



Product Overview

CONTtest

All-ways Accurate

Content

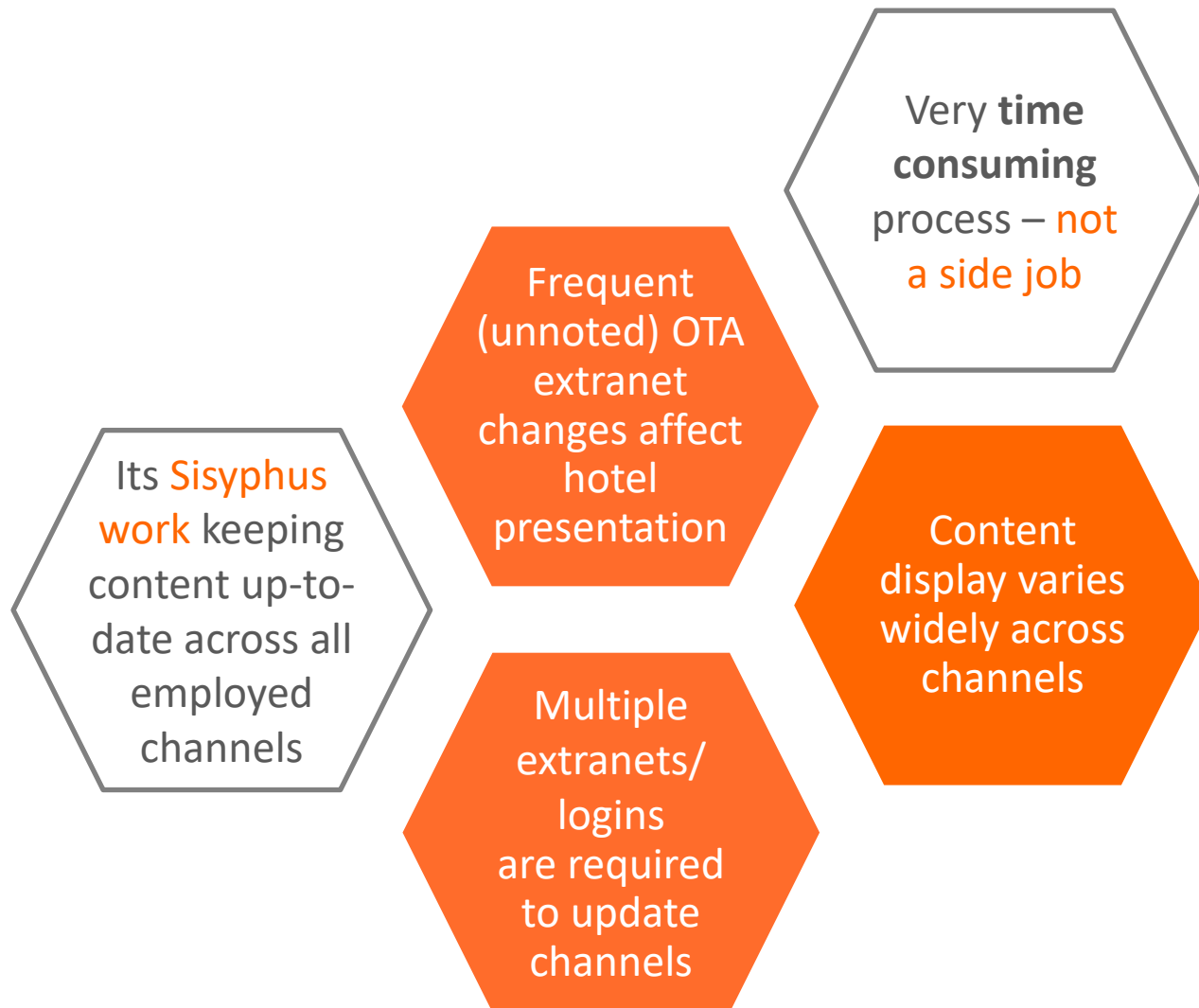
- Content Management Challenges
- Key Advantages
- CONTtest Management Process, Steps & Update Cycles
- Scope of Managed Static Content
- Channel Coverage
- GUI
- Planned Developments
- References
- Pricing
- h2c Service Overview



CONTtest is absolutely unique!

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

Content Management Challenges

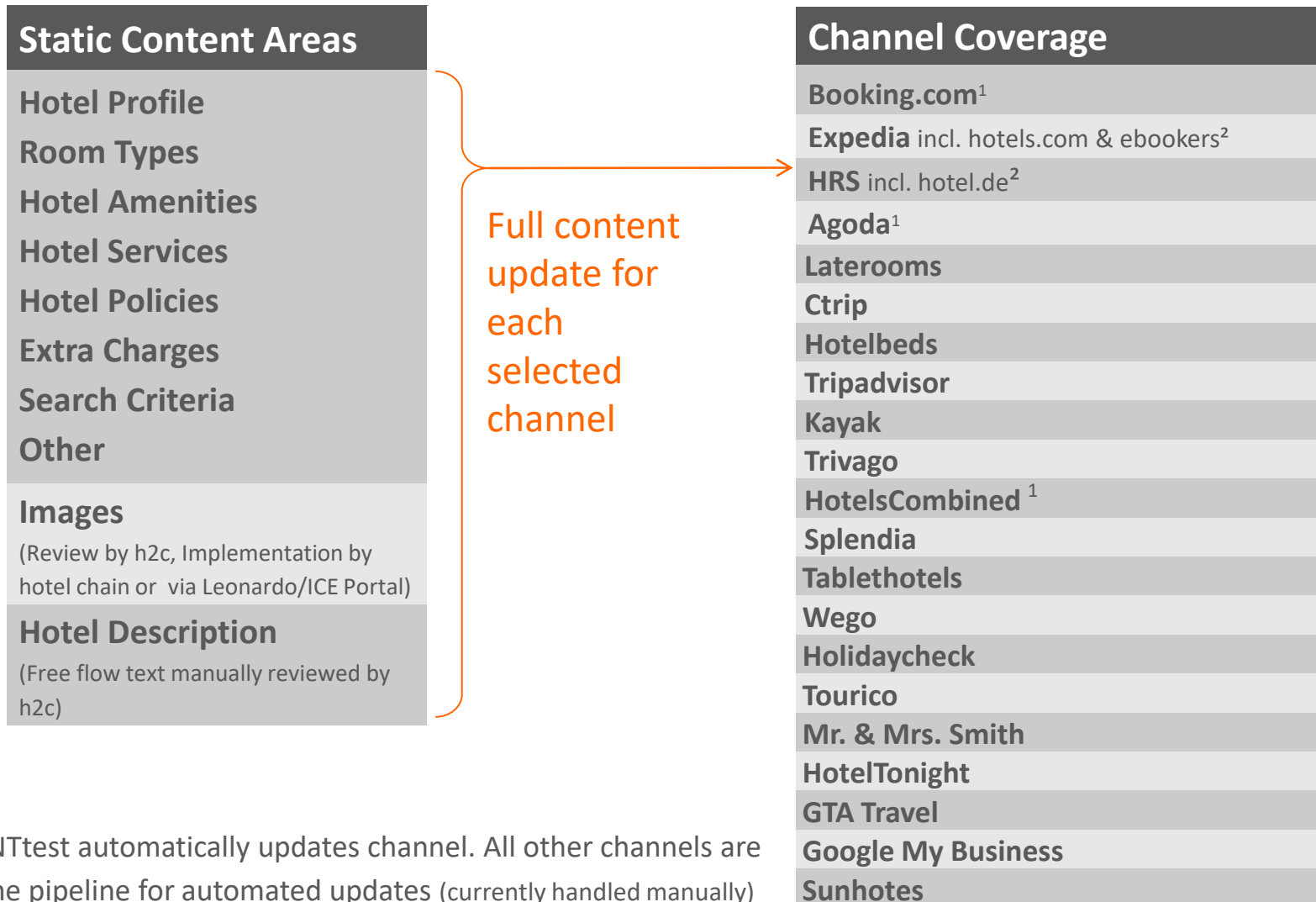


Key Advantages of CONTtest

- **Fully unique product**, enabling static content management for all employed channels via one central database
- **Saves time to market** for new hotel features and new OTA filter criteria (via alerts)
- Frees up resources (less data loading and continuous data checking), which means hotel staff can **dedicate more time to value-adding tasks**
- **Avoids data errors**: Content parity across channels makes sure that the guest's expectations are met; and in retrospect, avoids negative guest reviews
- OTA search results are increasingly driven by Content Scores: CONTtest ensures **instantly accurate content** of high quality across channels and **improves visibility** (ranking)
- CONTtest **builds on 15 years of experience** in hotel chain content optimization worldwide, supported by an international network of industry professionals

Scope of CONTtest

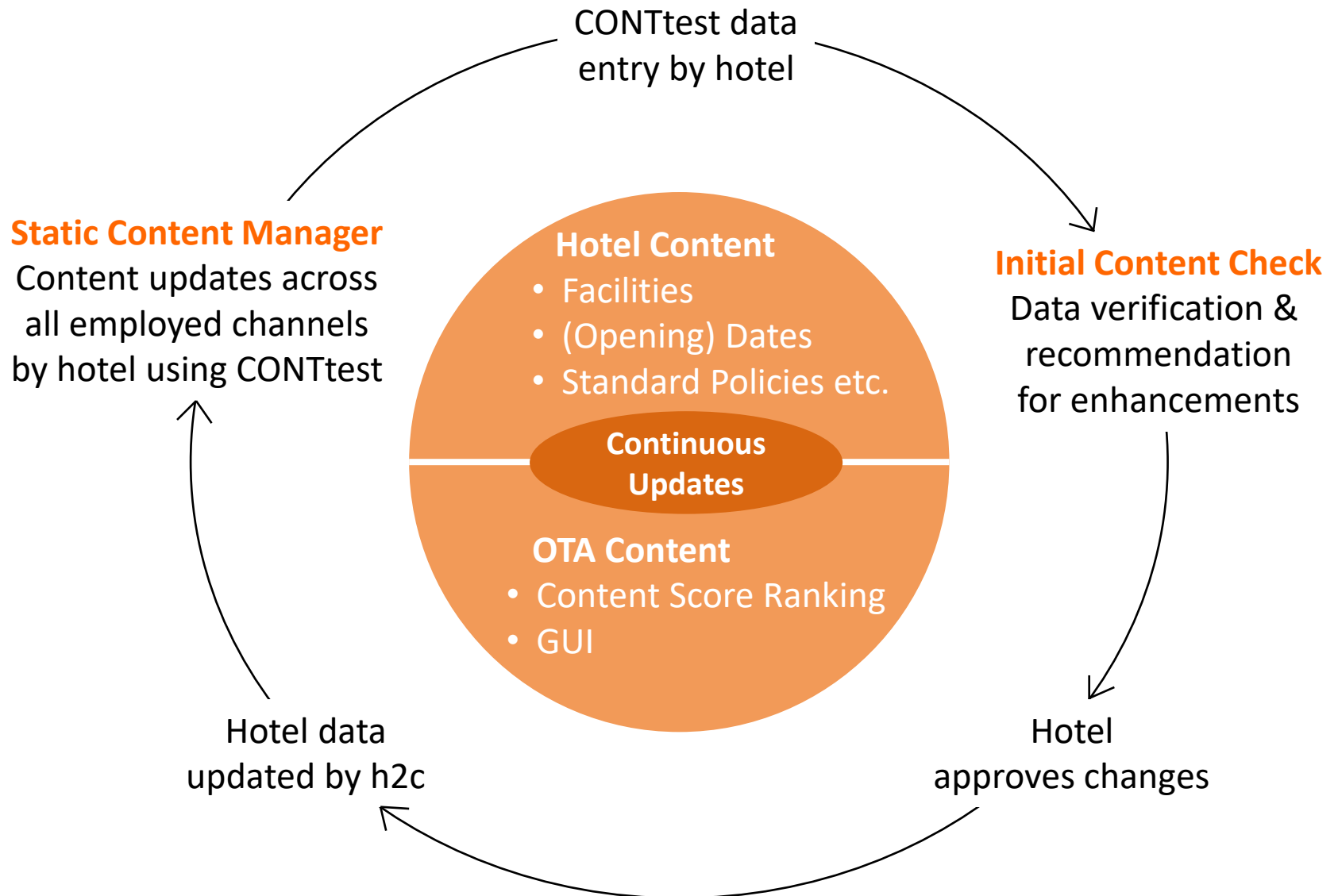
CONTtest keeps hotel displays correct and up-to-date across all channels.



¹ CONTtest automatically updates channel. All other channels are in the pipeline for automated updates (currently handled manually)

² interface in development

CONTtest Management Process



CONTtest Management Steps

Initial Content Load

- One-time manual data loading avoids incorrect content

Initial Content Check

- Initial verification of content display per channel including success rate(s)
- Hotel/corporate office confirmation that content is correct or should be changed

Continuous Content Upload

- Hotels are enabled to update all static content via CONTtest
- Static field updates are automated for all live channels
- Free-flow text fields are updated manually by h2c

Instant Content Management

Who triggers updates?	What triggers content updates?	How does CONTtest react?
The hotel	Changes in hotel characteristics, amenities, seasonal offers, etc. e.g., restaurant terraces	CONTtest updates all employed channels and improves time to market.
OTAs (without 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 CONTtest.
OTAs (without notice to hotels)	Regular OTA Content Score algorithm updates OTAs renew algorithms about 4 times per year, thereby reducing the hotel's content score	CONTtest updates the OTA's new requirements, assuring content scores of 100% . Hotel receives email alert if feedback is required.



Channel Coverage

Channel	# Criteria	Number of Criteria Fields to be filled in via CONTtest																	
		Number of Channels																	
		19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2
Booking.com	918																		
Expedia	1.003																	1821	1649
Agoda	580																		1.921
HotelsCombined	682																	2.501	
Hotelbeds	512																		
Trivago	210																		
Tripadvisor	61																		
HRS	524																		
Laterooms	634																		
Ctrip	547	3551	3426	3402	3315	3307	3253	3219	3094	3063	3057	2904	2681	2357	2350	2319	2116		
Kayak	101																		
GTA	218																		
TouricoHolidays	424																		
Splendia	192																		
Tablethotels	285																		
Wego	61																		
Mr. & Mrs. Smith	234																		
HotelTonight	87																		
Holidaycheck	435																		
Total	7.708	7.708																	

Total number of criteria fields to be filled in manually via extranet

¹ Based on 2 room types. An additional room type with 19 channels adds **1.705** criteria. CONTtest only requires **731**!

50% time saving for initial content loading using 13 channels

Continuous content updates enable further time savings as ONE system handles all!

* Expedia and HRS also cover additional channels that are connected to the Expedia/HRS extranet e.g., hotels.com, ebookers or hotel.de.

CONTtest GUI

How To Use

Hotel Criteria

Room Criteria

Checks

logout

TESTHOTEL



General Information

Hotel Profile (24)

Hotel Descriptions (18)

Hotel Facilities (44)

Hotel Policies & Fees (40)

Hotel Services (33)

Family Amenities & Services (10)

Business & Conference Facilities (10)

Business Centre Equipment (0)

Meeting Room Equipment (40)

Internet (0)

Reception - Check-In/-Out (19)

Food & Beverage (20)

Breakfast Options (36)

Restaurants & Bars (24)

Restaurants - Cuisine (62)

On Site Sport & Leisure Activities (73)

Off Site Sport & Leisure Activities (73)

Pool & Beach (45)

Spa & Wellness (19)

Sauna Facilities (3)

Spa Treatments (35)

Parking

Hotel Location

Criteria	Hotel Information	Additional Text / Charge Information	Unit
Hotel Name	available for free	Testhotel	
Hotel Chain	available for free	h2c	
Brand	available for free	h2c	
GDS Chain Code	-		
Street Address (with Number)	available for free	Teststreet	
Number	-		
ZIP Code	available for free	40474	
City	-		
City District	-		
State	available for free	Northrhine Westfalia	
Country	available for free	Germany	
Latitude			
Longitude			
Time Zone			
Currency			
Phone Number			

- All hotel and room criteria for 2 room types (3,551) across 21 channels are displayed
- Only the **missing information for the contracted channels** (highlighted in orange) must be filled in to use CONTtest

Number of criteria to be filled in before the contracted OTAs can be checked

CONTtest References



BELMOND

روتانا
Rotana



PENTA
HOTELS



TRAVEL CHARME
Hotels & Resorts

LINDNER
HOTELS & RESORTS

R O V E
HOTELS

CONTtest Pricing

	Classic	Professional
Management of up to 5 channels ¹⁾	✓	✓
Bilingual free flow text updates EN is standard. Choose from DE, FR or ES.	x	✓
	75 € per month ²⁾	100 € per month ²⁾
Per additional channel (Minimum contracting period 6 months)	15 € per month	20 € per month

¹⁾ If a channel is exchanged in the contracting period, an additional one time fee of 80 € per channel will be applied.

²⁾ Initial setup fees of 100 € per hotel applies (includes initial review of current OTA content). Minimum contracting period is 6 months. Volume discounts are provided.

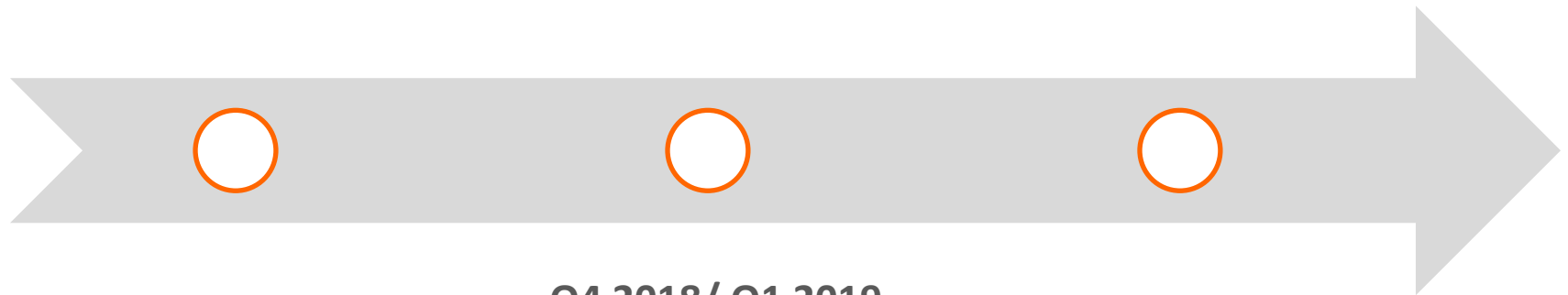
Planned Developments

October 2018

Real Time Static Content
Channel Manager for
HRS

Q2 2019

Real Time Static Content
Channel Manager for
Expedia



Q4 2018/ Q1 2019

Frontend Changes to
CONTtest:

Dashboard
Optimized Content Fill
Optimized Feedback Process

Additional manual channels, e.g. luxury OTAs, wholesaler are being added continuously.
As API solutions are the clear preference, h2c is in continuous talks with major OTAs.

h2c Service Overview

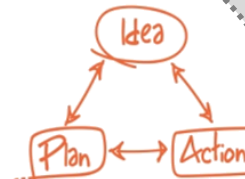
Content Marketing

- Content optimization (own channels, GDSs, OTAs etc.)
- GDS secured rates optimization



Strategy

- RFP support (technology provider selection process)
- Strategy workshop sessions



Research

- Customized research
- Market research (e.g. h2c Distribution Benchmark)



Training

- Certified in-person trainings
- Webinars



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



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