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**Date:** Thu, 28 Sept 2003, 10:00:43 EDT

**To**: Erin.Powers@crestline.com

**From:** Richard.Randolph@crestline.com

**X-Mailer:** AOL 3.0 16-bit for Windows sub 58

**Subject:** Use of Web in Hospitality Industry.

Dear Erin,

Pertaining to your request we finalized some research on the utilization of the Web in Hospitality operations. Perhaps, the most extra-ordinary things that we learned are that the internet is considered the major driver of change in the lodging industry. It is already changing the way we offer services, reshaping organizational structures and altering the relationships between our guests and us.

In a survey of a 2000 mangers, the Hospitality Information Technology Association

uncovered some really curious findings. Hereinafter is a quick rundown of the survey results.

* Internet service is rapidly becoming the most sought-after amenity in Hotel rooms.
* Two third of the respondents worked at properties that had Websites.
* A large majority said that an outside party had created their Website.
* The average cost for creating a Website was estimated at 2000 $ and the cost of maintenance is 250 $ a month (Requiring five main hours).
* 56% of the respondents revealed that their guests could make reservations using their Website.

If we fail to develop our own Website, it would be difficult for us to compete in the rapidly-changing hospitality industry. Please give us some recommendations, if you want us to begin preliminary plans for developing such a Website.

Thanks.