



Expedia Hackathon 2017

Madrid

Property API with CONTtest



PROBLEMS with STATIC Content Management

- Static = Descriptive Content = Tick fields in Expedia's Extranet (*excludes: rates, availability, images*)
- Hotel must check 722 fields for Expedia only (2 room types)
- One hotel employs 10-15 OTA channels (>6,000 fields/hotel)

Main Problems

#1: Content is **only fresh once** (initial property load)

#2: Hotels do not **recognize** Expedia.com/extranet GUI changes

#3: Guests receive **wrong** property information (**bad reviews**)

#4: Some updates are not done **frequently** e.g., policies

Multiple Channels require Different Content

- 12 partners result in 5,340 static content field checks
- Example only with 2 room types = MIN.!
- 1 Expedia room type requires 150 data fields
- Avg. hotel has 4-10 room types

Channel	# Criteria	Number of Criteria Fields to be filled in via CONTtest								
		Number of Channels								
		15	14	13	12	11	10	9	8	7
Booking.com	780	2917	2788	2743	2681	2644	2533	2488	2473	246
Expedia	722									
HRS	513									
Agoda	578									
Laterooms	556									
Ctrip	573									
Hotelbeds	506									
Tripadvisor	63									
Kayak	108									
Trivago	264									
HotelsCombined	483									
Splendia	195									
Tablethotels	291									
Wego	206									
Holidaycheck	453									
Total	6.291	6.291	Total number of criteria fields to be filled in manually via extranet							

Missing Information in Expedia Extranet (EPC) due to many Subcategories

☒ Air conditioning

Air conditioning ▼

☐ National/local laws restrict use during certain dates

☒ Balcony

Balcony ▼

--select--

☐ Balcony

☐ Balcony or patio

☐ Furnished balcony

☐ Furnished balcony or patio

☐ Furnished lanai

☐ Furnished patio

☐ Lanai

☐ Patio

☒ In-room safe

In-room safe (surcharge) ▼

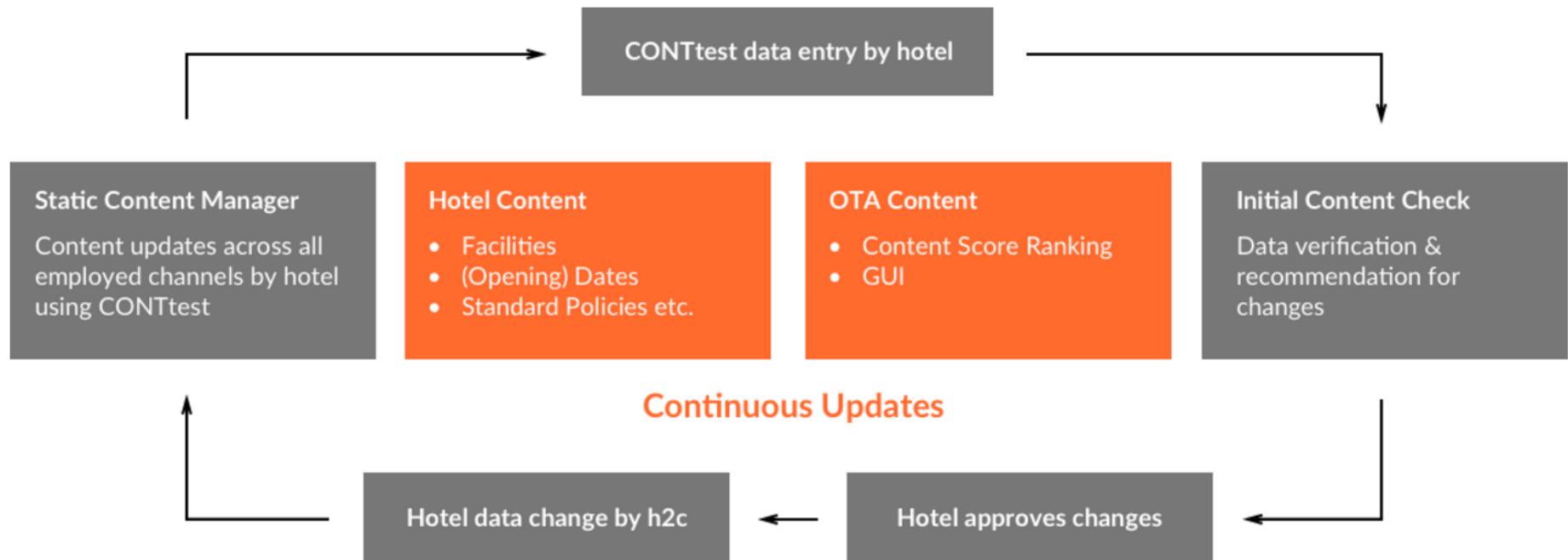
--select--

In-room safe

Add In-room safe (laptop compatible)

In-room safe (surcharge)

Solution: Single-Point-Of-Entry for Static Content



CONTtest is live with 100 properties
but LACKS an API !

Required: Updates via EXP Property API

[How To Use](#)[Hotel Criteria](#)[Room Criteria](#)[Checks](#)[logout](#)[Expedia Testhotel](#)

Changelog Hotelcriteria

Date	User	Channel	Criteria	New Hotel Info	New Text	New Unit	Update	Status	Co
25.04.2017 17:43:13	Oliver Schwarten	Expedia	Free Grocery Shopping Service [manual]	available for free		-	Manual	to-do	
25.04.2017 15:46:53	Oliver Schwarten	Expedia	Supervised Activities [manual]	available on charge	10	EUR/hour	Manual	to-do	
25.04.2017 15:46:53	Oliver Schwarten	Expedia	Babysitting or Childcare [manual]	available on charge	10	EUR/hour	Manual	to-do	
25.04.2017 15:30:37	Oliver Schwarten	Expedia	Ski Equipment Rentals (on site) [manual]	not available		-	Manual	to-do	
25.04.2017 15:30:37	Oliver Schwarten	Expedia	Ski Passes Vendor [manual]	not available		-	Manual	to-do	
25.04.2017 14:41:38	Oliver Schwarten	Expedia	Tours Assistance [manual]	available on charge	20	EUR	Manual	to-do	
25.04.2017 08:54:15	Oliver Schwarten	Expedia	Express Check-In/Check-Out [manual]	available for free		-	Manual	to-do	
22.04.2017 19:56:47	Oliver Schwarten	Expedia	Concierge Services [manual]	available for free	yes	-	Manual	to-do	

[Submit to Expedia](#)

Existing field in EPC, but not documented in API Specs

EPC Receives Updates (~ 5 min. system delay)


expedia[®]

PartnerCentral

Localized Property Name

ID: 18523658 [Change Property](#)

We've updated the menu

[See what's changed](#) 

Home

Rooms and Rates

Marketing

Reservations

Guest Relations

Accounting

Property Details

Overview

NEW! Content Alerts

Content Score

PHOTOS

Photos

Virtual Tours

Property services

- ☒ Concierge services
 - ☐ Express check-in
 - ☐ Dry cleaning/laundry service
 - ☐ Laundry facilities
 - ☐ Tours/ticket assistance
 - ☐ Luggage storage
 - ☒ Free grocery shopping service
 - ☐ Hair salon
 - ☐ Manicures and pedicures
 - ☐ Safe-deposit box at front desk
 - ☒ Babysitting or childcare
- Surcharge ▼
- ☐ Designated smoking areas
 - ☐ Multilingual staff
 - ☐ Smoke-free property
 - ☐ Wedding services

Quality Assurance via CONTtest Criteria

General Information		Criteria	Hotel Information	Additional Text / Charge Information (optional)	Unit
Hotel Profile	(16)	Lobby	-		-
Awards & Affiliations	(13)	Lobby Lounge	-		-
Hotel Facilities	(26)	Fireplace in Lobby	-		-
Hotel Policies	(20)	Television in Lobby	-		-
Hotel Services	(6)	Air Conditioning in Public Areas	-		-
Family Amenities & Services	(3)	Split-System Air Conditioning in Public Areas	-		-
Business & Conference Facilities	(5)	Central Heating in Public Areas	-		-
Meeting Room Equipment	(1)	Lift	-		-
Internet	(7)	Number of Lifts	-		-
Reception - Check-In/-Out	(10)	Smoke-Free Hotel	-		-
Room Types	(0)	Designated Smoking Area (in the hotel)	-		-
Room Facilities	(0)	Designated Smoking Area (Fines apply)	-		-
Rooms - View Types	(0)				
Rooms - Bed Information	(0)				
Rooms - Bathroom Facilities	(1)				
Rooms - Multimedia Facilities	(0)				

What We Aim to Achieve With Property API

- **Push data from CONTtest to EPC to update & delete existing properties**
→ currently not supported for existing properties with Property API (it works for hotels that have been created by us via API)
- **Pull data from existing EPC properties and upload to CONTtest in order to compare data for initial onboarding on CONTtest**
→ currently not supported with Property API
- **Pull data from Expedia's B2C site (marketplace) to eliminate discrepancies between EPC and B2C site → optional but highly recommended**
- Manual interaction will always be involved with delta comparisons of EPC vs. marketplace data (and free flow text field/quality check of initial CONTtest load)
- Once CONTtest is used by a hotel chain, **all static content updates will come from CONTtest.**

RESULTS IN IMPROVEMENT OF CONTENT QUALITY AND GUARANTEES ALWAYS ACCURATE CONTENT (free flow text fields will be checked manually).

Property API Observations

- When updating property criteria (amenities etc.) for properties created by us there is a delay of approx. 5 minutes to reflect changes in EPC
- Patch Updates not supported resulting in increased data volumes that need to be transferred via the API
- Not all tick fields/ criteria in EPC are listed in the Property API description and can therefore not be automated: for example Express Check-In

Special Considerations

Property services

☐ Concierge services

☐ Express check-in

☒ Dry cleaning/laundry service

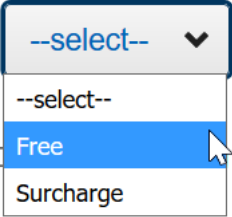
Expedia	Laundry Service	-		-
	Laundry Service (External)	-		-
	Dry Cleaning Service	-		-

CONTtest

- Expedia lists Dry Cleaning/ Laundry Service together
- CONTtest has separate criteria due to other OTAs splitting these criteria
- If either Laundry Service or Dry Cleaning Service are ticked in CONTtest, it will be marked as available in Expedia

Special Considerations

☒ Babysitting or childcare

☐ 

☐ Multilingual staff

Expedia

Criteria	Hotel Information	Additional Text / Charge Information (optional)	Unit
Babysitting/Supervised Child Care	-		-
Babysitting Services	-		-
Childcare Services	available for free not available available on charge		-
In-Room Childcare			-

CONTtest

- Expedia asks hotels to select between „Free“ or „Surcharge“, however, does not make this mandatory, which leads to some hotels not filling out this information
- CONTtest requests hotels to select between „for free“ and „on charge“
- Correct drop-down field will be selected in Expedia with the information provided in CONTtest



Thank you!

Contact

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