel Hotel Descriptive Info (OTA_HotelDescriptiveInfoRQ/RS) message pair allows a trading partner to query for specific hotel descriptive data. Based on the request criteria, the response may contain the full hotel descriptive content for one or more hotels, or limited to specific types of information identified in the request.

The 1.0 Message Suite

The OpenTravel 1.0 Message Suite is comprised of messaging standards for distribution messaging across the travel industry including but not limited to hotel, air, car rental, rail, cruise, ground transportation, packages and golf. At this time the 1.0 Message Suite is released twice per year with an A and a B release that includes new messages and modifications to existing messages as needed. Each release goes through member review and public review prior to publication.



A comment process exists for modifications to existing messages. The comment form, which is available on the OpenTravel.org website, can be submitted to request new fields or changes to existing fields in the messages. The comments are reviewed by the appropriate workgroup to determine if the change will be implemented as requested or the team may suggest alternate options.

New messages can be requested through the project team proposal process by a member company. When two or more member companies are willing to chair a project, and the project is approved by the Interoperability Committee, a team is formed to create the new messages.

The OpenTravel 1.0 Hotel Content messages are the basis for the HTNG Distribution Content Management specification.

Some of the pros for using OpenTravel 1.0 Hotel Content messages are that they are very thorough, widely adopted, and include expansive capabilities. A con is that the messages are very complex and, as a result, can be difficult to implement and manage.

The 2.0 Object Model

OpenTravel's 2.0 Object Model is the next generation of open-source messaging. An object-oriented model allows for the management of the model rather than individual messages. OpenTravel uses the OpenTravel Model-Development Environment (OTM-DE) to manage the model. This is an open-source tool freely available for download from GitHub.

Managing the model is faster because developers can use the OTM-DE compiler component to automatically generate schema that conform to the OpenTravel Model. The tool currently generates the messages in either XML or JSON and generates the associated WSDLs, Swagger, example messages and documentation directly from the model.

The 2.0 Object Model contains organized collections of summary, detail and query attributes and elements so implementers can create light-weight or functionally-rich transactions by "binding" to a collection. The model also supports extensions, which allow implementers to easily extend the messages with proprietary information while still conforming to the OpenTravel standard for the rest of the message, thus improving interoperability.

Similar to the 1.0 XML Messages Suite, the 2.0 Object Model implements a comment process in order to request modifications to the model. The object model is not bound to a specific release cycle, but changes are released as needed throughout the year. Each library within the object model is



versioned independently, so only libraries that are affected by a change are re-versioned and published.

Currently the object model is still under development and although some areas are complete and being implemented, others are still being developed. OpenTravel member companies drive the direction for what is being developed based on their needs. At this time, hotel content messages are not part of the object model but will be included as a future project as member companies dictate.

Hospitality Technology Next Generation (HTNG)

HTNG released the Distribution Content Management specification in their 2009B release. This message specifies specific fields to use within the OpenTravel Messages to help make the messages more interoperable. These messages validate against the 2009A version of the OpenTravel OTA_HotelDescriptiveContentRQ message.

As needs arise workgroups are chartered to specify exactly what the need is and how to best solve it. The workgroups then work toward fulfilling the deliverables outlined in the charter. The deliverables may include items such as updating an existing specification, creating a new specification, creating a white paper or producing a webinar.

HTNG and OpenTravel work closely together to make sure the specifications of both organizations meet the needs of their members and the industry.

The advantage of using the HTNG version of the messages is that it specifies exactly which fields in the OpenTravel messages should be used. This helps to simplify the message and therefore the implementation. The con is that you lose some flexibility of the messages.

Content EDF

Content EDF (cEDF - German for “Einheitliches DatenFormat” or “unified data format”) is an XML based format designed and tailored to describe non-bookable content for travel products including, but not limited to, hotel or room descriptions, hotel pictures, or hotel feature descriptions (mostly based on the DRV GlobalTypes® - see below). Early adoption started within (Central) European Markets with recent expansion on a global scale.

Developed by Peakwork, the slim format builds on the standard rate & availability EDF (Unified Data Format). While completing the Peakwork travel software suite, it’s also capable of being used outside the Peakwork network. Held within a “Content Player”, which is available for local installation or as



SaaS, the Hotel Descriptive Content can be requested via the Content Player Rest API (HotelContentRQ/RS) or sent via push to other trading partners. Requests can be made for selected, specific content (e.g. Teaser Pictures) up to full content available for the hotel or a specific room including any descriptive or visual content. Requests can also be made for one specific product or a list of products, identified via their unique IDs. Images and other visual content are included as URLs pointing to the respective content.

Inherent with the recent developments to open the EDF format for usage outside the Peakwork production & distribution network, the Content EDF is being enhanced and improved in close cooperation with supply and distribution partners on a continuous basis. Partners can request modifications and add-ons which will be reviewed by Peakwork Content Experts and discussed with the various stakeholders. Throughout this process, development takes into consideration Peakwork's goal of high performance and variable search.

A challenge is the limited global adoption, yet it shows much promise. Further work will be required for the format to provide specific capabilities to individual stakeholders and to provide high-quality documentation.

An advantage is the current simple implementation and management of the format, which may become more complex in the future.

DRV GlobalTypes

GlobalTypes, created for and with the DRV (German for "Deutscher ReiseVerband" or German Travel Association), are standard codes for product description, enabling cross-system requests and communication. The standardized offer attributes can be transmitted in any sales system, in any data format, and requested using the DRV Request Interface.

NOTE: DRV GlobalTypes and the DRV Request Interface are property of the German Travel Association. Utilization is subject to authorization and licensing (generally free of charge) by DRV Service Subsidiary, DRV Service GmbH.

All defined DRV GlobalTypes are classified into various categories for easier assignment (see table below). A category designates a certain type of offer attribute and serves to distinguish groups. Each category has a number assigned, which is reflected in the code of most attributes (exceptions apply for country and airport codes). In some categories, a single "GlobalType" (in short "GT") is sufficient. Others additionally allow specification of a "SubType" (in short "ST") and/or "AdditionalType" (in short "AT") to provide a more detailed description of a product attribute.



Example of hierarchy level:

GlobalType	Meaning of Code	General Meaning
GT03-MASS	Massage	Massage(s) is/are available at the accommodation
GT03-MASS	Massage	Thai Massage is available at the accommodation
ST03-THAI	Thai Massage	
GT03-MASS	Massage	Thai Massage is available at the accommodation
ST03-THAI	Thai Massage	
T03-EXCO	Subject to Charge	

The DRV Interface is formulated for requests for the product types Hotel, Flight, Package and additional services. It enables classic request processes (e.g. regional lists, hotel lists, date lists) but also supports novel requests (offer matrix, offer calendar, etc.), allowing for novel innovative front-ends. The methods were purposefully formulated to be non-specific to product type, thus enabling requests across product types. For this reason, the product type must always be transferred as the parameter of the request.

The request interface is a SOAP web service, and formulation is accordingly done in a WSDL file. The data structure used by the interface for the “request” and “response” are formulated in XSD files. Both formats are XML based and consequently independent of platforms, protocols and programming languages.

IATA New Distribution Capability (NDC)

At this point, NDC has not developed hotel-specific schemas for content. It has been suggested that IATA/NDC adopt the descriptive content standards already developed and maintained by OpenTravel Alliance and/or HTNG rather than recreate this.

Content Providers

HEDNA’s Content Workgroup has compiled the Content Providers Matrix which is available on



HEDNA.org and is also included as an appendix to this white paper. The matrix is a document that lists content providers that are currently offering access to a collection of hotel content across multiple chains. For each provider, the document will indicate the type of content they are able to provide and the interfaces they support in delivering that content. To request the addition of content providers not included in this matrix, send an email to info@hedna.org.

In addition, it is important to note that HTNG has a workgroup that is creating a registry for various APIs (Application Program Interfaces) available to support content. This is a work in progress and is expected to be completed by early 2018. A link is now available for review at <https://stag-htngapi.aliceapp.com/#>.



DESCRIPTION OF SOLUTIONS

The following section looks at the various ways in which content can be exchanged and the levels of content usage that might be utilized for different purposes.

Delivery Methods

The method of delivery of content downstream should be considered in the early stages of integration. While the publisher/subscriber model traditionally assumes the publisher initiates the flow of content to subscribers in one direction (Push), practical considerations around integrating existing systems often require that subscribers (typically the distribution channels) fetch content from publishers on a periodic basis (Pull).

Push

The push model works by either directly publishing content when it is changed at the source, or by pushing changes in batches. While a push model can sometimes provide the quickest method of updating content, it may be necessary to throttle or send requests in batches to ensure that multiple updates over a brief period to the same objects do not result in unnecessary messages. For a publisher, using the push method ensures that the load on the publisher's systems is entirely under their control and the publisher can ensure that all changes have been consumed and updated by subscribers. However, the push method generally requires more close management of systems to ensure that the transactions of the publication process are cleanly handled by all subscribers, which could be challenging when there is a large subscriber network. To ensure timely responses to push requests, subscribers may need to respond asynchronously, particularly when the data could take a while to process, as when visual content is involved. This can be achieved by providing an initial acknowledge, followed by a response when processing is complete, reducing the likelihood of a timeout and retransmission of data. Using an asynchronous method requires support at the API level for this ability, such as the OTA_HotelDescriptiveContentNotifRQ.

Pull

The pull method places the control of the publication process in the hands of the subscribers. Subscribers fetch content from publishers, either in batch or possibly after a notification from the publisher of a change for a set of properties. A pull methodology is not inherently event driven, so consideration should be taken to ensure that a method exists to identify changes at the property level



to reduce load required by both systems. For example, a pull can be controlled using the OTA_HotelSearchRQ, which can return a list of properties changed since a given date via the OTA_HotelSearchRS response message, followed by an OTAHotelDecriptiveInfoRQ to pull the full change set returned in the OTA_HotelDescriptiveInfoRS. Note that from the perspective of the publisher, the pull method is not “transactional”, so there is no assurance that the published changes have been consumed by subscribers.

Update Models

The method by which changes are persisted between systems varies depending on the use cases and the complexity of systems.

Full Update

A full update replaces all data for a property with a single request. While a full update requires a bit more work to implement, a full update at the property level ensures that state does not need to be maintained between systems, reducing the likelihood of data drift. The efficiency of a full update can be improved by providing update timestamps for data that requires special processing, such as visual content.

Overlay

The overlay method updates only data that has changed. This method can be more efficient than a full update, but relies on maintaining state at the field level between systems, and is susceptible to data drift.

Usage Scenarios

There are several usage scenarios that require various levels of hotel content. Depending on the company’s needs, multiple usage scenarios may be used in different situations, or perhaps only a single usage scenario applies.

Following the below usage scenarios are examples of companies that have implemented the usage scenario with one of their partners. This is only intended to show a few cases and is not an exhaustive list.

Scenario 1: Basic Hotel Listing



In this scenario, the content provided about the hotel is very basic and includes primarily the key items that can be used to uniquely identify the hotel. The most common applications of this scenario include plotting hotels on a map, performing property matching between 2 separate hotel databases, and generating a simple hotel directory.

Typical attributes used in this scenario include:

- Hotel ID (may or may not include chain ID)
- Chain ID
- Brand ID
- Hotel Name
- Address
- City
- Postal Code
- State/Province
- Country
- Phone
- Latitude & Longitude
- GDS Hotel IDs
- Hotel Website URL
- Property Type, i.e. Hotel, Motel, Resort, Apartment

Example Implementations

Sabre

Sabre has implemented the Basic Hotel Property Data file, which is part of their Hotel Descriptive Data Services. This file is typically delivered through FTP as a text based, pipe-delimited file containing hotel chain code, property number, hotel name, number of rooms, address, phone and fax numbers.

Leonardo Worldwide

Leonardo has implemented this scenario with their Media Connect Property Listing file, which is a text based file sent via FTP that is used for matching of partner IDs with Leonardo IDs, as well as for property creation.

Scenario 2: Visual Content Only

This scenario is unique to the exchange of visual content and typically has very limited to no



additional descriptive hotel content provided. It's usually used to publish information needed to access photos and videos from visual content providers and typically by channels that are receiving their textual content from another source.

Typical attributes used in this scenario include:

- Hotel ID
- Media URL
- Media type (e.g. Image/VR/Video)
- Category
- Caption/Title
- Description
- Copyright Notice
- Last Modified Date/Timestamp
- Media Type
- Room Type Codes
- SourceID
- Sort Order

Example Implementations

Leonardo Worldwide with Amadeus and DerbySoft

Amadeus is using OpenTravel HotelDescriptiveContentNotif to receive image links and related data from Leonardo for distribution to their customers, while DerbySoft is using the Leonardo MediaConnect Proprietary XML to download hotel image data and room type associations for integration with descriptive hotel content obtained through other sources.

ICE Portal with DHISCO and Booking.com

ICE Portal's implementation of this scenario includes sending property level image links and related data to Booking.com and DHISCO using OpenTravel HotelDescriptiveContentNotif, and room level images to Booking.com using OpenTravel HotelInvNotif.

Scenario 3: Hotel Search with Qualifiers

This scenario generally provides the content necessary to perform property searches across an expansive database of hotels, using location information and key feature qualifiers. Most common implementations of this scenario occur with travel start-ups, mobile apps and metasearch sites.



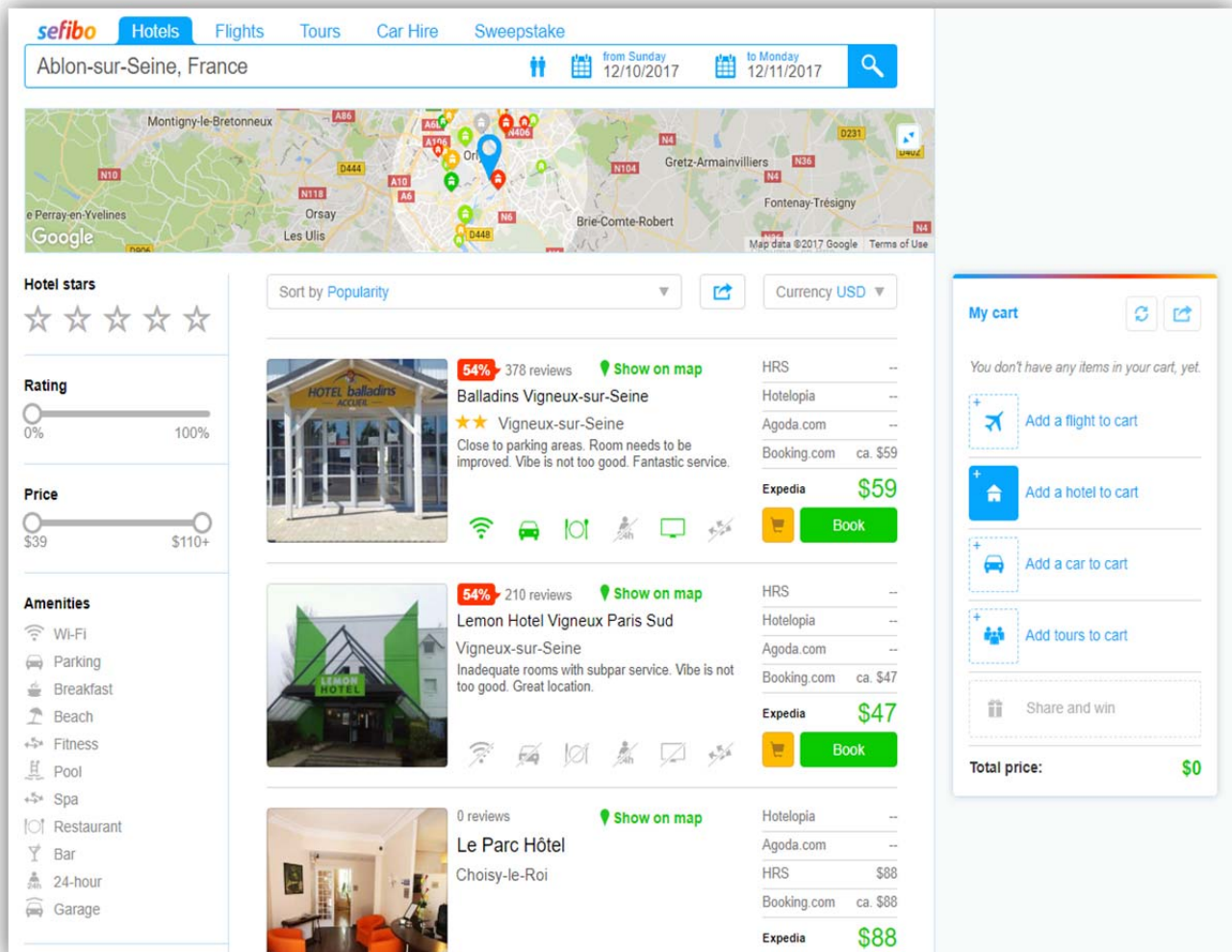
Typical attributes used in this scenario include the attributes listed in Scenario 1, plus the following:

- Property Description
- Location Type, i.e. Airport, Beach, Downtown
- Hotel Segment, i.e. Luxury, Budget, Full-service, Limited service
- Ratings (Star, Mobile, AAA, etc.)
- Key Amenities & Services - onsite or offsite, chargeable, such as WIFI, fitness center, indoor pool, outdoor pool, parking, non-smoking, airport shuttle
- Key Accessibility Features - those offered at property level, i.e. braille in elevators
- Key Security Features - those offered at property level, i.e. lighted parking lot
- Guest Type Restrictions, i.e. adults only
- Facility Counts - number of guest rooms, meeting rooms and restaurants, number of accessible guest & meeting rooms - not the detail on each of the facilities
- General Policy Information - check-in/check-out times, kids stay free (Y/N), pets allowed (Y/N), max child age
- Property Level Images - exterior, lobby, pool, guest rooms, restaurant, meeting rooms
- Meta Tags

Example Implementations

GIATA with Sefibo.com

GIATA has implemented this scenario with Sefibo.com, which is using a proprietary GIATA XML to pull content 24/7. Multilingual descriptions (20 languages) automatically updated, using GIATA Multicodes to refer to booking websites.



sefibo Hotels Flights Tours Car Hire Sweepstake

Ablon-sur-Seine, France from Sunday 12/10/2017 to Monday 12/11/2017

Montigny-le-Bretonneux, Orsay, Les Ulis, Gretz-Armainvilliers, Brie-Comte-Robert, Fontenay-Trésigny

Hotel stars

Rating: 0% to 100%

Price: \$39 to \$110+

Amenities: Wi-Fi, Parking, Breakfast, Beach, Fitness, Pool, Spa, Restaurant, Bar, 24-hour, Garage

Sort by Popularity Currency USD

Hotel Name	Reviews	Rating	Price (Expedia)
Balladins Vigneux-sur-Seine	378	2.5 stars	\$59
Lemon Hotel Vigneux Paris Sud	210	2.5 stars	\$47
Le Parc Hôtel	0	0 stars	\$88

My cart

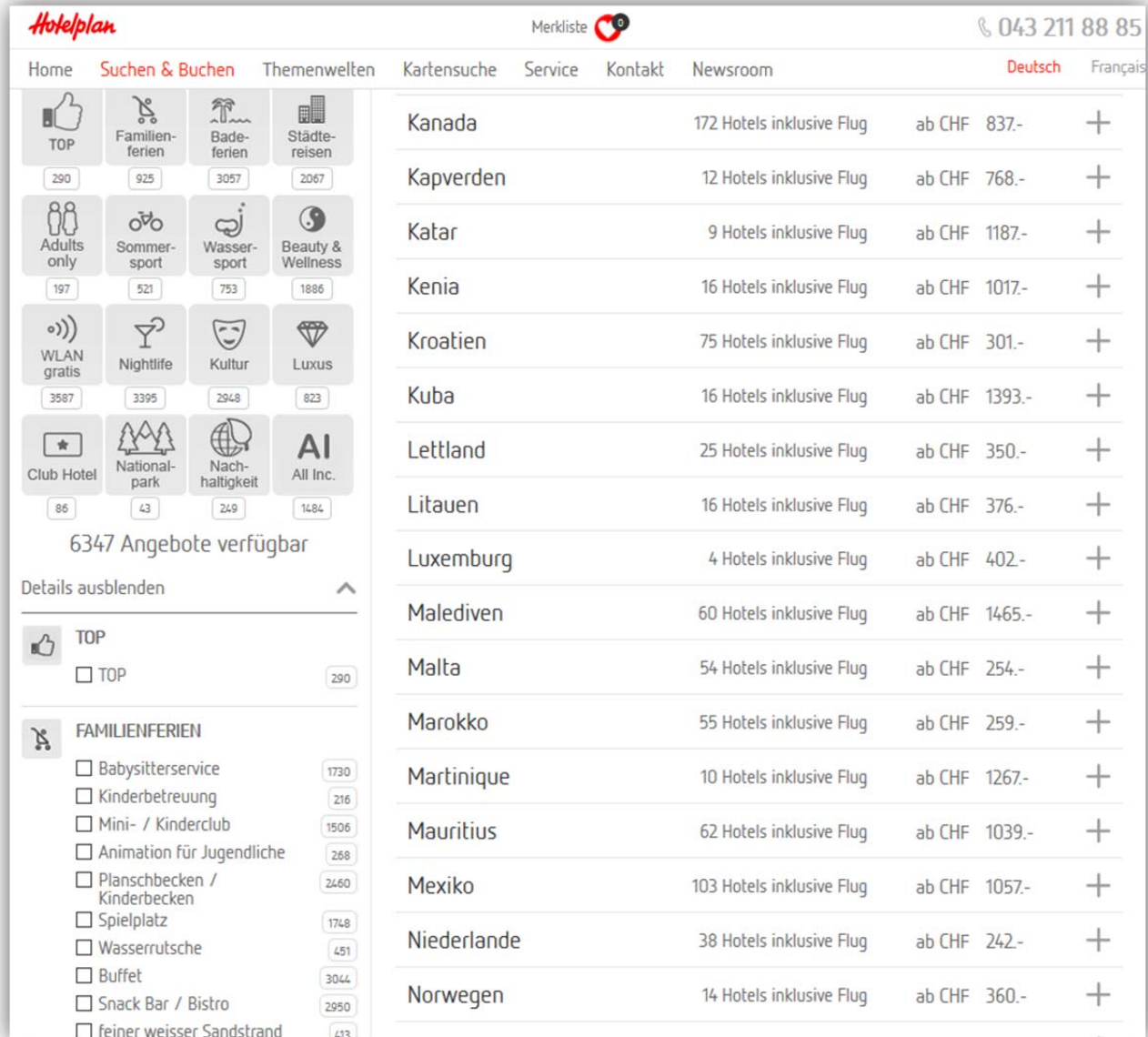
You don't have any items in your cart, yet.


[Add a flight to cart](#)
[Add a hotel to cart](#)
[Add a car to cart](#)
[Add tours to cart](#)

Total price: \$0

Peakwork with Hotelplan

Hotelplan uses a proprietary API to access a content player with DRV Global Type mapping. This allows them to offer hotel selection / filter using key attributes (tiles), as well as a detailed selection menu (below tiles) including, but not limited to, specific location searches (e.g. sandy beach, white sand), key amenities (e.g. babysitting service), etc.




Hotelplan Merkliste  043 211 88 85

Home Suchen & Buchen Themenwelten Kartensuche Service Kontakt Newsroom Deutsch Français

TOP (290)
 Familienferien (925)
 Badeferien (3057)
 Städtereisen (2067)
 Adults only (197)
 Sommersport (521)
 Wassersport (753)
 Beauty & Wellness (1886)
 WLAN gratis (3587)
 Nightlife (3395)
 Kultur (2948)
 Luxus (823)
 Club Hotel (86)
 Nationalpark (43)
 Nachhaltigkeit (249)
 AI All Inc. (1484)

6347 Angebote verfügbar

Details ausblenden 

TOP (290)
 TOP (290)

FAMILIENFERIEN
 Babysitterservice (1730)
 Kinderbetreuung (216)
 Mini- / Kinderclub (1506)
 Animation für Jugendliche (268)
 Planschbecken / Kinderbecken (2460)
 Spielplatz (1748)
 Wasserrutsche (451)
 Buffet (3044)
 Snack Bar / Bistro (2950)
 feiner weisser Sandstrand (413)

Kanada	172 Hotels inklusive Flug	ab CHF 837.-	+
Kapverden	12 Hotels inklusive Flug	ab CHF 768.-	+
Katar	9 Hotels inklusive Flug	ab CHF 1187.-	+
Kenia	16 Hotels inklusive Flug	ab CHF 1017.-	+
Kroatien	75 Hotels inklusive Flug	ab CHF 301.-	+
Kuba	16 Hotels inklusive Flug	ab CHF 1393.-	+
Lettland	25 Hotels inklusive Flug	ab CHF 350.-	+
Litauen	16 Hotels inklusive Flug	ab CHF 376.-	+
Luxemburg	4 Hotels inklusive Flug	ab CHF 402.-	+
Malediven	60 Hotels inklusive Flug	ab CHF 1465.-	+
Malta	54 Hotels inklusive Flug	ab CHF 254.-	+
Marokko	55 Hotels inklusive Flug	ab CHF 259.-	+
Martinique	10 Hotels inklusive Flug	ab CHF 1267.-	+
Mauritius	62 Hotels inklusive Flug	ab CHF 1039.-	+
Mexiko	103 Hotels inklusive Flug	ab CHF 1057.-	+
Niederlande	38 Hotels inklusive Flug	ab CHF 242.-	+
Norwegen	14 Hotels inklusive Flug	ab CHF 360.-	+

Scenario 4: Full Hotel Content

This scenario provides the full extent of content available on any hotel and is subsequently the most complex to implement. It is used by channels who are fully engaged with the hotel guest from initial search to the complete booking, and therefore requires a deeper level of information to address most of a guest's questions which may be relevant to their stay. These channels would need access to the same level of information that a guest would receive if they contacted the hotel chain or property directly.

Channels that would typically use this scenario are online travel agencies (OTAs), metasearch sites



with booking capabilities, tour operators, corporate booking tools (CBTs), and systems responding to RFPs or RFIs.

Typical attributes used in this scenario include the attributes listed in Scenarios 1 and 3, plus the following:

- General Hotel Information - year built, currency, time zone
- Seasonal Closures
- Amenities & Services Details - operation schedules, charges
- Guest Room Details - room name, room type code, description, max occupancy, size, number of roll-away beds, room level amenities, view, location, accessibility features, security features, image data
- Meeting Room Details - room name, description, seating formats & capacities, meeting amenities & services, image data
- Restaurant Details - name, description, cuisine, meals served, services (incl. special dietary meals), distance from (if offsite), image data
- Policies - standard and non-standard policies provided by the hotel such as pet policy detail (policy description, types, size, fee, deposit), Guarantee/payment (accepted payments, accepted credit cards), ID required at check-in, minimum guest age, overbooking, taxes & fees, cancellation, early/late check-out
- Date-Specific Guest Alerts
- Meal Plans Offered - type, included or excluded
- Area Information - attractions, reference points (airports, bus stations, etc.) with distance from hotel, transportation options
- Recreation Information - recreation type, service detail, operation schedule, fees
- Social Media tags/identifiers

Example Implementations

Booking.com with MyBookingPal & Nextpax

Using OpenTravel HotelDescriptiveContentNotif, HotelInvNotif, HotelRatePlanNotif, HotelProductNotif, and HotelSummaryNotif, MyBookingPal & Nextpax are creating full property listings to distribute on Booking.com's website.

Menehune Shores #623

 Couple friendly

[+ Company favourite](#)

 760 South Kihei Road, Kihei, HI 96753, USA – [Show map](#)



+16 photos

Kitchen

Freedom to eat when you want

- Coffee machine
- Stovetop
- Tumble dryer
- Microwave
- Refrigerator

Bathroom

- Free toiletries
- Private bathroom

Media & Technology

Fun for everyone under one roof

- Cable Channels
- DVD Player
- TV

Room Amenities

Extra comfort

- Fan

Outdoors

Sit back and relax

- Barbecue

Food & Drink

- Bar

Outdoor & View

Enjoy the view

- Sea view

Expedia with eviivo

Expedia offer a suite of proprietary content APIS (largely based on OTA standards), each of which can be used as a standalone solution to update certain aspects of content (e.g. images API for images, product API for product level information and property API for property level details). Connectivity providers can also use these APIs in combination to fully onboard new properties from scratch. eviivo



is one such provider, which can push new properties to Expedia with full content, as well as update content and images.

DHISCO with Priceline

Using a proprietary API as a pull (retrieval) from DHISCO, Priceline can include the content from DHISCO in the mash-up of information sourced from multiple providers for use on their website.



RECOMMENDATIONS

Selecting a Content Solution

In the past, we have heard the phrase “Content is King”. In hotel distribution and reservations, content enables a higher degree of comfort for the consumer and, therefore, a greater likelihood of purchase. There are several things that should be taken into consideration when choosing the “right” content implementation and the corresponding API for acquiring that content.

Our suggestions and documentation are to enable a better level of detail and planning to be supportive of any online development and presentation of hospitality content and the core components of visual merchandising. There are several questions to be considered prior to identifying the right solution.

- **Who will be using the content?** This is critical when curating content for a user group or specific audience. Is it a public audience or private, meaning are their nuances specific to the group you are targeting such as language requirements, or must you be more cautious with images and descriptive information? It is also possible that you would be hosting and supporting the same content for multiple groups within one company organization. How the content is shared and reliability of the freshness and accuracy as it is disseminated is important when updates and changes occur. Brands change, colors change, seasons change etc.
- **What will the content be used for?** This will help determine the types and amount of content needed (or which use case is most appropriate). Consider the platform in which the content will be used, such as mobile website, app or desktop. On a mobile site, you may wish to load lighter-weight images and less descriptive content to improve speed and enable specific data to support response and enable consumer actions with one click. If you are using content to support activities or meetings or purely informationally to enhance the presentation on a page, making sure sizing and clarity including the brightness of the content is also critical when you add images and rich media to a design and UX.
- **Who will be providing the content?** This will determine your API options for getting the content and keeping it up to date. Some distribution channels might choose to get descriptive text content from one source and the visual content from another source. In which case, you would need to determine how you will synchronize the two feeds and insure proper sizing and data alignment to images. Having a clear understanding of your 3rd party’s capabilities, your own solution provision or any intermediary supporting your distribution is important in insuring collaboration and interoperability where necessary.



- **What is the delivery method (push/pull) and update model (full update vs overlay)?** This will factor into the processes you will put in place for managing updates to the content. Refer to the Delivery Methods and Update Model sections above for further details on the options available.
- **How complex does the technology need to be to support the content requirements?** If you only need the attributes in Usage Scenario 1, perhaps a spreadsheet delivered via FTP is the quickest and easiest solution. However, as the content needs increase, or if you are sourcing from multiple partners, a web service might be more efficient, improve accuracy, and provide a better audit trail of changes made.

As you strategically deploy your solution requirements, it is suggested to have a definition around standards, including ability to implement multi-lingual multi-byte characters inclusive of tools for the hearing and visually impaired according to certain consumer laws and similar. Check if the images are tagged with multilingual terminology, if the character counts match the display and if there are any limitations due to platform, localization or design.

Addressing the Challenges

Circling back to the challenges presented at the beginning of this document, there are some recommendations.

Challenge #1: Hotels have lots of content, but how do they get it to all the different distribution channels they work with?

Recommendations: Suppliers should choose a defined method of distributing content that meets the requirements of their collective channel partners and stick with it. Push channel partners to use that method and discourage one-off solutions that can be costly to support. In addition, both suppliers and distributors should actively participate in and contribute to the development of industry standards to ensure their content requirements are met instead of creating proprietary APIs.

Challenge #2: With differing consumers and differing needs, how does a distribution channel get access to the content that is important and necessary to their business?

Recommendations: Channels should make sure they understand the usage scenario(s) and select the content solution that can best support their customers' needs. They should be cautious in defining certain types of content as "mandatory" and designing with a dependency on that information without first understanding what most suppliers can support. Again, participation in and contributions to the development of industry standards will ensure new content requirements are



understood and recognized by both sides.

Challenge #3: How do hotels ensure the content delivered to each distribution channel is up to date and accurate?

Recommendations: Channels should establish a regular schedule for frequent content updates, also taking into consideration the update schedule of the content provider to ensure the most effective synchronization. This schedule and the update process itself should be shared with suppliers to set expectations and provide visibility to suppliers.

Channels should also provide suppliers with tools that allow them to view the content currently used by the channel. This way everyone can work together to ensure the content is up to date and accurate.

Utilizing industry standards for exchange of content also helps maintain data integrity by providing consistent and well-defined fields for specific details, i.e. bed type field versus parsing a room description to determine bed type. This reduces the potential for misinterpretation of information.



CONCLUSION

Content is of extreme importance. The more information a consumer has, the more comfortable they are with making a buying decision. Selecting the right level of content depends on how that content is going to be used. You must understand your content needs before you can determine what type of solution to implement and who to partner with in getting that content.

Take advantage of content interface standards to simplify the implementation and support of content. Using a standard means you will be building a content solution around components of data that more suppliers will be able to support and makes you less likely to find yourself with a requirement that no one can meet. There may not be one standard that meets all your needs, but you can get involved in the organizations that define those standards to help shape how they evolve over time.



SOURCES

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³ Skift, <https://research.skift.com/reports/the-state-of-content-marketing-in-travel-2017/>

⁴ Epsilon, <https://us.epsilon.com/a-brand-new-view/region/us/5-steps-to-develop-a-content-strategy>

⁵ Marie Zitkova, International Air Transport Association (IATA)

⁶ Henry Woodman, President, ICE Portal

⁷ Andreas Posmeck, GIATA

⁸ Gabriel Menis, Director, Lodging Connectivity, Expedia

APPENDIX A – CONTENT PROVIDERS MATRIX

Third-Party Provider	Content Type	Access Terms	Types of Accommodations	Number of Properties	Number of Countries	Provides Data to Others	Content Form (Visual / Textual)	Interface Standards Supported	Contact Name / Email	Provider URL
DerbySoft	Descriptive	Supplier Driven	Primarily hotels and resorts, both chain and independents	194,000	240	Yes	Both	OpenTravel, proprietary	Jessica Mozer (jessica.mozer@derbysoft.net)	http://www.derbysoft.com
DHISCO	Descriptive	License, Booking, Supplier Driven	57 different property types including vacation rental, apartments, bed and breakfast, residential apartments	511,000	191	Yes	Both	OpenTravel, DRV global types, PeakWork EDF, other proprietary	Anne Cole (anne.cole@dhisco.com); sales@dhisco.com	http://www.dhisco.com/
Cvent (Lanyon)	Descriptive	Supplier Driven	Hotels, B&Bs, Corp. Apartments	150,000+	234	Yes	Both	Proprietary XML, comma-delimited text file	Dan Wiser (dan.wiser@cvent.com)	http://www.cvent.com/
Northstar Travel Group	Descriptive	License	Primarily hotels with some apartments and vacation rentals	230,000	229	Yes	Textual	Followed original HEDNA standard when database was created	Elizabeth Koesser (bkoesser@ntmlc.com)	https://data.northstartravelgroup.com/home/
TravelPort	Descriptive	License, Booking	Hotel, vacation rental, B&B	650,000	180	Yes	Both	Open Travel Alliance	Joan Duran (joan.duran@travelport.com)	http://www.travelport.com
Amadeus	Descriptive	License, Booking	Traditional hotels as well as non traditional properties (apartments, vacation rental...)	750,000	200+	Yes	Both	Open Travel	Amadeus Regional Commercial organizations & Amadeus.com/hotels	http://amadeus.com/hotels
ICE Portal	Visual	Supplier Driven	Hotels, but looking to extend to other sectors too	50,000+	worldwide	Yes	Visual	OpenTravel, proprietary	Mara Burmudez (mara@iceportal.com)	www.iceportal.com

Third-Party Provider	Content Type	Access Terms	Types of Accommodations	Number of Properties	Number of Countries	Provides Data to Others	Content Form (Visual / Textual)	Interface Standards Supported	Contact Name / Email	Provider URL
Leonardo	Visual	License	Bed and Breakfast, Corporate, Extended Stay, Hostel, Hotel, Inn, Leisure, Motel, Resort, Vacation Rental	112,000+	180+	Yes	Visual	Proprietary	Tim Shaw (tim.shaw@leonardo.com)	www.leonardo.com
ReviewPro	User Generated	Clients Only, Monthly Fee	Hotels, resorts, svc aptmnts, B&Bs, hostels, restaurants, tourist attractions	230,000	193		Both	PDF, Excel, API, connector to Tableau software; not using industry standards for API	Fiona Gillen (fgillen@reviewpro.com)	http://www.reviewpro.com/
Smith Travel Research		One time purchase or subscription; not intended for redistribution	Hotels	60,000	182	Yes	Both	No		



APPENDIX B – ANALYSIS OF USAGE SCENARIOS – OPENTRAVEL

Usage Scenarios	OpenTravel X-Path
Scenario 1: Basic Hotel Listing	
Hotel ID	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/@HotelCode
Name	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/@HotelName
Address	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/ContactInfos/ContactInfo/Addresses/Address
City	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/ContactInfos/ContactInfo/Addresses/Address/CityName
Postal Code	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/ContactInfos/ContactInfo/Addresses/Address/PostalCode
State/Province	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/ContactInfos/ContactInfo/Addresses/Address/StateProv
Country	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/ContactInfos/ContactInfo/Addresses/Address/County
Phone	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/ContactInfos/ContactInfo/Phones/Phone
Latitude	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Position/@Latitude
Longitude	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Position/@Longitude
GDS Hotel IDs	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/GDS_Info/GDS_Codes/GDS_Code/@GDS_PropertyCode
Currency	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/@CurrencyCode
Time zone	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/@TimeZone
Hotel Website URL	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/ContactInfos/ContactInfo/URLs/URL
Scenario 2: Visual Content Only	
Hotel ID	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/@HotelCode
Media URL	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/MultimediaDescriptions/MultimediaDescription/VideoItems/VideoItem/VideoFormat/URL OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/MultimediaDescriptions/MultimediaDescription/ImageItems/ImageItem/ImageFormat/URL OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/MultimediaDescriptions/MultimediaDescription/TextItems/TextItem/URL

Usage Scenarios	OpenTravel X-Path
Category	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/MultimediaDescriptions/MultimediaDescription/Videoltems/Videoltem/@Category
Caption	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/MultimediaDescriptions/MultimediaDescription/Videoltems/Videoltem/@Caption
Description	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/MultimediaDescriptions/MultimediaDescription/Videoltems/Videoltem/Description
Copyright Notice	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/MultimediaDescriptions/MultimediaDescription/Videoltems/Videoltem/VideoFormat/@CopyrightNotice
Last Modified Date/Timestamp	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/MultimediaDescriptions/MultimediaDescription/Videoltems/Videoltem/@LastModifyDateTime
Media Type	<i>Implied by the fields you use.</i>
Room Type Codes	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/GuestRoom/TypeRoom/ @RoomType OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/GuestRoom/MultimediaDescriptions
Scenario 3: Hotel Search with Qualifiers	
Property Description	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Descriptions
Key Amenities & Services	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Services/Service /@BusinessServiceCode OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Services/Service /@Code
Onsite	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Services/Service /@ProximityCode
Chargeable	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Services/Service /@Included
Key accessibility features	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Services/Service /Features/Feature/@AccessibleCode
Key security features	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Services/Service /Features/Feature/@SecurityCode
Location type	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/CategoryCodes/ LocationCategory/@Code
Facilities	
Number of guest rooms	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/CategoryCodes/ GuestRoomInfo/@Code OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/CategoryCodes/ GuestRoomInfo/@Quantity

Usage Scenarios	OpenTravel X-Path
Number of restaurants	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/Restaurants/@Quantity
Number of accessible guest rooms	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/CategoryCodes/GuestRoomInfo/@Code OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/CategoryCodes/GuestRoomInfo/@Quantity
Number of meeting rooms	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/MeetingRooms/@MeetingRoomCount
Hotel segment	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/CategoryCodes/SegmentCategory/@Code
Property type	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/CategoryCodes/HotelCategory/@Code
Images	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Descriptions/MultimediaDescriptions/MultimediaDescription/ImageItems/ImageItem
Meta tags	<i>Not supported</i>
Guest type restrictions	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/Policies/Policy/PolicyInfo/@AcceptedGuestType
Check in time	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/Policies/Policy/PolicyInfo/@CheckInTime
Check out time	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/Policies/Policy/PolicyInfo/@CheckOutTime
Kids stay free	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/Policies/Policy/PolicyInfo/@UsualStayFreeChildPerAdult OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/Policies/Policy/PolicyInfo/@UsualStayFreeCutoffAge
Pets allowed	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/Policies/Policy/PetsPolicies/@PetsAllowedCode
Max child age	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/Policies/Policy/PolicyInfo/@MaxChildAge
Scenario 4: Full Hotel Content	
Guest Rooms	
Room name	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/GuestRoom/@RoomTypeName
Room type code	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/GuestRoom/@Code
Description	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/GuestRoom/DescriptiveText
Occupancy	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/

Usage Scenarios	OpenTravel X-Path
	GuestRoom/@MaxOccupancy
Size	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/GuestRoom/TypeRoom/@Size
Number of Roll-aways	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/GuestRoom/TypeRoom/@MaxRollaways
Room Amenities	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/GuestRoom/Amenities/Amenity/@RoomAmenityCode
Room View	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/GuestRoom/TypeRoom/@RoomViewCode
Room Location	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/GuestRoom/TypeRoom/@RoomLocationCode
Images	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/GuestRoom/MultimediaDescriptions/MultimediaDescription/ImageItems/ImageItem
Accessibility features	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/GuestRoom/Features/Feature/@AccessibleCode
Security features	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/GuestRooms/GuestRoom/Features/Feature/@SecurityCode
Meeting Room Facilities	
Meeting room name	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/MeetingRooms/MeetingRoom/@RoomName
Description	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/MeetingRooms/MeetingRoom/MultimediaDescriptions/MultimediaDescription/TextItems/TextItem
Seating formats	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/MeetingRooms/MeetingRoom/AvailableCapacities/MeetingRoomCapacity/@MeetingRoomFormatCode
Capacities	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/MeetingRooms/MeetingRoom/AvailableCapacities/MeetingRoomCapacity/Occupancy/@MaxOccupancy
Amenities	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/MeetingRooms/MeetingRoom/Codes/Code/@Code
Services	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/MeetingRooms/MeetingRoom/Codes/Code/@Code
Images	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/MeetingRooms/MeetingRoom/MultimediaDescriptions/MultimediaDescription/ImageItems/ImageItem
Restaurant Facilities	
Restaurant name	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/Restaurants/Restaurant/@RestaurantName
Description	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/Restaurants/Restaurant/DescriptiveText

Usage Scenarios	OpenTravel X-Path
Cuisine	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/Restaurants/Restaurant/CuisineCodes/CuisineCode/@Code
Meals served	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/Restaurants/Restaurant/@OfferBreakfast OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/Restaurants/Restaurant/@OfferLunch OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/Restaurants/Restaurant/@OfferDinner OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/Restaurants/Restaurant/@OfferBrunch
Images	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/FacilityInfo/Restaurants/Restaurant/MultimediaDescriptions/MultimediaDescription/ImageItems/ImageItem
Hotel amenities	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Services/Service/@Code
Hotel services	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Services/Service/@BusinessServiceCode
Date specific guest alerts	<i>Not supported</i>
Meal plans	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Services/Service/@MealPlanCode
Seasonal closures	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/ClosedSeasons/ClosedSeason
Hotel images	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/HotelInfo/Descriptions/Renovation/MultimediaDescriptions/MultimediaDescription/ImageItems/ImageItem
Area attractions	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/AreaInfo/Attractions/Attraction/@AttractionName
Reference points	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/AreaInfo/Attractions/Attraction/RefPoints/RefPoint
Distance	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/AreaInfo/Attractions/Attraction/RefPoints/RefPoint/@Distance
Transportation options	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/AreaInfo/Attractions/Attraction/RefPoints/RefPoint/Transportations/Transportation
Recreation	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/AreaInfo/Recreations/Recreation/@Name
Recreation type	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/AreaInfo/Recreations/Recreation/@Code
Service detail	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/AreaInfo/Recreations/Recreation/RecreationDetails/RecreationDetail/@Code
Operation schedule	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/AreaInfo/Recreations/Recreation/OperationSchedules/OperationSchedule

Usage Scenarios	OpenTravel X-Path
Fees	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/AreaInfo/Recreations/Recreation/OperationSchedules/OperationSchedule/Charge
Images	OTA_HotelDescriptiveContentNotifRQ/HotelDescriptiveContents/HotelDescriptiveContent/AreaInfo/Recreations/Recreation/MultimediaDescriptions/MultimediaDescription/ImageItems/ImageItem
Social Media hashtags/handles	<i>Not supported</i>

APPENDIX C – ANALYSIS OF USAGE SCENARIOS – EDF & DRV GLOBAL TYPES

Usage Scenarios	EDF X-Path
Scenario 1: Basic Hotel Listing	
Hotel ID	HotelContentRQ/ContentRoot/BasicData/@HotelCode
Supplier / Tour Operator ID	HotelContentRQ/ContentRoot/BasicData/@TourOperatorCode
Hotel Chain Information	HotelContentRQ/ContentRoot/BasicData/HotelChain/@Code HotelContentRQ/ContentRoot/BasicData/HotelChain/@Name HotelContentRQ/ContentRoot/BasicData/HotelChain/@Brand alternatively DRVGlobalType (GT12) logic can be used
Name	HotelContentRQ/ContentRoot/BasicData/HotelName
Reference (GIATA, GDS, etc.) IDs	HotelContentRQ/ContentRoot/BasicData/References/ID
Address	HotelContentRQ/ContentRoot/BasicData/Address/Street
City	HotelContentRQ/ContentRoot/BasicData/Address/City
Postal Code	HotelContentRQ/ContentRoot/BasicData/Address/ZipCode
State	HotelContentRQ/ContentRoot/BasicData/Address/State
Country	HotelContentRQ/ContentRoot/BasicData/Address/Country
Phone	HotelContentRQ/ContentRoot/BasicData/Address/Phone
Latitude	HotelContentRQ/ContentRoot/BasicData/GeoInfos/GeoCode/@Latitude
Longitude	HotelContentRQ/ContentRoot/BasicData/GeoInfos/GeoCode/@Longitude
Airport	HotelContentRQ/ContentRoot/BasicData/Airports/Airport/@IataCode
Hotel Website Url	HotelContentRQ/ContentRoot/BasicData/Address/Website
Property Type	HotelContentRQ/ContentRoot/BasicData/@ObjectSegmentationMetatype HotelContentRQ/ContentRoot/BasicData/@ObjectSegmentationSubtype alternatively DRVGlobalType (GT02) logic can be used
Scenario 2: Visual Content Only	
Hotel ID	HotelContentRQ/ContentRoot/BasicData/@HotelCode
Media URL	HotelContentRQ/ContentRoot/MultiMedia/Videos/Video/URL HotelContentRQ/ContentRoot/MultiMedia/Images/Image/URL
Category	HotelContentRQ/ContentRoot/MultiMedia/Videos/Video/@Category HotelContentRQ/ContentRoot/MultiMedia/Images/Image/@Category
Caption/Title	HotelContentRQ/ContentRoot/MultiMedia/Images/Image/MultiMediaAttributes/Tags/Tag/@Source

Usage Scenarios	EDF X-Path
Description	HotelContentRQ/ContentRoot/MultiMedia/Images/Image/Descriptions/Description/Paragraphs/Paragraph/Title HotelContentRQ/ContentRoot/MultiMedia/Images/Image/Descriptions/Description/Paragraphs/Paragraph/Text HotelContentRQ/ContentRoot/MultiMedia/Videos/Video/Descriptions/Description/Paragraphs/Paragraph/Title HotelContentRQ/ContentRoot/MultiMedia/Videos/Video/Descriptions/Description/Paragraphs/Paragraph/Text
Copyright Notice	HotelContentRQ/ContentRoot/MultiMedia/Images/Image/MultiMediaAttributes/Copyright HotelContentRQ/ContentRoot/MultiMedia/Videos/Video/MultiMediaAttributes/Copyright
Last Modified Date/Timestamp	HotelContentRQ/ContentRoot/MultiMedia/Images/Image/MultiMediaAttributes/Date HotelContentRQ/ContentRoot/MultiMedia/Videos/Video/MultiMediaAttributes/Date
Media Type	HotelContentRQ/ContentRoot/MultiMedia/Images/Image/MultiMediaAttributes/Format HotelContentRQ/ContentRoot/MultiMedia/Videos/Video/MultiMediaAttributes/Format
Room Type Codes	HotelContentRQ/ContentRoot/MultiMedia/Images/Image/@Category HotelContentRQ/ContentRoot/MultiMedia/Videos/Video/@Category
Source ID	HotelContentRQ/ContentRoot/BasicData/@Source
Sort Order	HotelContentRQ/ContentRoot/MultiMedia/Images/Image/@SortIndex HotelContentRQ/ContentRoot/MultiMedia/Videos/Video/@SortIndex
Scenario 3: Hotel Search with Qualifiers	
Property Description	HotelContentRQ/ContentRoot/DescriptiveData/Descriptions/Description/Paragraphs/Paragraph/Title HotelContentRQ/ContentRoot/DescriptiveData/Descriptions/Description/Paragraphs/Paragraph/Text
Key Amenities	HotelContentRQ/ContentRoot/DescriptiveData/GlobalTypes/GlobalTypes/GTAttribute/@GT HotelContentRQ/ContentRoot/DescriptiveData/GlobalTypes/GlobalTypes/GTAttribute/@ST HotelContentRQ/ContentRoot/DescriptiveData/GlobalTypes/GlobalTypes/GTAttribute/@AT Alternatively: HotelContentRQ/ContentRoot/Features/Feature/Name
Key Services	HotelContentRQ/ContentRoot/DescriptiveData/GlobalTypes/GlobalTypes/GTAttribute/@GT HotelContentRQ/ContentRoot/DescriptiveData/GlobalTypes/GlobalTypes/GTAttribute/@ST HotelContentRQ/ContentRoot/DescriptiveData/GlobalTypes/GlobalTypes/GTAttribute/@AT Alternatively: HotelContentRQ/ContentRoot/Features/Feature/Name
Onsite	<i>Not supported</i>
Chargeable	See DRVGlobalType logic
Key accessibility features	See DRVGlobalType logic
Key security features	See DRVGlobalType logic (GT03)
Location type (Airport, Beach, Downtown)	See DRVGlobalType logic (GT03)
Facilities	See DRVGlobalType logic

Usage Scenarios	EDF X-Path
Number of guest rooms	See DRVGlobalType logic (GT03)
Number of restaurants	See DRVGlobalType logic (GT03)
Number of accessible guest rooms	See DRVGlobalType logic (GT03/GT04)
Number of meeting rooms	See DRVGlobalType logic (GT03)
Hotel segment (Luxury, Budget, Full Service)	See DRVGlobalType logic (GT03)
Property type (Hotel, Motel, Resort, Apartment)	See DRVGlobalType logic (GT02)
Images	HotelContentRQ/ContentRoot/MultiMedia/Videos/Video/URL HotelContentRQ/ContentRoot/MultiMedia/Images/Image/URL
Meta tags	<i>Not supported</i>
Guest type restrictions (Adult only)	See DRVGlobalType logic (GT03)
Check in time	<i>Not supported</i>
Check out time	<i>Not supported</i>
Kids stay free	See DRVGlobalType logic (GT07)
Pets allowed	See DRVGlobalType logic (GT03)
Max child age	
Use Case 4: Full Hotel Content	
Guest Rooms	
Room name	HotelContentRQ/ContentRoot/DescriptiveData/Services/Service/Descriptions/Description/Paragraphs/Paragraph/Title
Room type code	HotelContentRQ/ContentRoot/DescriptiveData/Services/Service/@Code
Description	HotelContentRQ/ContentRoot/DescriptiveData/Services/Service/Descriptions/Description/Paragraphs/Paragraph/Text
Occupancy	<i>Not supported</i>
Size	See DRVGlobalType logic (GT06)
Number of roll-aways	See DRVGlobalType logic (GT05)
Room amenities	HotelContentRQ/ContentRoot/DescriptiveData/Services/Service/GlobalTypes/GlobalTypes/GTAttribute/@GT HotelContentRQ/ContentRoot/DescriptiveData/Services/Service/GlobalTypes/GlobalTypes/GTAttribute/@ST HotelContentRQ/ContentRoot/DescriptiveData/Services/Service/GlobalTypes/GlobalTypes/GTAttribute/@AT Alternatively: HotelContentRQ/ContentRoot/Features/Feature/Name
Room view	See DRVGlobalType logic (GT13)
Room location	See DRVGlobalType logic (GT13)

Usage Scenarios	EDF X-Path
Images	HotelContentRQ/ContentRoot/MultiMedia/Images/Image/URL
Accessibility features	See DRVGlobalType logic (GT05/GT04)
Security features	See DRVGlobalType logic (GT05)
Meeting Room Facilities	
Meeting room name	Needs to be added to DRVGlobalTypes
Description	
Seating formats	
Capacities	
Amenities	
Services	
Images	
Restaurant Facilities	
Restaurant name	<i>Not supported</i>
Description	<i>Not supported</i>
Cuisine	See DRVGlobalType logic (GT03)
Meals served	See DRVGlobalType logic (GT03)
Images	HotelContentRQ/ContentRoot/MultiMedia/Images/Image/URL
Hotel amenities	HotelContentRQ/ContentRoot/DescriptiveData/Services/Service/GlobalTypes/GlobalTypes/GTAttribute/@GT HotelContentRQ/ContentRoot/DescriptiveData/Services/Service/GlobalTypes/GlobalTypes/GTAttribute/@ST HotelContentRQ/ContentRoot/DescriptiveData/Services/Service/GlobalTypes/GlobalTypes/GTAttribute/@AT Alternatively: HotelContentRQ/ContentRoot/Features/Feature/Name
Hotel services	HotelContentRQ/ContentRoot/DescriptiveData/Services/Service/GlobalTypes/GlobalTypes/GTAttribute/@GT HotelContentRQ/ContentRoot/DescriptiveData/Services/Service/GlobalTypes/GlobalTypes/GTAttribute/@ST HotelContentRQ/ContentRoot/DescriptiveData/Services/Service/GlobalTypes/GlobalTypes/GTAttribute/@AT Alternatively: HotelContentRQ/ContentRoot/Features/Feature/Name
Date specific guest alerts	<i>Not supported</i>
Meal plans	See DRVGlobalType logic (GT06)
Seasonal closures	<i>Not supported</i>
Hotel images	HotelContentRQ/ContentRoot/MultiMedia/Images/Image/URL
Area attractions	Needs to be added to ContentEDF
Reference points	
Distance	
Transportation options	

Usage Scenarios	EDF X-Path
Recreation	
Recreation type	See DRVGlobalType logic (GT08)
Service detail	<i>Not supported</i>
Operation schedule	<i>Not supported</i>
Fees	See DRVGlobalType logic (GT08)
Images	<i>Not supported</i>
Social Media hashtags/handles	<i>Not supported</i>