

Unique Hotel Identifiers

A project evolved by Travel Technology Initiative Ltd
& European Tour Operators Association



www.tti.org



www.etoa.org



The Background...

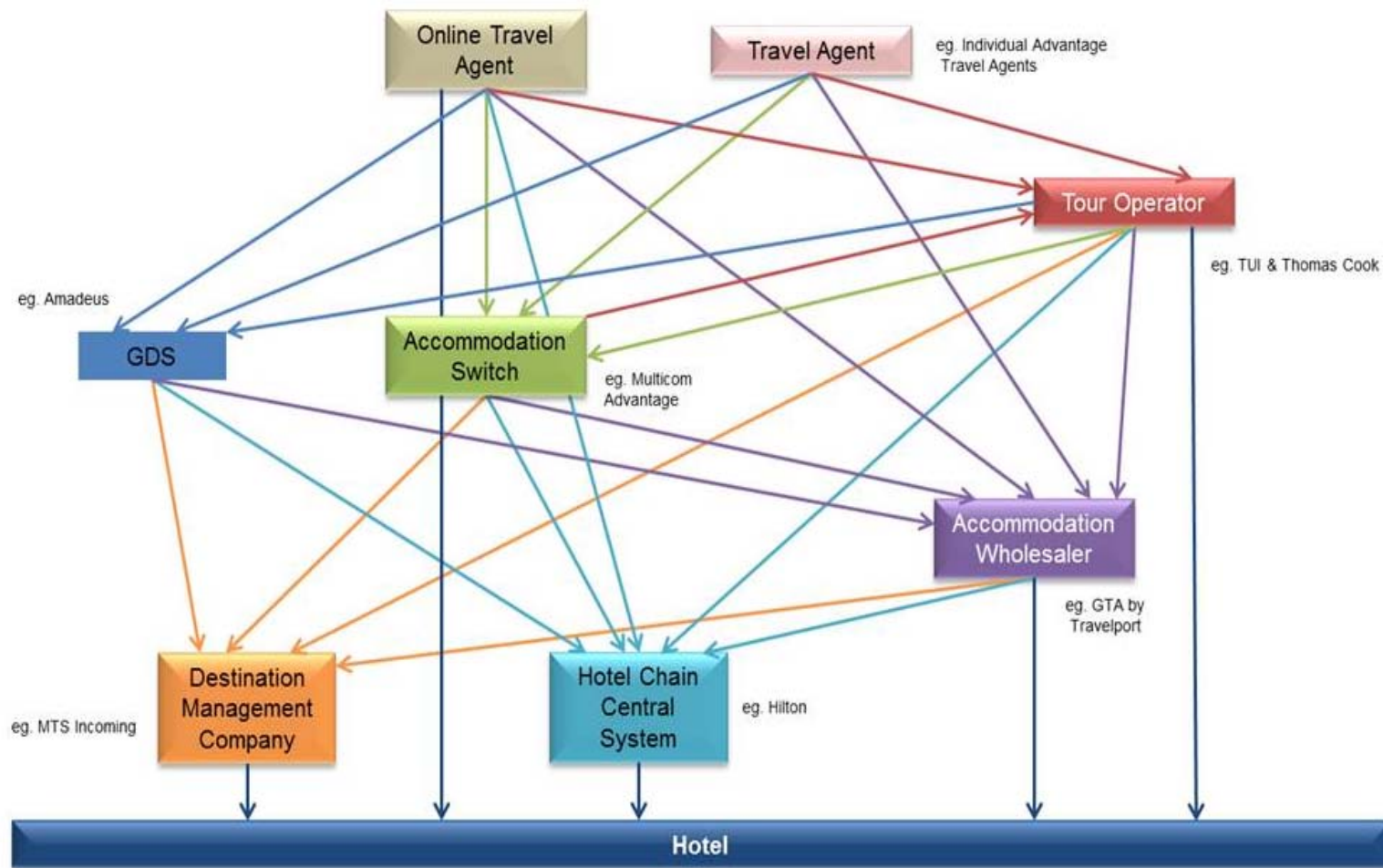
- Geo-coding of hotels identified as major boon to the industry at TTI Forum on Mapping, June 2009
- Exploratory project meeting held Nov 2009 to explore feasibility of a TTI project
- Initial requirement agreed for database that would hold unique hotel codes and other hotel information such as geocodes, standard name, address and more
- Joint project with European Tour Operators Association

Feasibility...

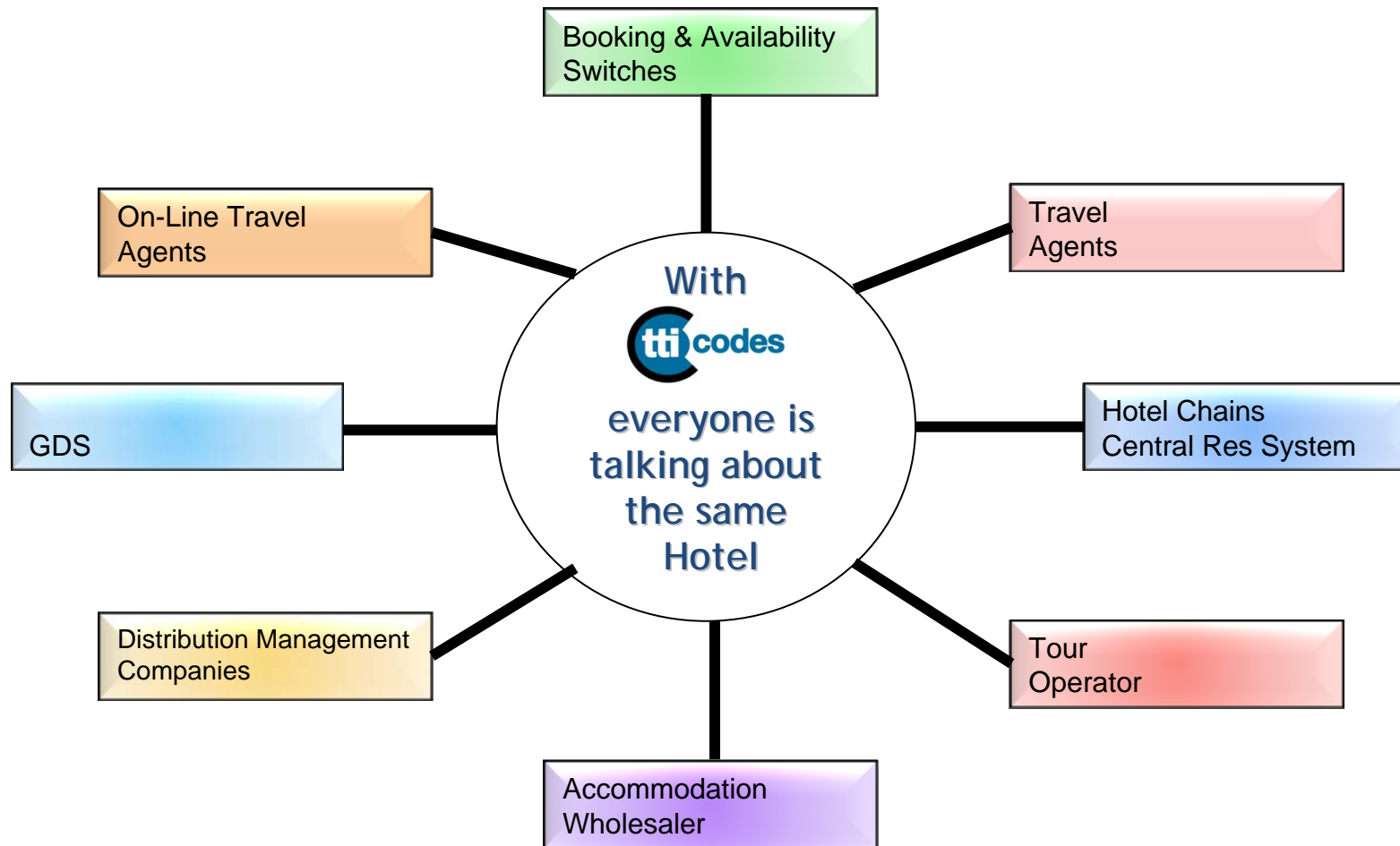
- Technical and commercial feasibility explored by project group in 2010
- Decision made that initial project should be for unique codes only - TTICodes
- GIATA Germany identified as suitable technical partner
- GIATA has already coded over 200,000 hotels

Feasibility...

Is everyone talking about the same hotel?



Feasibility...



Benefits...

- Every hotel will be assigned a unique TTlcode
- Will be a significant aid to de-duplication of multiple Bed-Bank feeds
- Reduced confusion when a single hotel/property has several names used by different accommodation wholesalers
- With hotels uniquely identified, other information such as geocodes can be built into the database
- As TTlcodes are much needed within the industry, their use will increase significantly over time

How it Will Work...

TTIcodes are unique hotel identifiers

- Random seven digit number + single check digit (modulus 8)

e.g. 12345677 or 51664546

- Deliberately having no syntax so maintaining purity of purpose as a property identifier and nothing more

e.g. country or town identifier does not form part of the code

How it Will Work...

- Travel company / TTI / ETOA member customer contracts with GIATA to submit its hotel database in Excel format to add any hotels that are not yet in the TTicodes database and then gains access to the entire TTicodes database (currently 200,000+ hotels)
- GIATA appends unique TTicodes against each hotel and also provides daily updates as new hotels are added to the database or details of existing hotels change
- Customer is provided with a download of the database via a web utility that will enable them to maintain an up to-date copy of TTicodes in their own environment
- Customer can also access the master TTicodes database via an OTA compliant XML message set

How it Will Work...

- Customer can optionally purchase Geo-Codes or TTICodes Plus module. TTICodes database is then supplied with the additional channel / supplier information included
- If purchasing TTICodes Plus, GIATA continually updates changes to the Hotel cross-reference information for Tour Operators, Wholesalers, OTAs, GDS & 3rd Party distribution companies with whom the hotel does business as part of the daily updates
- Customer has option to purchase further services from GIATA such as Data-Cleansing
- TTI/ETOA has negotiated discounts for members that are greater than the cost of TTI/ETOA membership

Optional Benefits...

- Optional geo-coding will be a real boon to those who wish to display accurate hotel locations on mapping apps such as Google Maps
- TTICodes Plus will provide GIATA's Multicodes and chain affiliations information which will be of real benefit to those customers who are using multiple Bed-Bank feeds by simplifying the de-duplication of multiple availability records for the same hotel

For Hotels...

The TTlcode module for hotels (Level 1) consists of the following:

For each hotel/accommodation that is licensed:

- Provision of a TTlcode
- Where available: Provision of detailed address information including contact numbers and Geo-Code incl.
 - a. Latitude and Longitude
 - b. Geocoding accuracy indicator
 - i. Quality level 1: house number accuracy
 - ii. Quality level 2: street accuracy
 - iii. Quality level 3: city district accuracy
 - iv. Quality level 4: town/city accuracy
- Hotel Chain Code if a member of a Hotel Group

NB: Individual Hotels are classified as independent even though they may be represented by a Hotel Representation company

For Hotels...

The TTicode Plus Module for hotels (Level 2) consists of the following:
For each hotel/accommodation that is licensed:

- Provision of a TTicode
- Provision of detailed address information including contact numbers (where available) and Geo-Code incl.
 - a. Latitude and Longitude
 - b. Geocoding accuracy indicator
 - i. Quality level 1: house number accuracy
 - ii. Quality level 2: street accuracy
 - iii. Quality level 3: city district accuracy
 - iv. Quality level 4: town/city accuracy
- Hotel Group and Chain Affiliation (where available)
- Multi-Codes - unique GIATA TTicode plus booking codes of the following entities but not limited to tour companies, hotel brokers, wholesalers, on-line travel agents, 3rd party intermediaries, GDS, CRS providers, Hotel Representation companies.

Pricing...

Prices are substantially discounted for members of Travel Technology Initiative and the European Tour Operators Association

Cost per month	TTIcodes		Geo-Code Option	TTIcodes Plus
	Full Price	Member Price		
Tier 1	€269	€202	+ €40	+ €499
Tier 2	€359	€269	+ €30	+ €599
Tier 3	€449	€337	+ €112	+ €699

Tier 1 - Turnover < £5million,

Tier 2 - Turnover between £5 million & £10 million,

Tier 3 - Turnover > £10 million

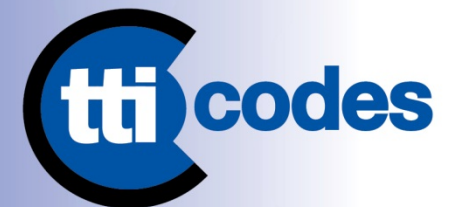
One off Implementation & Set-up fee from €699 (tier 1) to €1299 (Tier 3)

Hotels pay €12 per property per annum for TTIcodes Module (Level 1) with Geocoding and €35 per property per annum for TTIcodes Plus (Level 2)

NB: Fees are capped for large hotel chains

For more information please visit:

www.tticodes.org



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