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Failing to Make That Connection:An Analysis of the Web Reservation Facility in the Top 50 International Hotel Chains

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Failing to Make the Connection!

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Hospitality Information Technology Association

Edinburgh

23rd May 1999

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Introduction!

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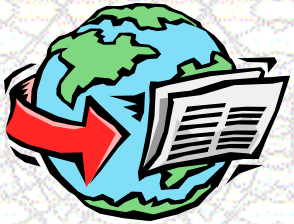

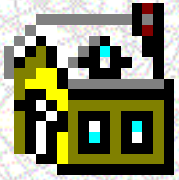

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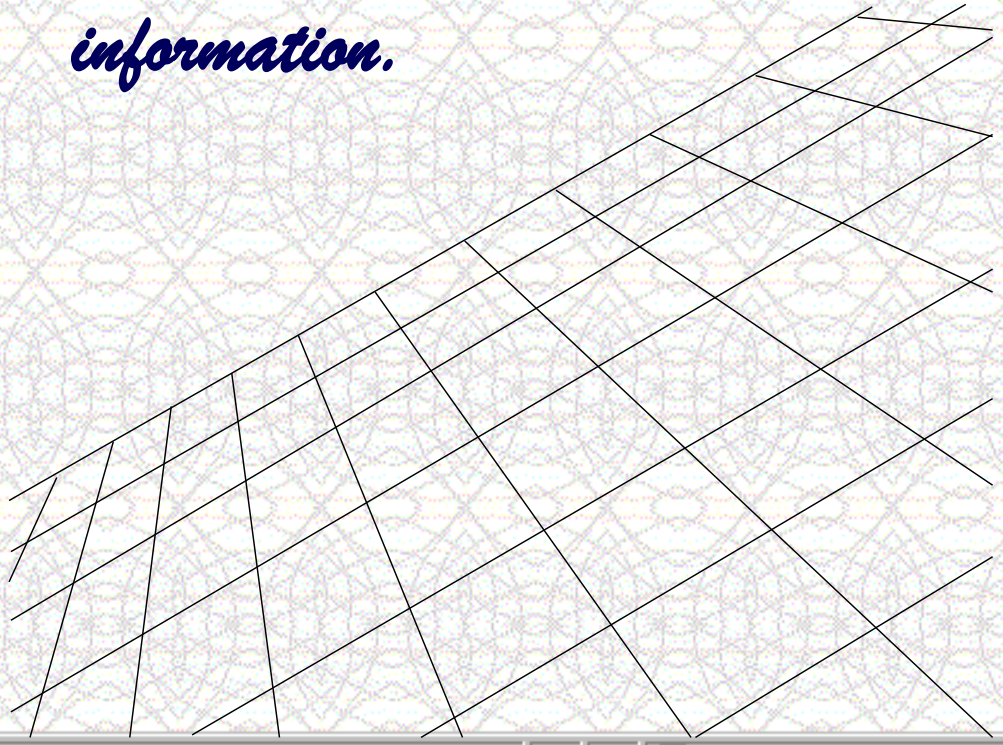
What is the Internet!

The Internet is a network of networks, connected by wires and wireless communication in order to share information.



Internet Services!

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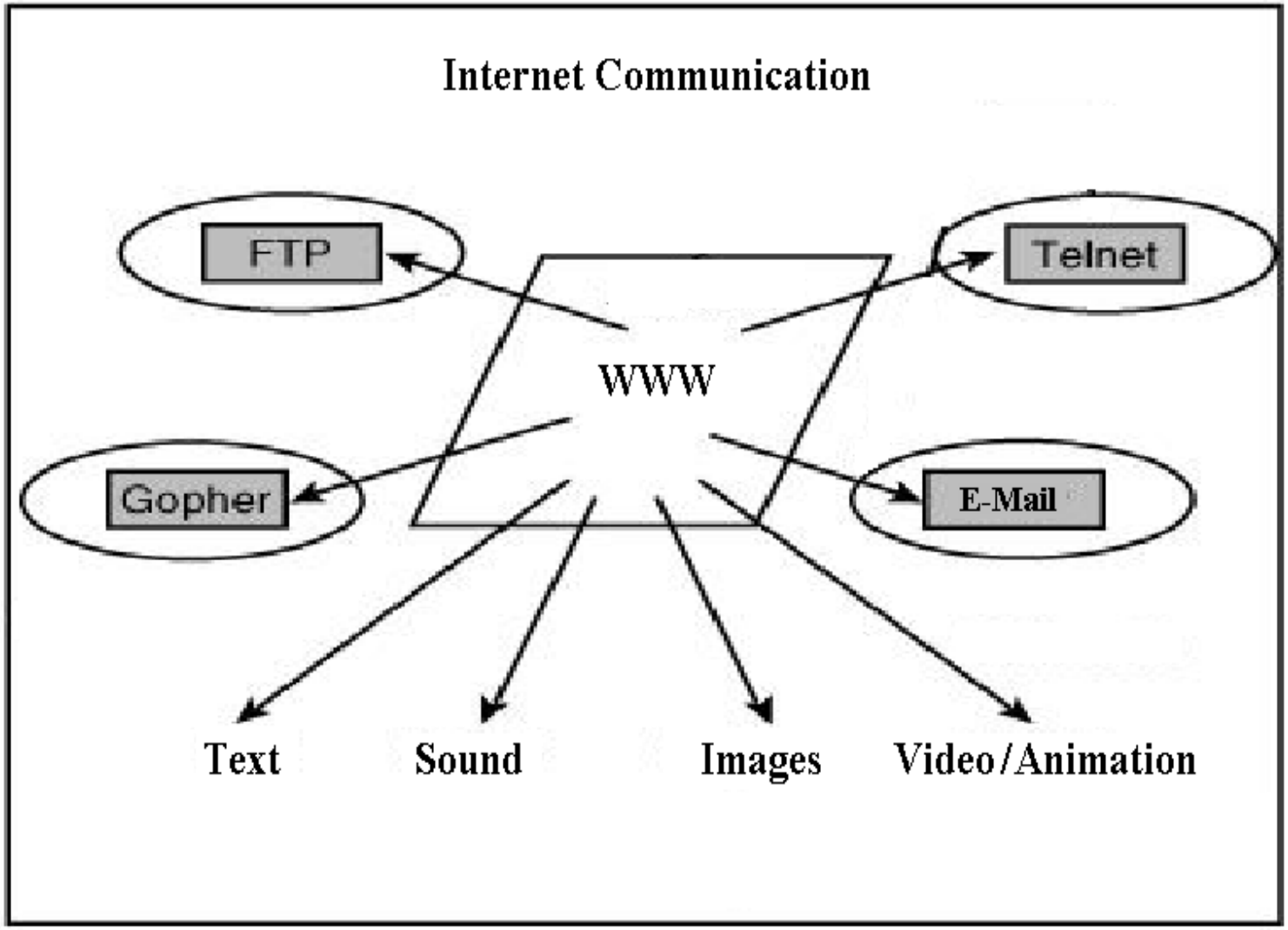

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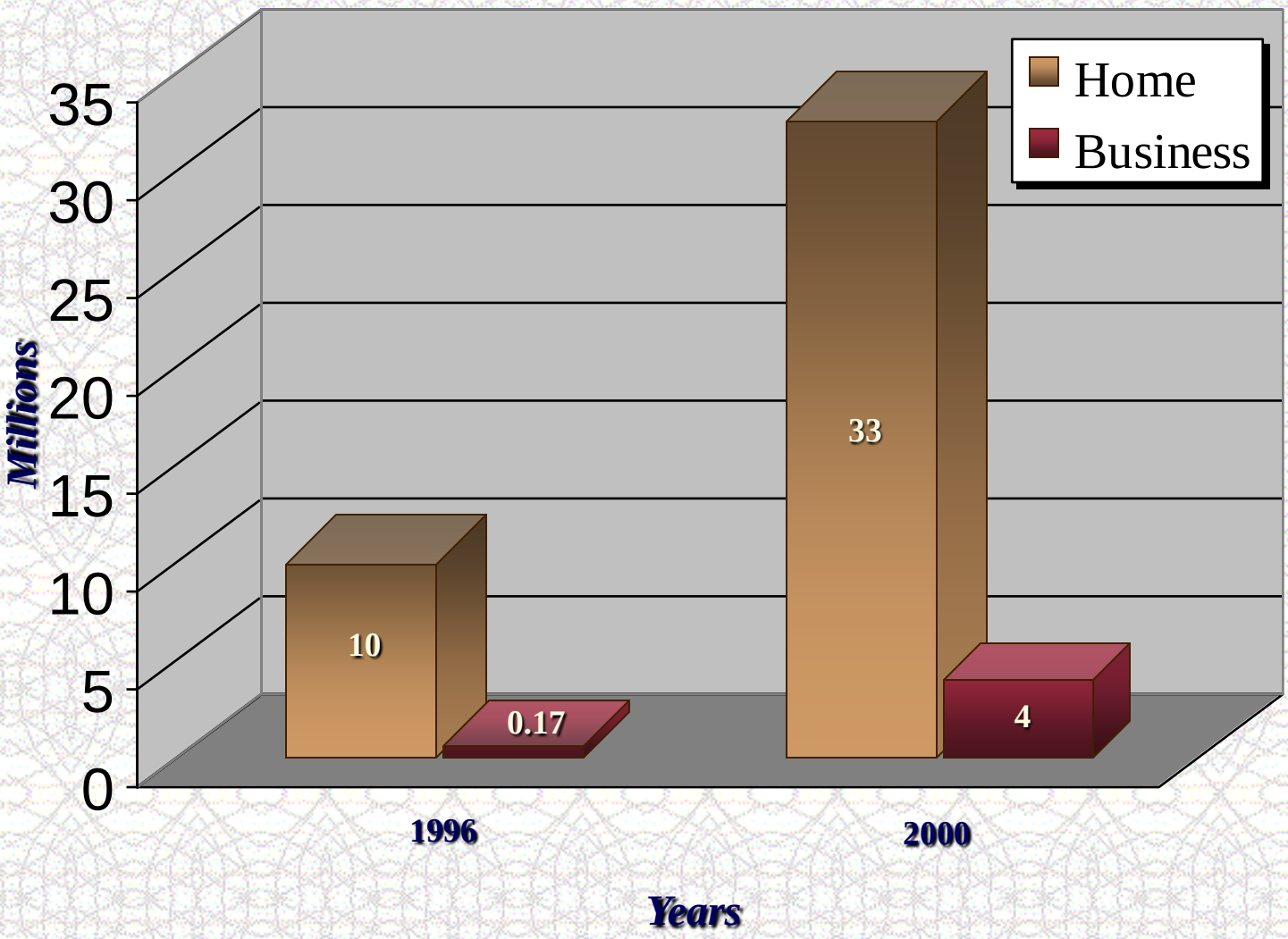
Web Usage!



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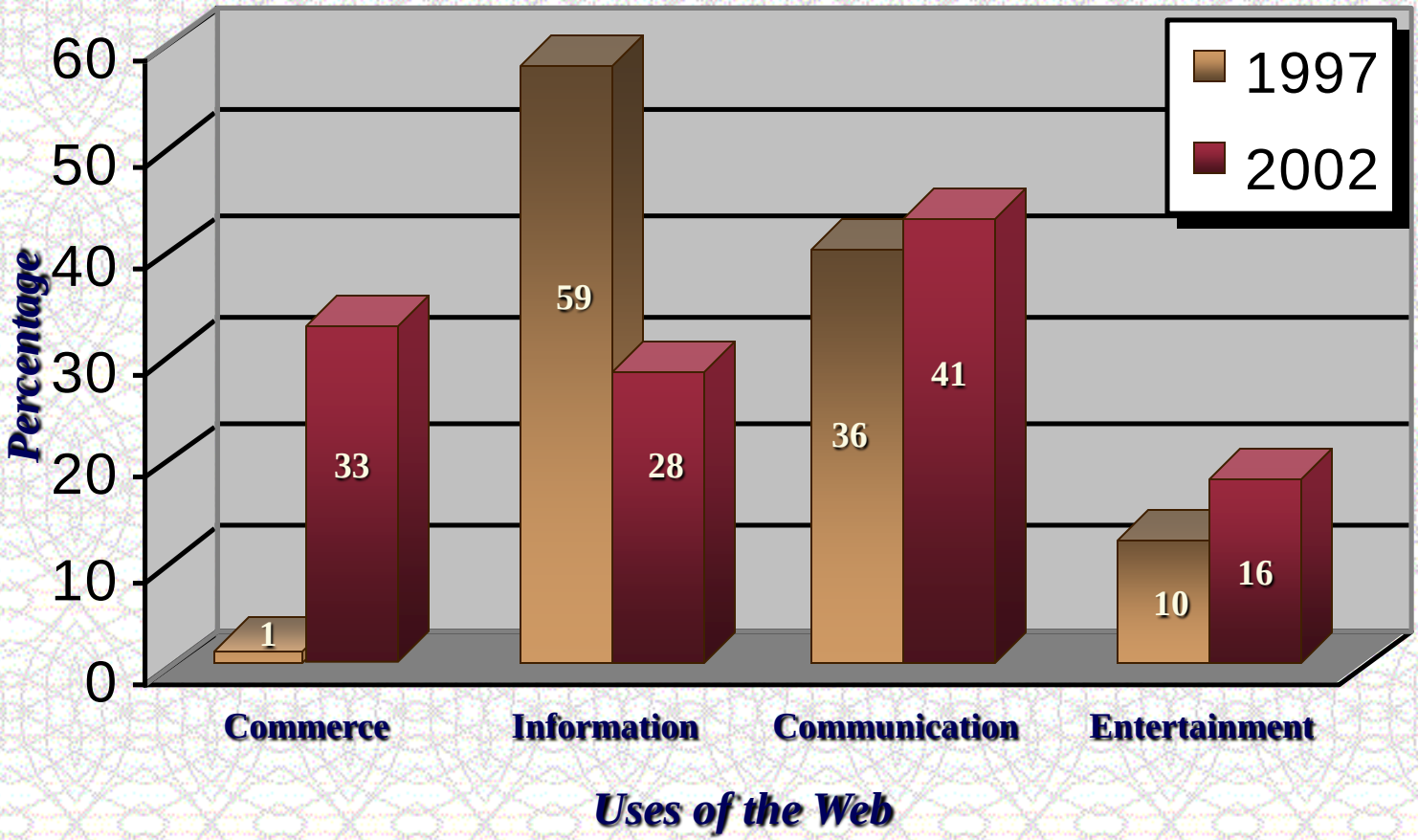
Use in the Future!



Uses of the Web

Electronic Commerce

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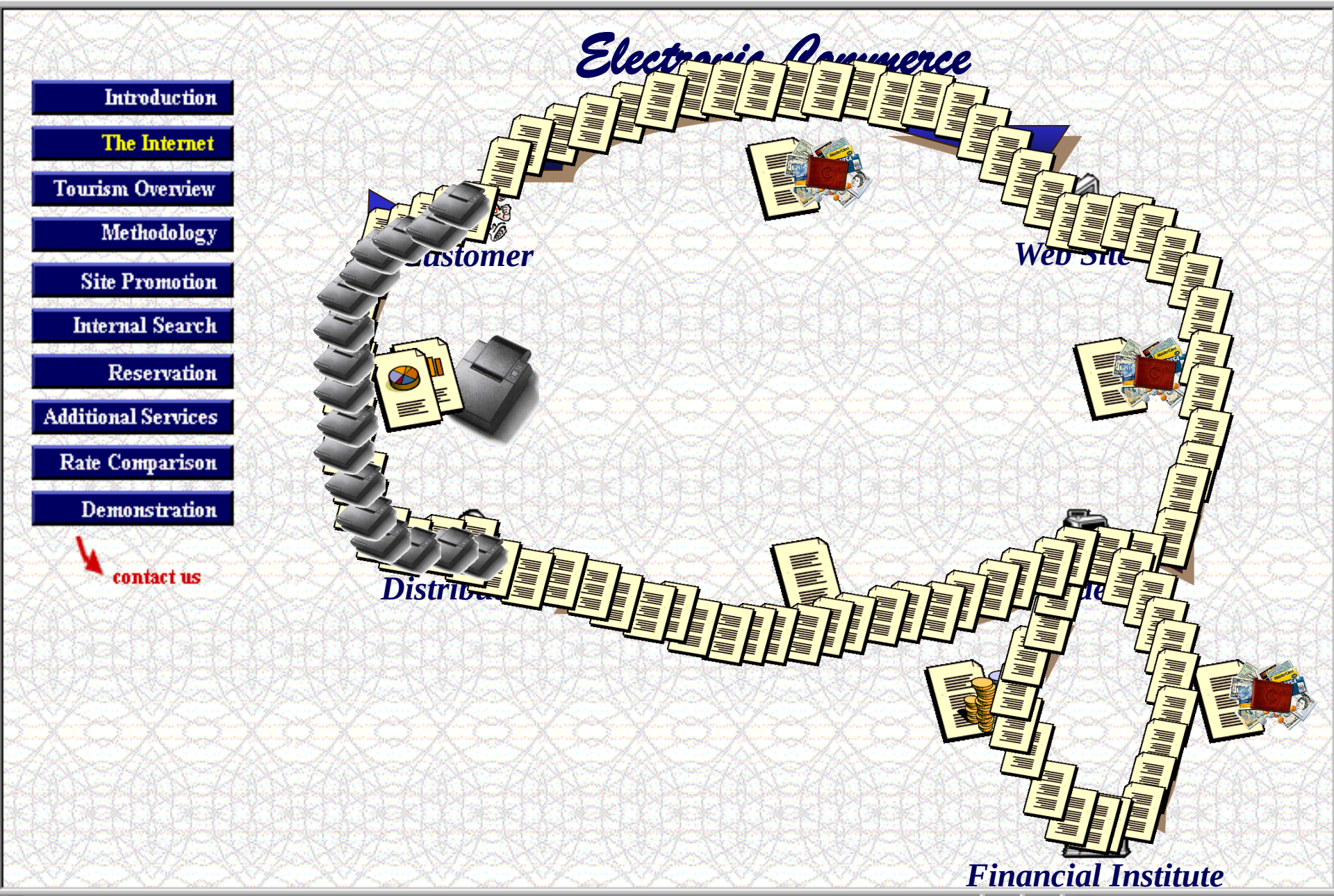
Electronic Commerce is the buying and selling of goods and services or the transfer of money over the Internet or an Intranet.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Financial Institute

The Growth of E-Commerce

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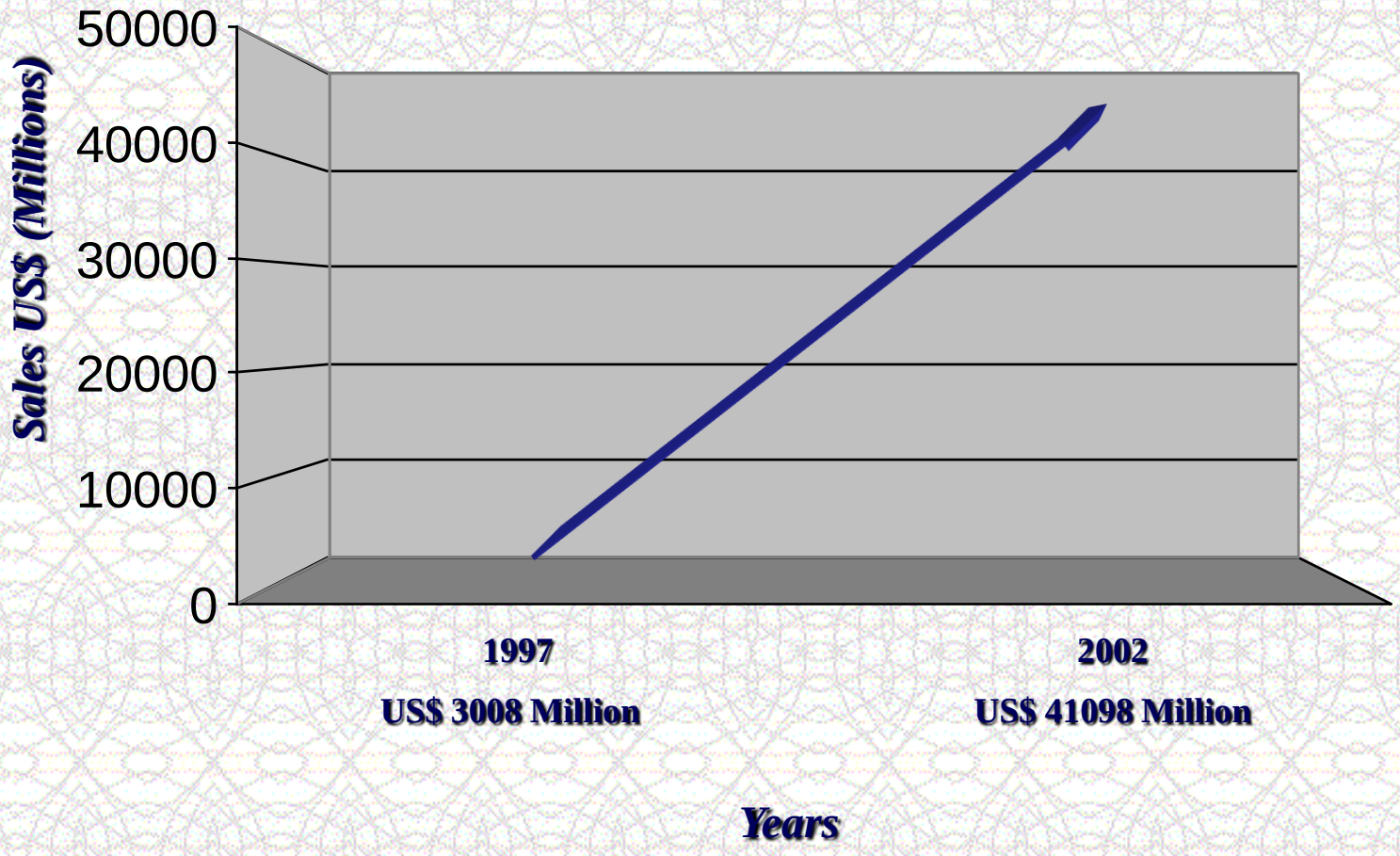

On-Line Sales

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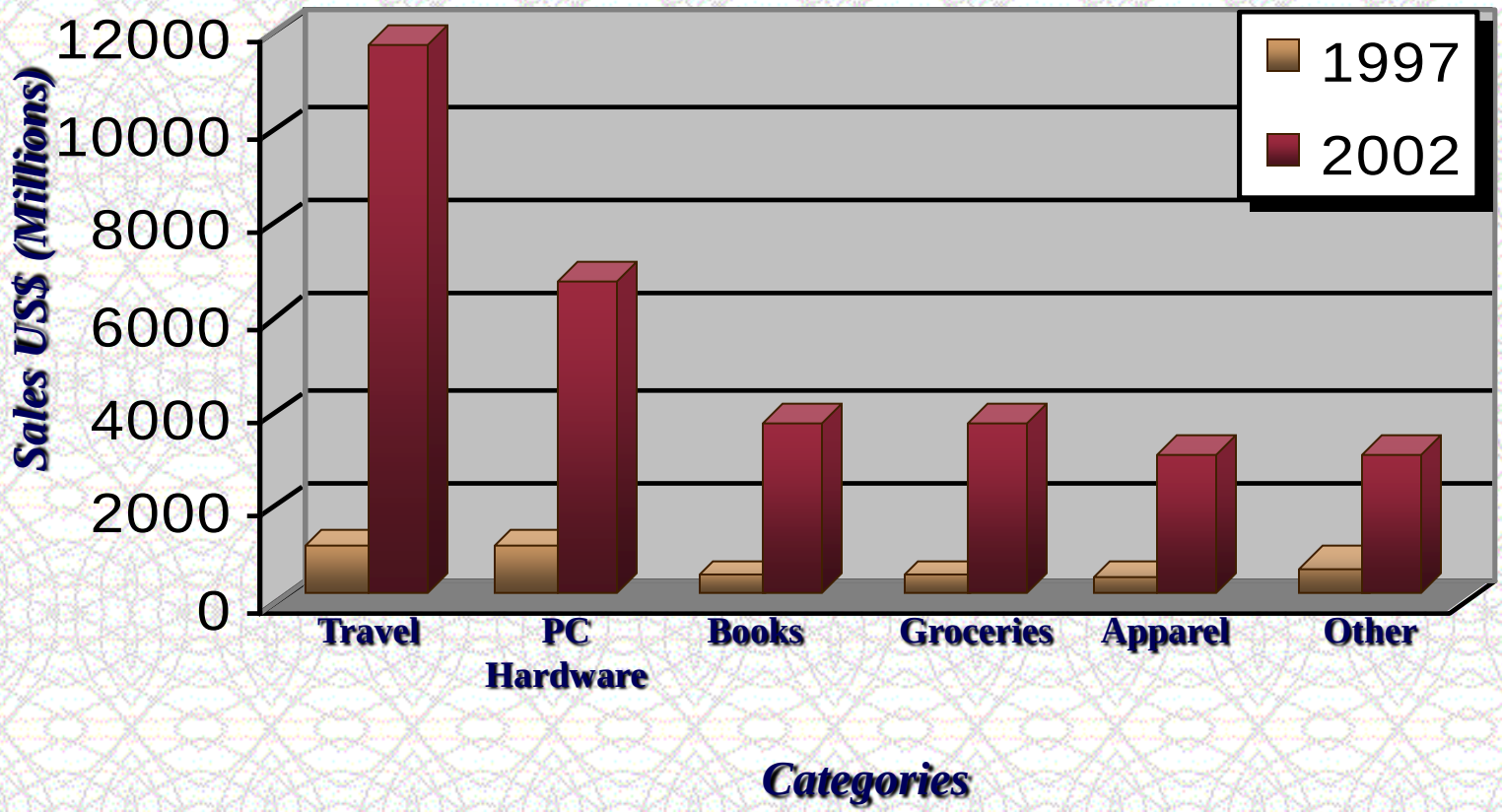

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The Tourism Product

- Intangible (Soft Good).
- Fixed Geographically.
- Heterogeneous.
- Interdependence.

Information Intensive!

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Typical Web Demographics

- Primarily US based
- Educated
- 69% male
- Aged between 22 and 40
- 65% hold skilled jobs
- Primarily English speaking
- Salary between US$60,000 and US$80,000
- 48% on Internet more than one year

Methodology

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HOTELS' CORPORATE 300 RANKING

Rank 1997	Company Headquarters	Rooms 1997	Hotels 1997
1	Cendant Corp. Parsippany, NJ USA	499,056	5,566
2	Bass Hotels & Resorts Atlanta, GA USA	465,643	2,621
3	Best Western International Phoenix, AZ USA	300,000	3,800
4	Choice Hotels International Silver Spring, MD USA	292,289	3,474
5	Marriott International Washington, D.C. USA	289,357	1,477
6	Accor Evry, France	288,269	2,577
7	Starwood Hotels & Resorts/Starwood Hotels & Resorts Worldwide Inc. Phoenix, AZ USA	213,238	653
8	Promus Hotel Corporation Memphis, TN USA	178,802	1,119
9	Hilton Hotels Corp. Beverly Hills, CA USA	101,891	255
10	Carlson Hospitality Worldwide Minneapolis, MN USA	98,404	482
11	Hyatt Hotels/Hyatt International Chicago, IL USA	80,311	179
12	Patriot American Hosp. Inc./ Wyndham International Inc. Dallas, TX USA	57,220	241
13			
14	Sol Melia Palma de Mallorca, Spain	52,359	224
15	Forte Hotels London, England	47,814	260
16			
17	Club Méditerranée SA Paris, France	38,077	134
18	Société du Louvre Paris, France	37,732	591
19			
20	La Quinta Inns San Antonio, TX USA	34,772	271
21	Red Roof Inns Hilliard, OH USA	29,661	259
22	Bristol Hotels & Resorts Dallas, TX USA	28,800	101
23	Prince Hotels Inc. Tokyo, Japan	25,304	80
24			
25	CapStar Hotel Company Washington, D.C. USA	24,297	120
26	Circus Circus Las Vegas, NV USA	22,352	15
27	Extended Stay America Fort Lauderdale, FL USA	22,267	213
28	Walt Disney Co. Burbank, CA USA	21,694	19
29	Prime Hospitality Corp. Fairfield, NJ USA	19,513	140
30	Fujita Kanko Inc. Tokyo, Japan	19,106	82
31	Nikko Hotels International Tokyo, Japan	18,744	50
32	Park Plaza Int'l Hotels & Resorts Scottsdale, AZ USA	18,472	138
33	Riu Hotels Group Playa de Palma Mallorca, Spain	18,100	68
34			
35	Shangri-La Hotels & Resorts Hong Kong	17,852	35
36	Marcus Hotels & Resorts Milwaukee, WI USA	17,586	156
37	Hotels & Compagnie Les Ulis Cedex, France	17,340	335
38	Scandic Hotels AB Stockholm, Sweden	17,000	122
39			
40	CDL Hotels Singapore	16,895	66
41			
42	Omni Hotels Irving, TX USA	16,094	44
43			
44	ANA Hotels Tokyo, Japan	14,673	40
45			
46	Husa Hotels Group Barcelona, Spain	13,854	167
47			
48			
49			
50	Outrigger Lodging Services, Encino, CA USA Outrigger Hotels & Resorts, Honolulu, HI USA	13,364	56

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Web Site Promotion | Search Strategy

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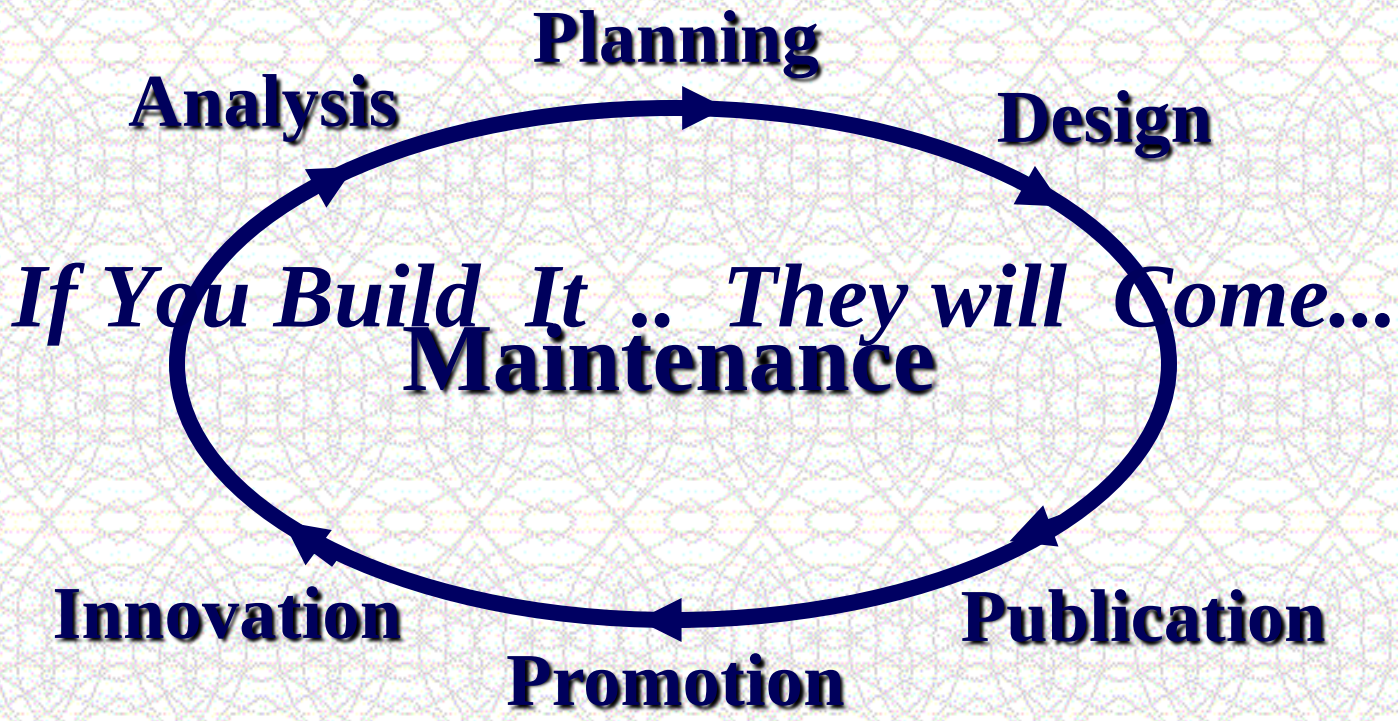

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Web Site Promotion / Search Strategy

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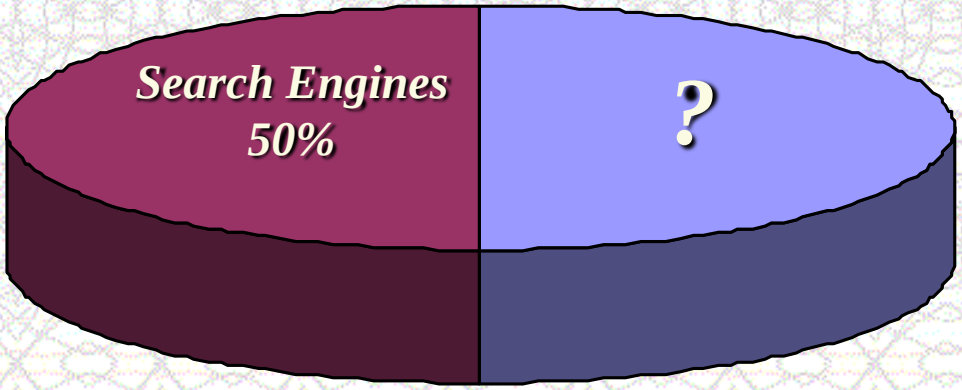
- Sites could not be located for 12% of the sample.
- ??? 50% of on-line buyers use search engines to find the product they want to buy.



Find better graph

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My Computer

Web Site Promotion

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YAHOO! OK

eXcite OK

AltaVista OK

infoseek OK

HOTBOT OK

LYCOS OK

WebCrawler OK

Northern Light OK

The Big Eight | Search Engines | Advanced Searches | Metacrawlers | Statistics

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Yellowpages.com - Let your mouse do the walking. - Microsoft Internet Explorer

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Links Best of the Web Introduction to Databses for the Web Retrieving Data Channel Guide Customize Links Free HotMail Inten

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Let your mouse do the walking ... ®

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State Alabama

City

Bus. Name*

Bus. Type*

Zip Code

Area Code

Submit Res

Categories

State Alabama

City

Business to Business

Agriculture, Forestry & Fishing

Business Services

Contract Construction

ctronic & Other Electric Equipment

Business to Business

Consumer/Retail

Amusement & Recreation Services

Internet zone

Done

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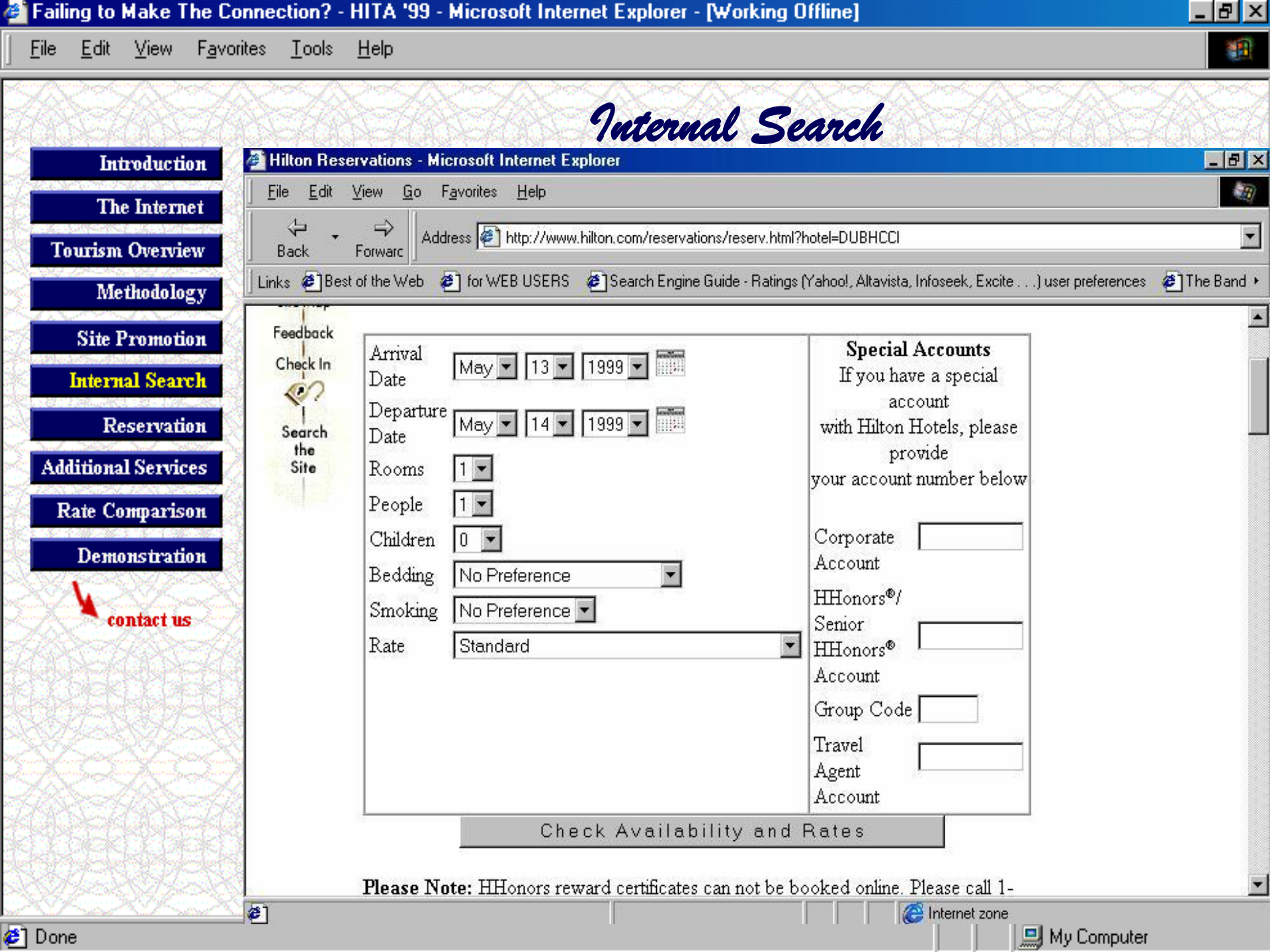
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Address http://www.hilton.com/reservations/reserv.html?hotel=DUBHCCI
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Feedback
Check In
Search the Site
Arrival Date May 13 1999
Departure Date May 14 1999
Rooms 1
People 1
Children 0
Bedding No Preference
Smoking No Preference
Rate Standard
Special Accounts
If you have a special account with Hilton Hotels, please provide your account number below
Corporate Account
HHonors®/ Senior HHonors® Account
Group Code
Travel Agent Account
Check Availability and Rates
Please Note: HHonors reward certificates can not be booked online. Please call 1-
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Internal Search

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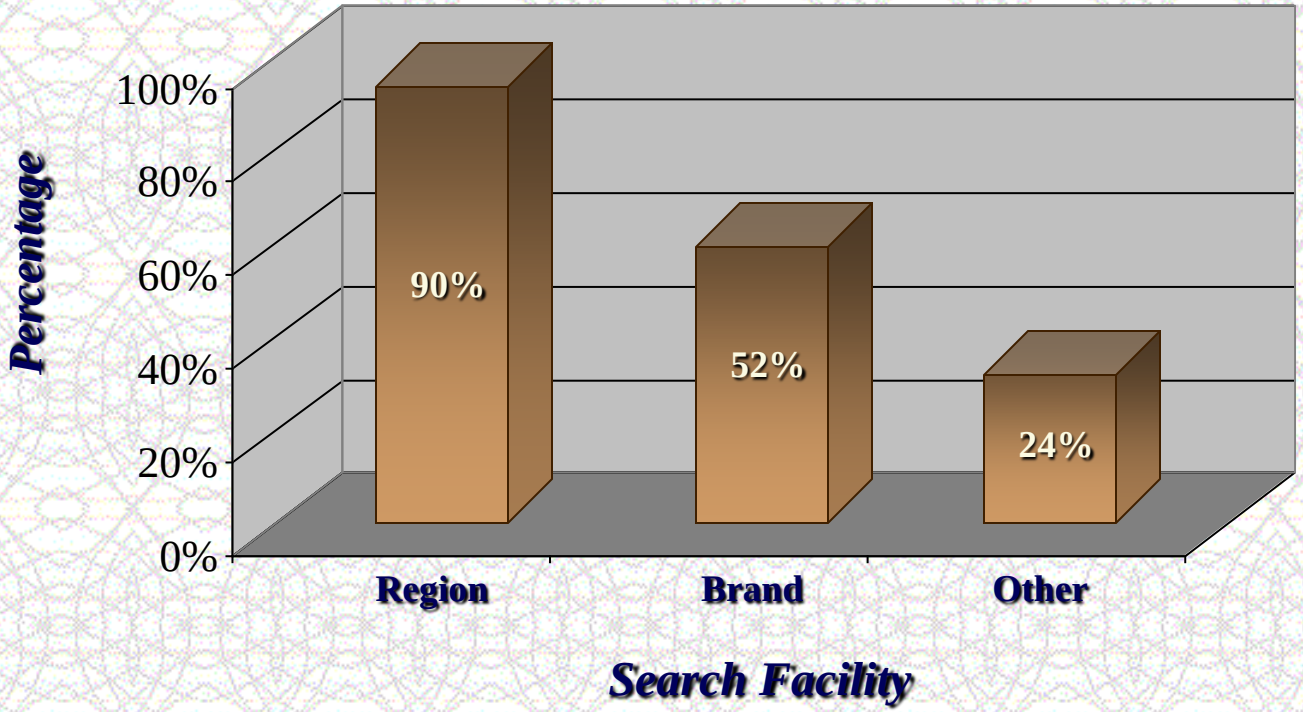

Reservation Facilities

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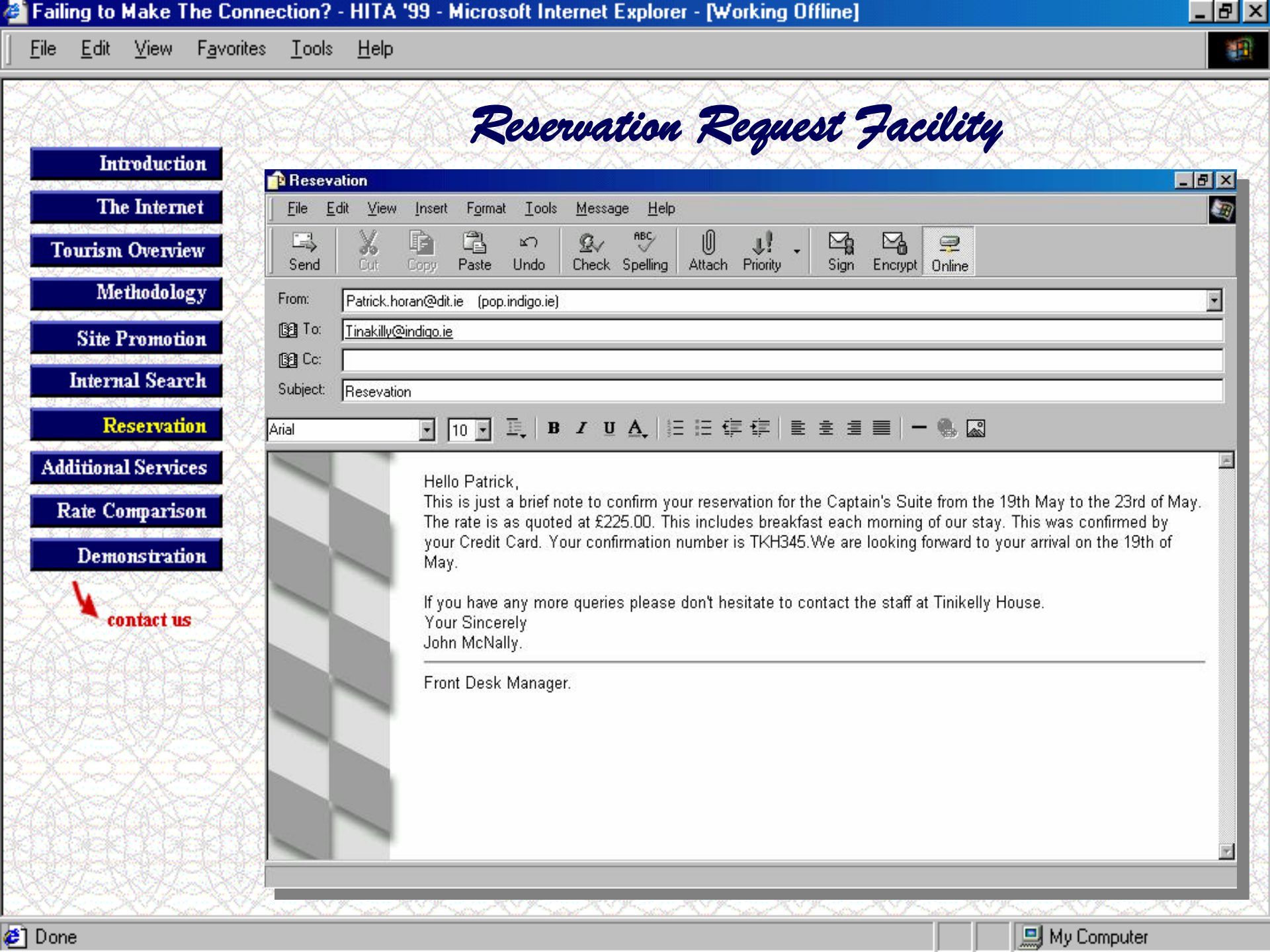
No Reservation 21%

On-Line Reservation 50%

Reservation Request 29%

Do we want this slide here or after the discussion???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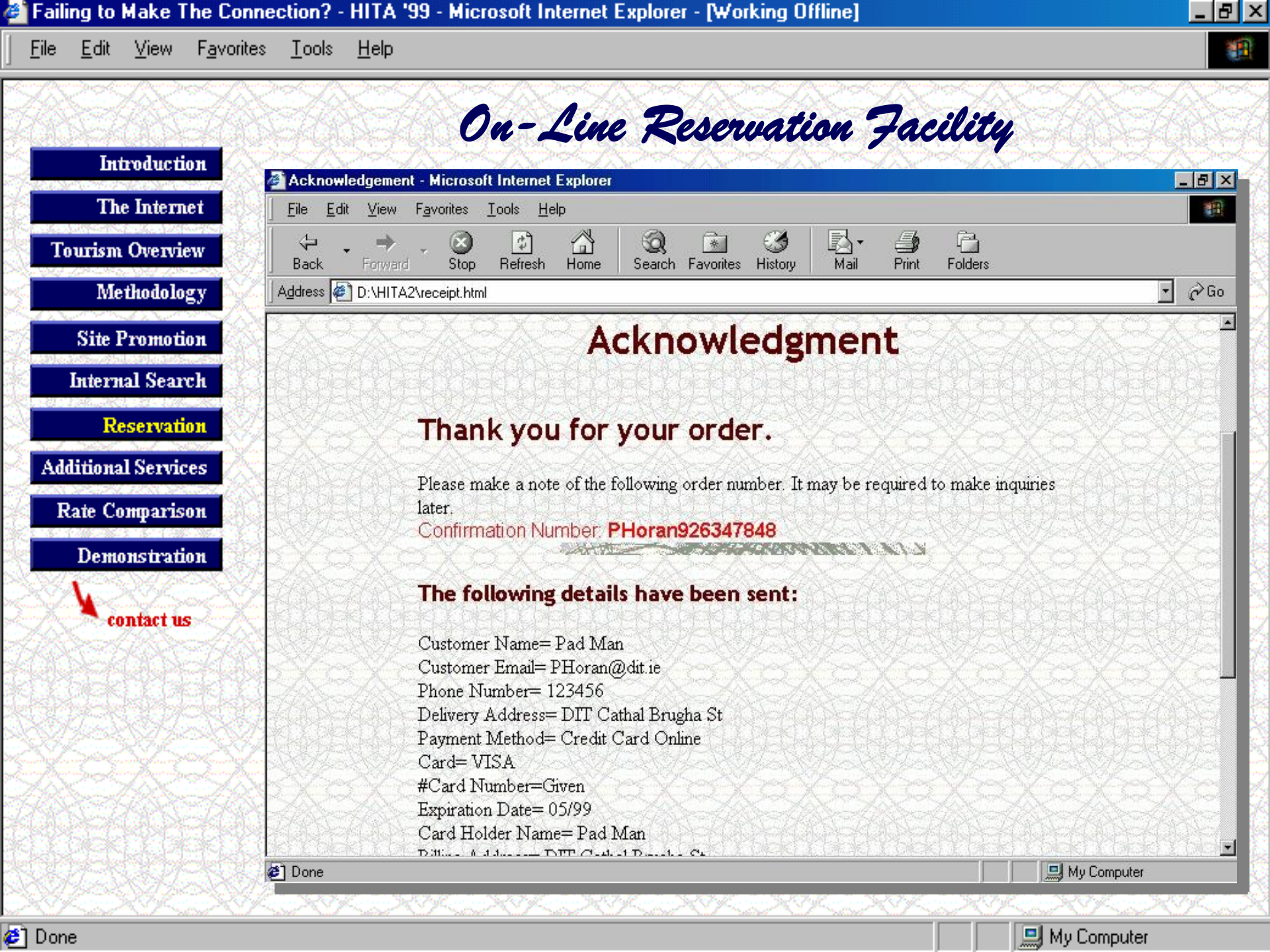
Resevation
File Edit View Insert Format Tools Message Help
Send Cut Copy Paste Undo Check Spelling Attach Priority Sign Encrypt Online
From: Patrick.horan@dit.ie (pop.indigo.ie)
To: Tinakilly@indigo.ie
Cc:
Subject: Resevation
Arial 10
Hello Patrick,
This is just a brief note to confirm your reservation for the Captain's Suite from the 19th May to the 23rd of May. The rate is as quoted at £225.00. This includes breakfast each morning of our stay. This was confirmed by your Credit Card. Your confirmation number is TKH345.We are looking forward to your arrival on the 19th of May.
If you have any more queries please don't hesitate to contact the staff at Tinikelly House.
Your Sincerely
John McNally.
Front Desk Manager.
Done
My Computer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Address D:\HITA2\receipt.html
Go
Acknowledgment
Thank you for your order.
Please make a note of the following order number. It may be required to make inquiries later.
Confirmation Number: PHoran926347848
The following details have been sent:
Customer Name= Pad Man
Customer Email= PHoran@dit.ie
Phone Number= 123456
Delivery Address= DIT Cathal Brugha St
Payment Method= Credit Card Online
Card= VISA
#Card Number=Given
Expiration Date= 05/99
Card Holder Name= Pad Man
Done
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Done
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Question Time!

How Many People Looked at the Apex Hotel | Edinburgh over the Web Prior to coming?

How Many People Booked over the Web?

From Surf to Sale!

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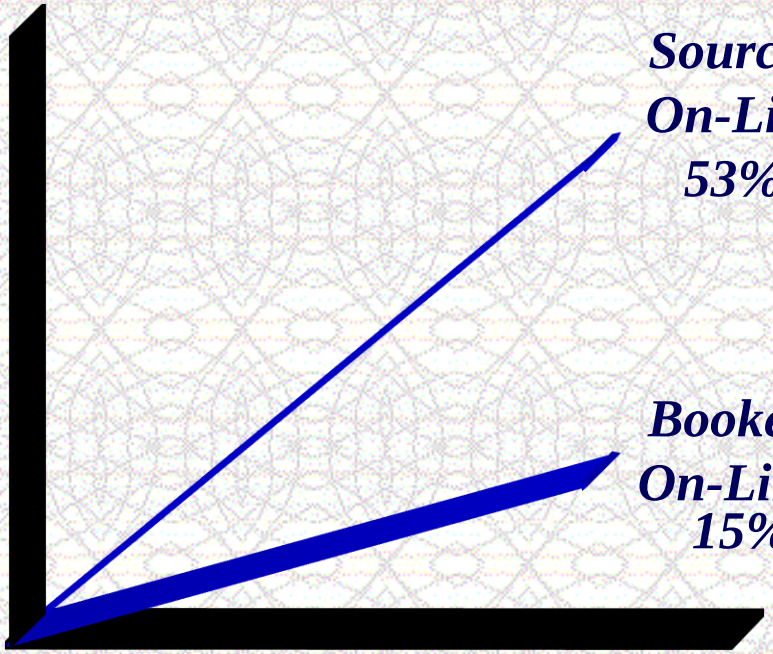

Sourced On-Line 53%

Booked On-Line 15%

Security
Attitude
Customer Services
User-friendliness
Price

From Surf to Sale!

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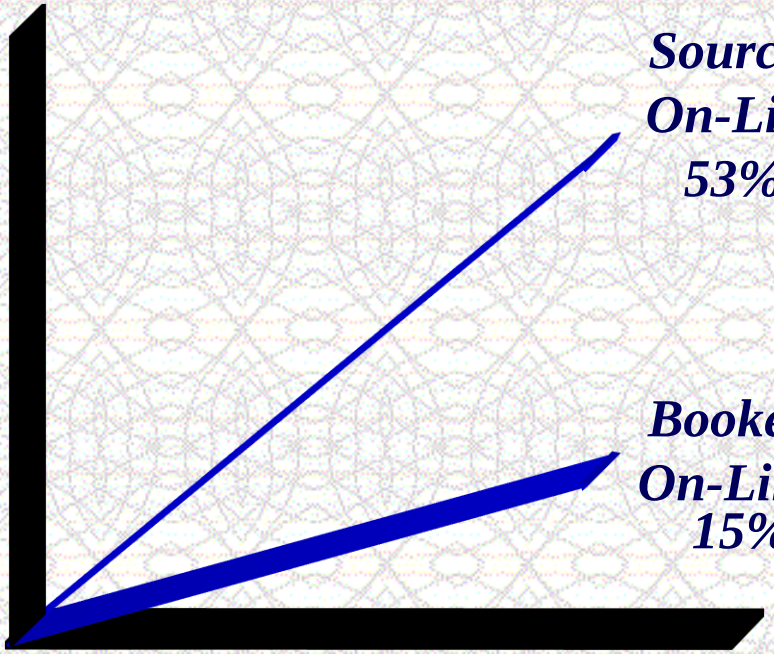

Sourced On-Line 53%

Booked On-Line 15%

Security

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Secure E-Commerce With SSL.

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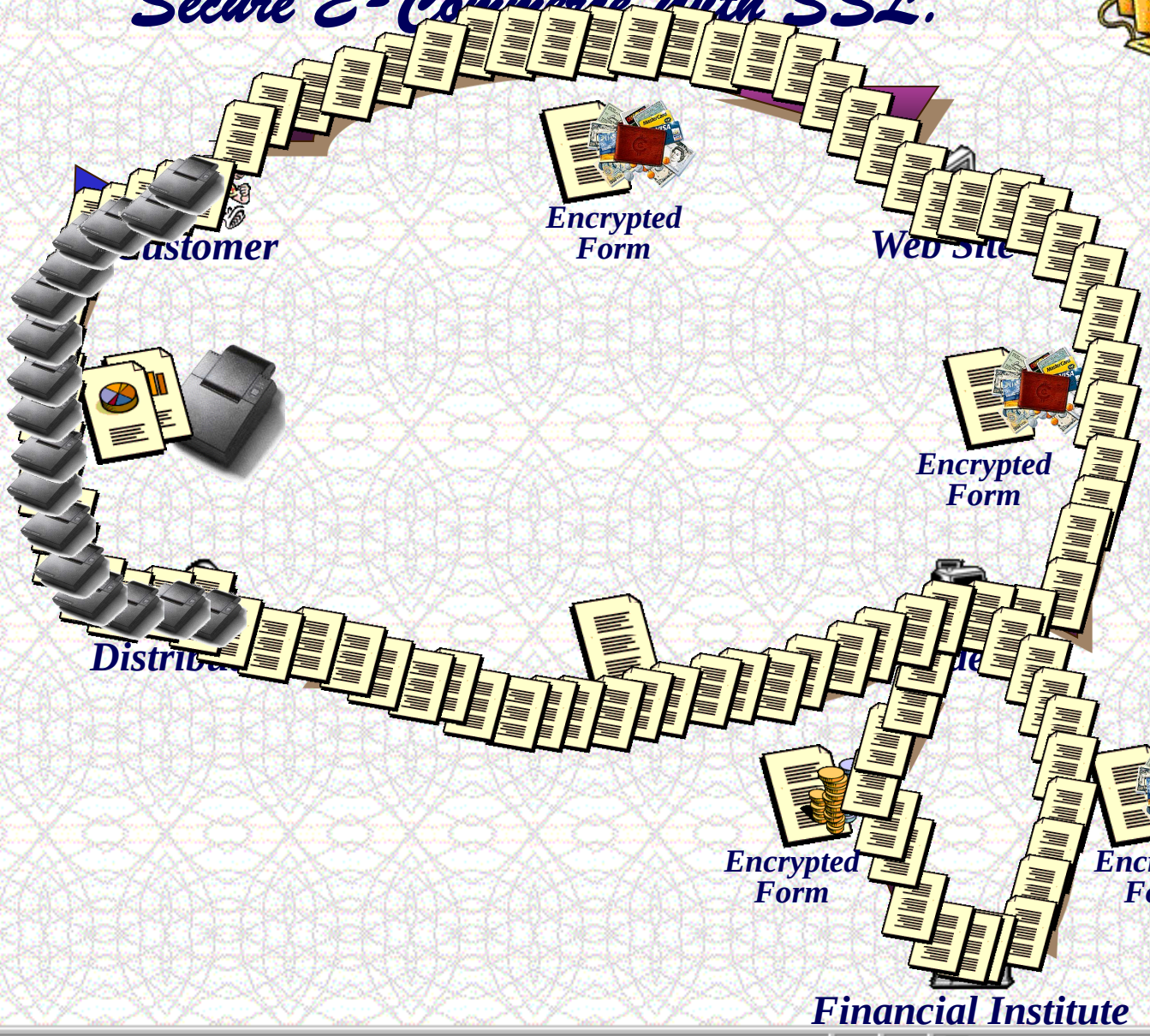

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Secure E-Commerce With SET.

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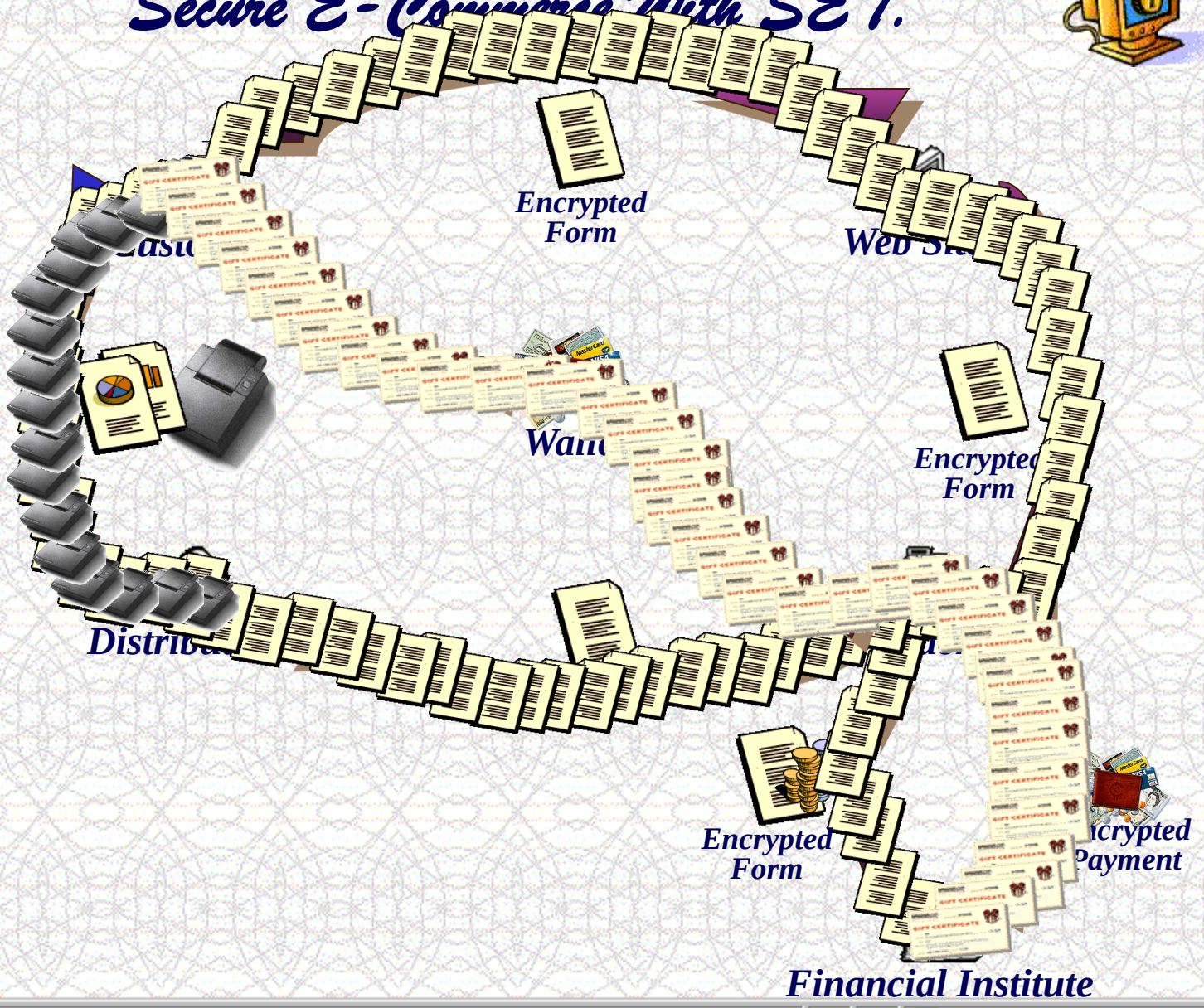

Done

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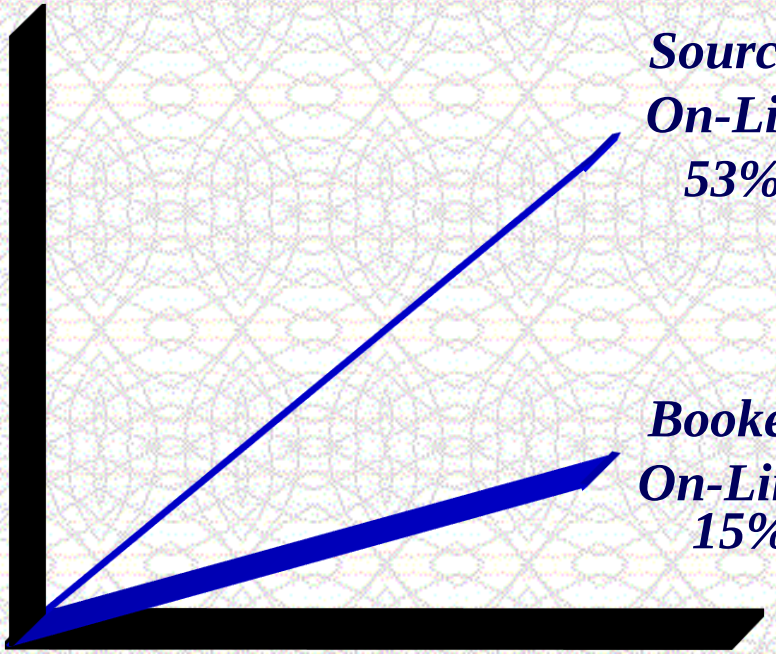

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Attitude
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Attitude Changes Over Time!

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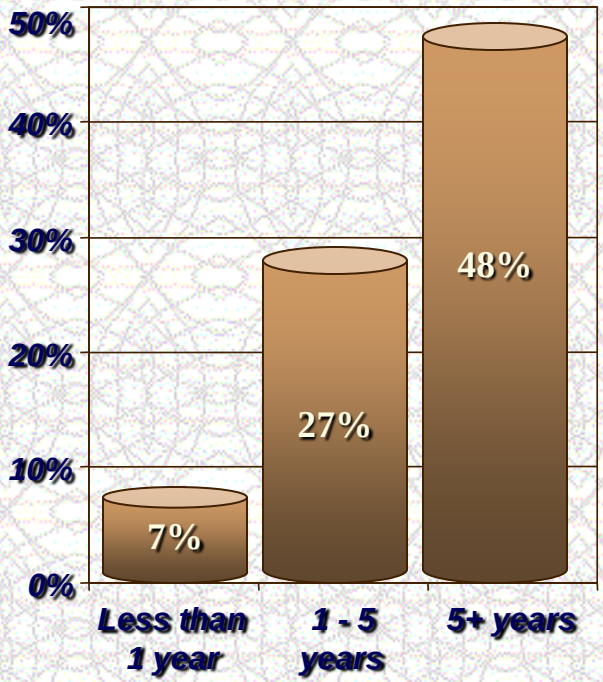
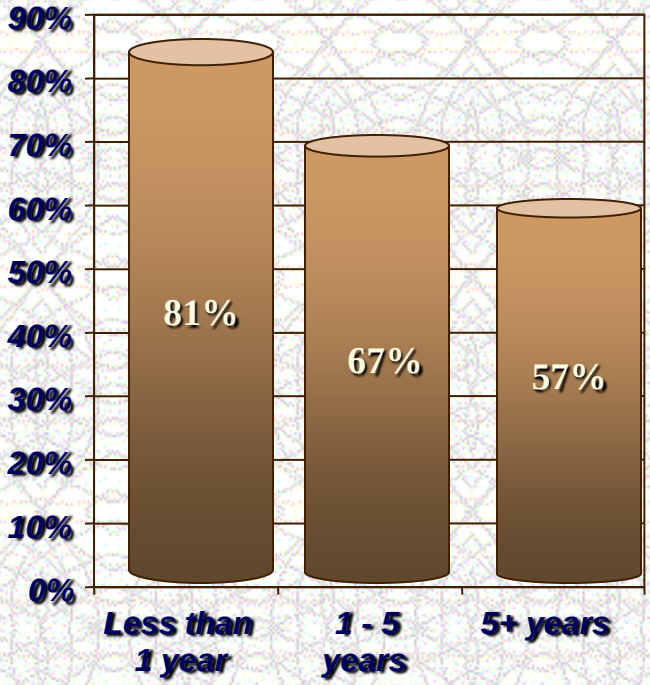
Percentage of users buying on line with credit cards



Percentage of users concerned over security of on-line transactions



Attitude Changes Through Education

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Building a Web you can believe in.™

TRUSTe

for WEB USERS

How the TRUSTe Program Protects Your Privacy
File A Complaint (Watchdog)
FAQs
Protecting Your Privacy Online
Contact Us
Look Up A Company

We're Building a Web You Can Believe In!

As a consumer on the Internet, you have a right to know how your personal information is used. TRUSTe has three main missions:

- Educate you about your options while you are enjoying all that the Internet has to offer. This Web site has been designed to offer you the resources, tools, and assistance you need to protect your online privacy.
- Encourage businesses to post privacy statements and participate in our third-party oversight "seal" program.
- Serve as a liaison between consumers and our licensees when needed.

This area of our Web site has been designed specifically for you, the consumer. We want to be your number one resource for online privacy issues. From the TRUSTe Watchdog to our Privacy Links and Resources, we have the answers you need. Check out these

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Secure Computing SECURE NETWORK

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amazon.com

Completing Your Order is Easy

We encourage you to enter your credit card number online (why this is safe). However, you also have the option of phoning us with the number after completing the order form. If you have any problems or questions, see the bottom of the page for details on our toll-free (800) customer support number.

1. Welcome.

Please enter your e-mail address:

Please **check** your e-mail address for accuracy; one small typo and we won't be able to communicate with you about your order.

- I am a first-time customer. (You will be asked to create a password later on.)
- I am a returning customer, and my password is .

Have you forgotten your password?

Done Internet zone

Done My Computer

From Surf to Sale!

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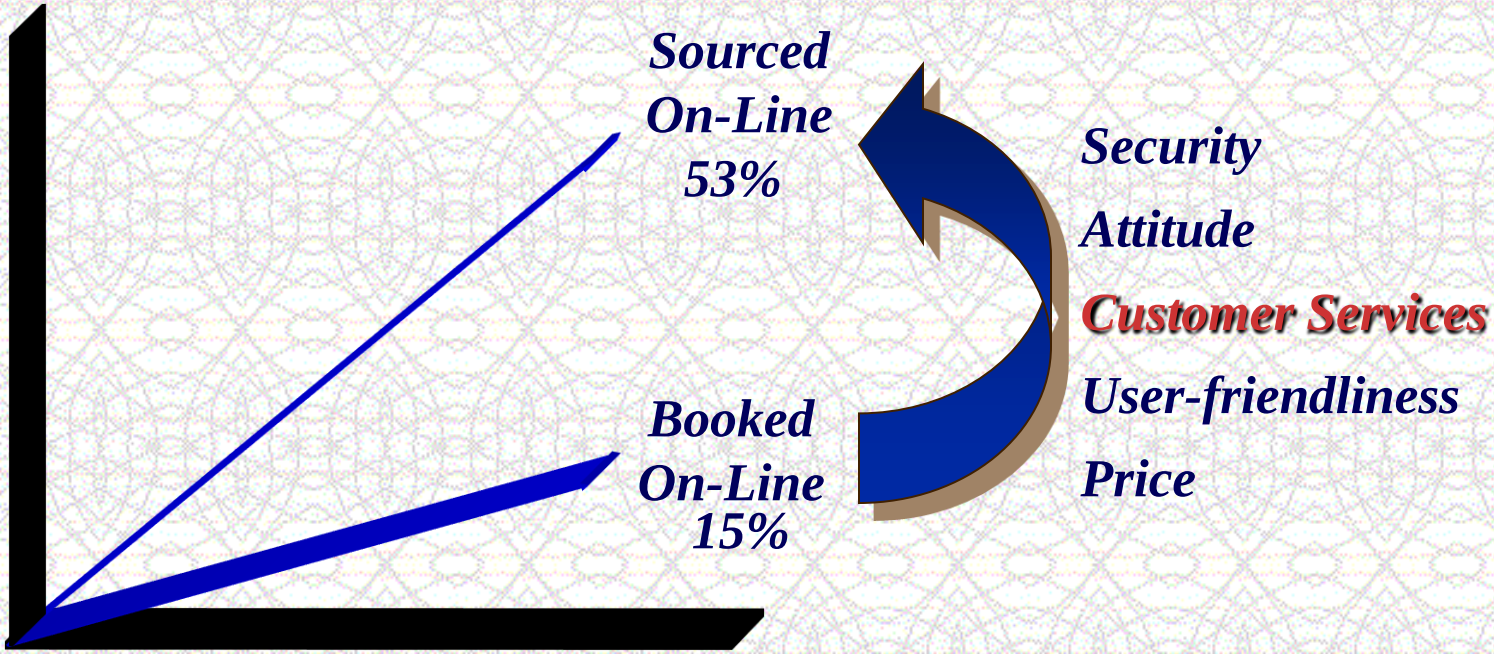

Customer Needs / Services.

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We Would like to know your thoughts on the Paper / Presentation etc.

Add Your Comments

Submit Comments Clear Comments

Customer Needs | Services.

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Hit Counters.

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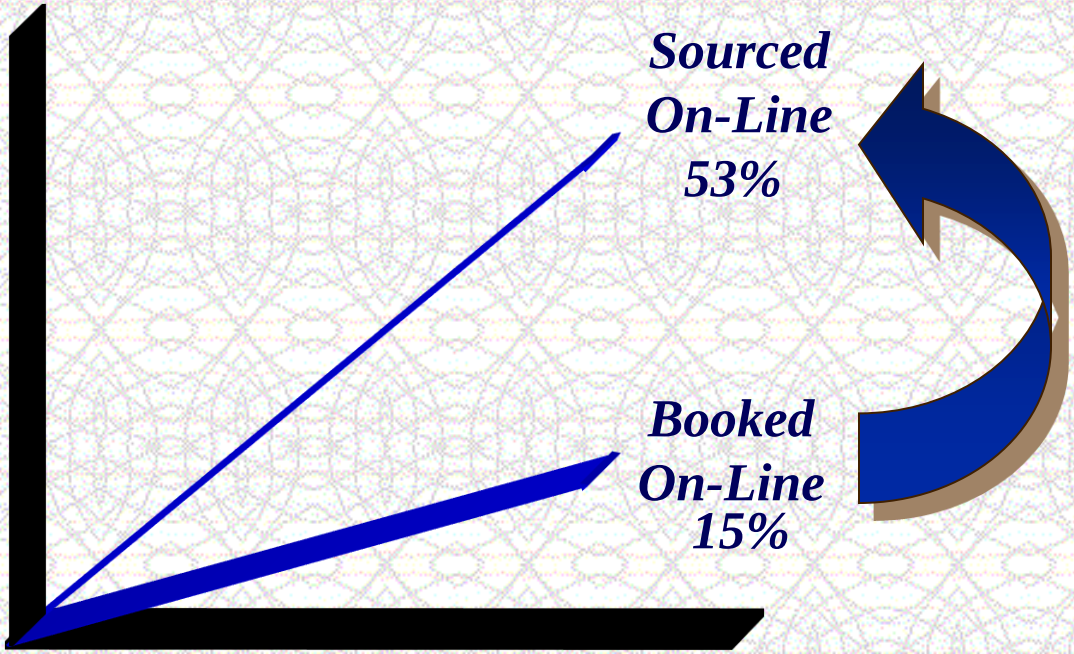

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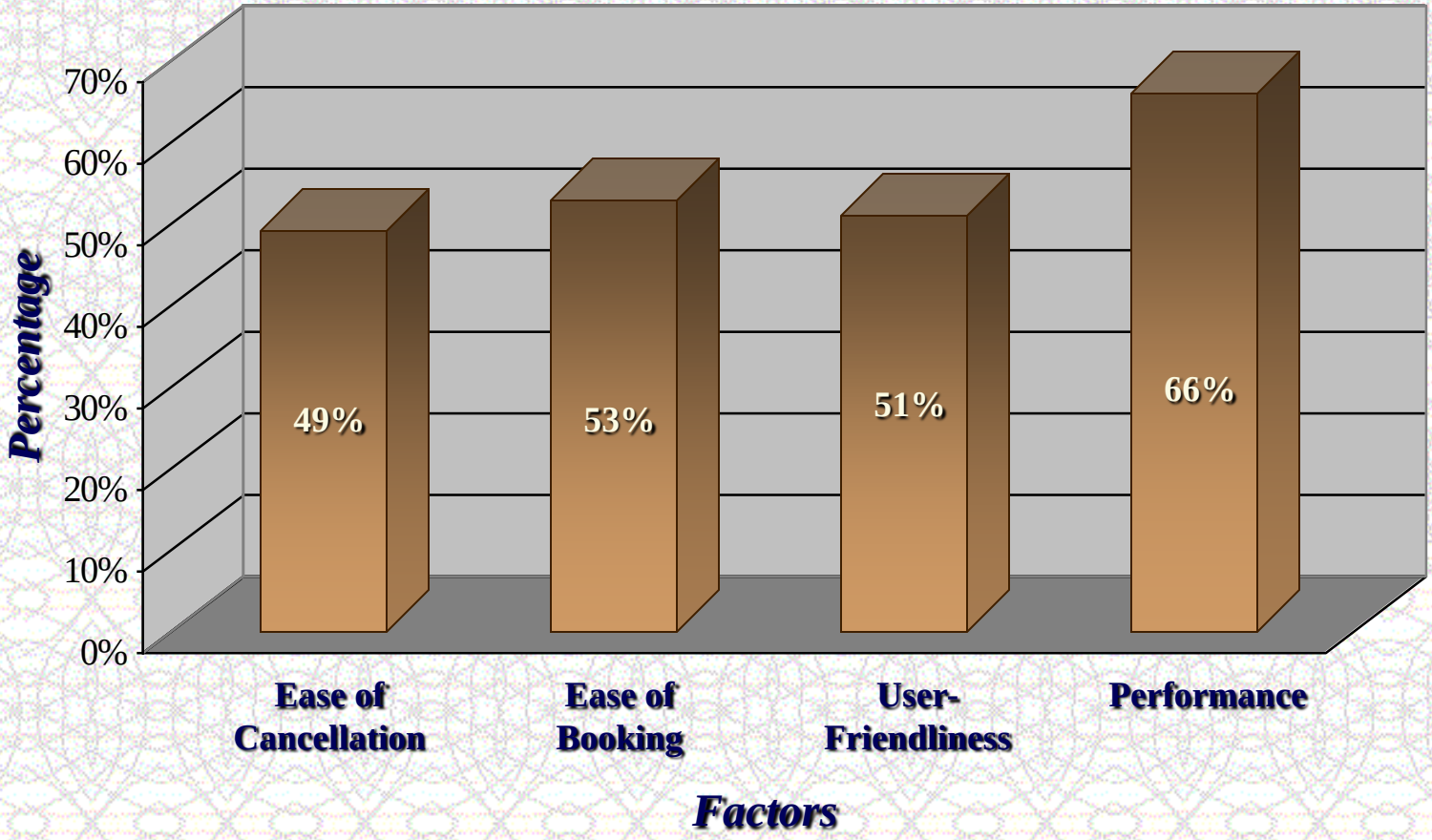
User-Friendliness



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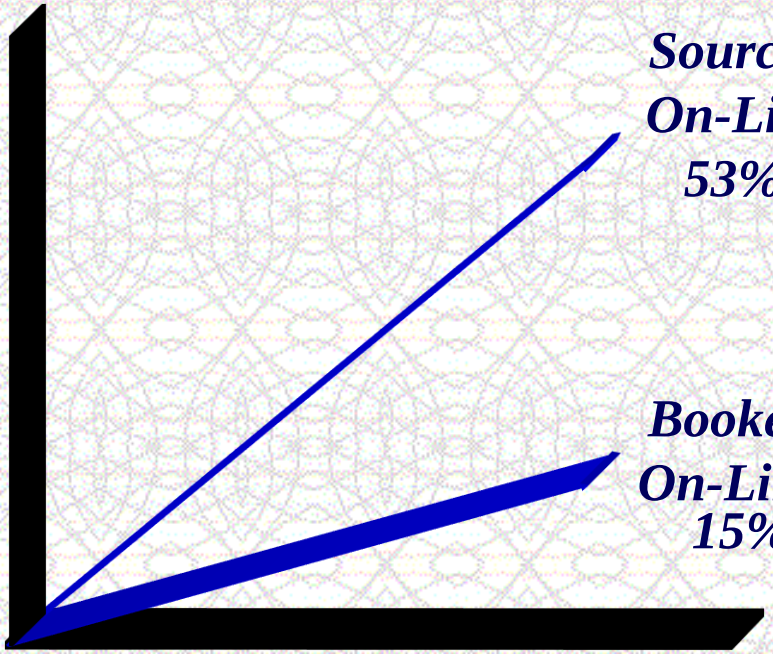

Sourced On-Line 53%

Booked On-Line 15%

Security
Attitude
Customer Services
User-friendliness
Price

Price / Rate Comparison

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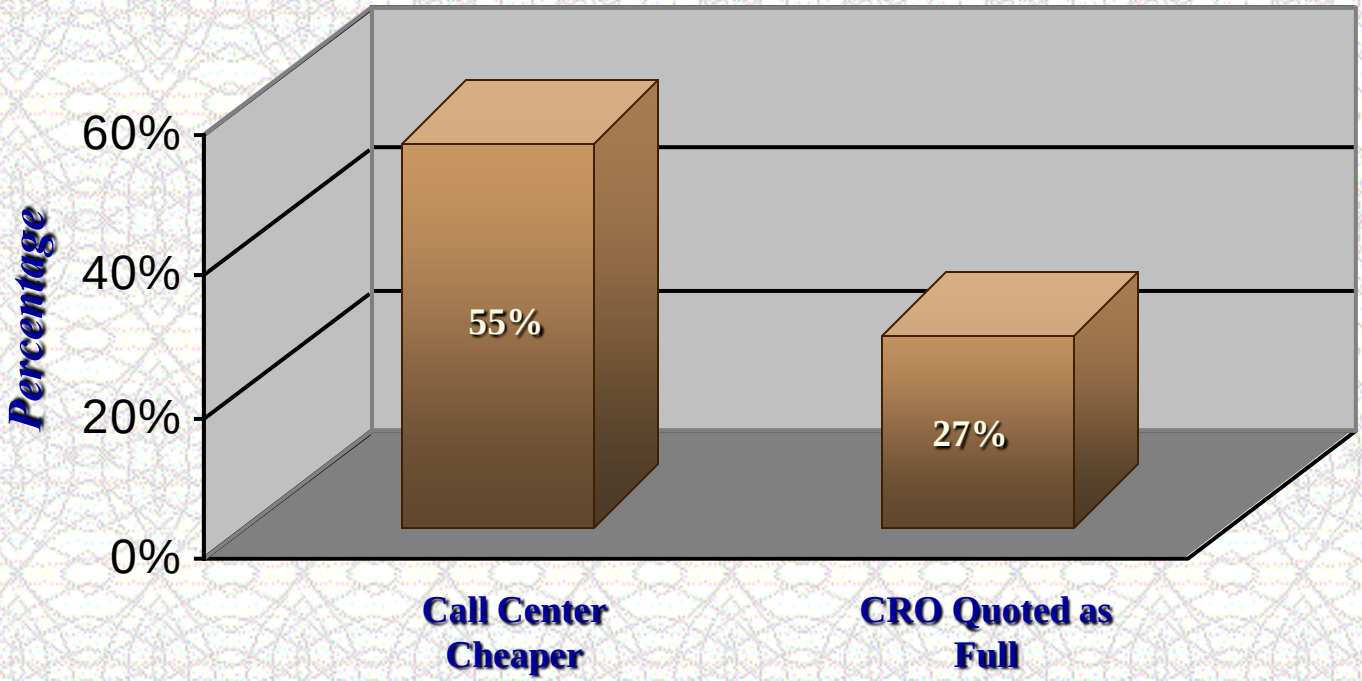

Rate Comparison

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Conclusions.

- There is huge potential for E-Commerce.
- Seamless Reservation is required
- E-Commerce is Secure.
- How to Improve E-Commerce.
  - Is Security an Issue.
  - Improve User Attitude towards E-Commerce.
  - Improve Customer Services.
  - Improve User-friendliness.
  - Integrate More Fully - Iron out Teething Problem

Failing to Make the Connection!

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Welcome to our HITA Resource Page. This Page was designed as a reference point to all delegates taking part in the HITA Conference who might wish to delve a little deeper in to the area of E-Commerce in the Hospitality / Tourism Industry. But of course all are welcome

So Lets Dig a Bit Deeper!

Failing to Make The Connection? - HITA '99 - Microsoft Internet Explorer - [Working Offline]
File Edit View Favorites Tools Help

Failing to Make the Connection!

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23rd May 1999

Done
My Computer