WE HELP HOTELS
EASE APPREHENSION
OFFER REASSURANCE
REBUILD CONFIDENCE
TO RECOVER AFTER CODIV-19

hotels urgently need to ease apprehension, offer reassurance and rebuild the confidence of travelers

Openly and transparently communicating how hotels ensure hygiene, safety and cleanliness is crucial

This affects hotels of any size
At all price levels
Worldwide
HOTELS WILL CONTINUE TO SUFFER IF THEY ARE UNABLE TO EFFICIENTLY COMMUNICATE INFORMATION TO TRAVELERS
Travelers research and book hotels through a variety of channels: Through tour operators & travel agents, or through online platforms & mobile applications.

Hotels sell through complex distribution networks with hundreds of booking channels. A hotel usually connects directly to only a few select partners, who resell to others. Many intermediaries are involved until a hotel offer reaches the final consumer-facing booking channel.

Travel companies usually have only few direct hotel contracts. Most of their hotel inventory is sourced from third party vendors, such as bed banks and wholesalers. They have no direct access to hotel information, news and updates.

Even before COVID-19, hotels struggled to quickly and efficiently share information.

The travel industry relies on legacy systems that have not evolved: Information is shared via spreadsheets and plain text emails. These disparate and inconsistent delivery methods severely impact quality: There is high risk of information becoming diluted or outdated.
THE CONSEQUENCES:

- Unhappy & angry in-house guests
- Complaints: Compensation costs & efforts
- Damaged reputation – negative reviews
- Redundant customer inquiries
- Inconsistent information across booking platforms
- Uncertainty & unreliability reduces inclination to book
- **Lost bookings, upgrades & revenue**

- **Inefficiency:** Chasing channels to update
- **Inefficiency:** Repetitive identical tasks
HDC is a content distribution platform that enables hotels to increase bookings, by controlling how they are portrayed on booking channels through personalized content, AI powered recommendations and real time updates.

HDC collects details on improved hygiene standards, cleaning protocols, staff procedures, social distancing processes and any other policies that hotels put in place to create a safe and healthy experience for their guests.

We developed a special section within the HDC platform, with standardized attributes dedicated to cover the versatile measures relating to COVID-19. It can be customized regionally, to comply with local regulatory standards.

Given how quickly the situation is changing, as we learn more about COVID-19 and how to combat it, the HDC platform is designed to allow for quick modification: New attributes can easily be added when new insights lead to the introduction of new safety and hygiene standards and procedures.

We enhanced the platform to reflect the increased demand for even greater transparency during and after COVID-19:
These attributes are clustered in 11 subsections:
General Information, Front Desk, Entrance & Drop Off/Pick Up, Rooms, Elevators, Food & Beverage, Beach, Pool, Gym, Spa and Staff Policies

Some examples:
- Details on check-in/check-out process (e.g. preassigned time slots)
- Limited hotel occupancy, indicated in percentage of hotel capacity
- Frequency of cleaning schedule for common areas (lobbies, hallways)
- Deep cleaning of high touch areas; removal of unnecessary amenities
- Pool & beach: limited capacity; spacing between sunbeds
- Limited elevator capacity; touchless elevator control
- Restaurant restrictions, modifications & accessibility,

Hotels can provide links to health, hygiene & safety certificates that were issued to the property by public authorities or private auditors.

Hotels can share additional multilingual descriptions to provide details of their new measures & policies, which can also include information about closed facilities and suspended or modified auxiliary services.
USING THE SERVICE IS EASY:

**Hotels** create an HDC profile and can then immediately provide/update all information through our web platform.

**Travel Companies** can access content via our API and automatically receive all updates and additions.
All hotel information is distributed through the HDC data feed which is accessed via our API.

It can be easily integrated into websites, booking platforms, reservation systems, governmental systems and other public platforms.

We provide access to this information for free.

Over 600 attributes per property
Comprehensive coverage of all features, room details, amenities, auxiliary services, F&B outlets, conference & events facilities. Higher discoverability = more bookings

Reach travelers in their own language
with detailed multi-language hotel & room descriptions (with room-type attribution). = better localization = higher conversion

Categorized high resolution images
with meta information: captions, multiple tags, descriptions and room-type attribution

Multi-channel content distribution
One update of HDC profile by the hotel automatically implements subsequent updates across all key distribution channels

Automated instant updates and news
scheduled distribution of announcements, temporary changes, seasonal features, etc.

Over 94 COVID-19 related attributes
to communicate all changes and procedures that ensure hygiene, sanitation, safety and cleanliness. This includes staff procedures, social distancing processes and any other policies that were put in place to provide a safe and healthy experience for hotel guests.
We will leverage artificial intelligence and machine learning across the travel purchase journey to generate content for a personalized experience.

Fully integrated and connected intelligence will consider personal preferences, segment characteristics, search patterns, booking history and hotel attributes to enhance the user experience and increase operational efficiency:

- **Curated smart recommendations** increase engagement, satisfaction and retention by helping customers discover relevant hotel offers and information at the right moment.

- **Personalized hotel offers** take preferences into consideration and are generated in real-time, to provide a unique user experience that increases conversion rates and average booking values.

- **Natural Language Generation** automatically transforms structured data and hotel attributes into appealing hotel descriptions, in any language and tailored to the customers preferred writing style.
HDC won the support of two renowned accelerators:

1. INTELAK
   - Aviation, Travel & Tourism

2. SHERA
   - Sharjah Entrepreneurship Center

STRATEGIC PARTNERS & ALLIANCES:

- Hotel Data Cloud
- Global Hotel Alliance
- Emirates
- dnata
- WHAT3WORDS
- Dubai Tourism
- Microsoft ScaleUp
- UNWTO
- World Health Organization
- Sustainable Development Goals
- Healing Solutions | Tourism Challenge
Kevin Czok and Gregor Amon are the founders of HDC. When they first met at a startup event in Munich in September 2014, Kevin was an investment manager for a venture capital fund and Gregor was exploring innovative opportunities for new ventures, having already established a successful hotel room wholesale company.

Learning from Gregor’s business experience, both founders recognized the massive issues and challenges that originate from the lack of consistent and comprehensive content exchange in the travel industry. With an idea for a solution, they decided to pursue this promising business opportunity and chose Dubai as a headquarters to scale their startup globally. Kevin resigned from his job as a VC to devote his full attention to HDC. Gregor considerably shifted his attention away from his other company towards HDC and is now also 100% focused on the startup.

Alex Morriss joined the team in March 2020. Together they are a perfect symbiosis of talent:

Gregor is a serial entrepreneur, with versatile expertise in travel and technology, having led his previous enterprise to multi-million-dollar revenues with a highly autonomously working team of over 30 remote employees. With his hotel room wholesale business, he learned firsthand from daily experience what the main pain points and needs of this market are. A thorough understanding of IT and software development helps him to oversee product development and maintain HDC’s competitive advantage through constant innovation. As a former airline captain with 10 years flying experience, he also brings essential understandings of procedures and standardization to HDC which will help in scaling the business.

Kevin has vast experience in entrepreneurial strategy and finance. His work at pd ventures included generating deal flow, performing due diligence and negotiating investments, identifying synergies with corporates and jointly developing new business opportunities, and facilitating successful growth that lead to several attractive exits. He volunteered to mentor countless entrepreneurs through accelerator programs like Techstars, auftakt and Intelaek. With an academic background in media economics, he also taught entrepreneurship as a university lecturer. His unique ability to quickly pick up industry trends, particularly the transition of innovations & technology, and recognize new opportunities without losing sight of the big picture, has helped HDC evolve into a highly sophisticated product.

Alex is HDC’s VP of Global Sales and has worked in the travel industry for over 18 years. He worked at Expedia Group for over 14 years, helping grow their b2b division from a USD 500M business to over USD 1B. He led their growth into emerging markets throughout the Middle East and Africa. Alex gained a holistic understanding of the market dynamics, travel supply chain and technical challenges in the industry and has built an extensive network across all key market segments. This has easily opened many new doors to HDC.

Personal References& Recommendations
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