Dear Erin**,**

**On your request** I finalized some research on the utilization of the Web in **the hospitality** operations. Perhaps the most **extraordinary** things that I learned **is** that the internet is considered the major driver of change in the lodging industry! **It’s already** changing the way we offer services, reshaping organizational structures and **altering** the relationships between our guests and us.

In a survey of two thousand mangers**,** the Hospitality information technology association uncovered some really weird findings. Hereinafter is a quick rundown of the survey results.

 Internet service is rapidly becoming the most sought-after amenity in Hotel Rooms.

 **Two-thirds** of the respondents worked at **properties** that had **Web sites.**

 A large majority said that **an outside** party had created **their** Web site.

 The average cost for creating a Web site was estimated at two thousand dollars and the cost of **maintenance** is two hundred and fifty dollars a month (requiring five man hours).

 56% of the respondents said that **their** guests could make reservations using their Web site.

If we fail to develop our own **Web site**, in my **opinion**, I don&#39;t see how we can hope to compete in the rapidly-changing **hospitality** industry. Please **advise** me if you want me to begin preliminary plans for developing such a site.