



DHISCO content

Travelers today don't just crave rich content, they demand it. They want photos, easy-to-comprehend descriptions and direct answers to simple things, like whether a hotel has free Wi-Fi, a pool or free parking. DHISCO Content offers easy access to building and managing the rich material to make properties stand out.

simple content control at your fingertips

DHISCO Content lets hoteliers easily manage the complexities of property details and provides distributors with robust content to sell rooms.

- Supplier content automatically pushed from the hotel's content system to DHISCO Content
- Chain or property-level staff may manage input through our web-based content manager tool
- Automated single point of entry for hotels to push—and for strategic distribution channels to receive—descriptive content
- History function holds edit details, such as change, author, and date/time stamps
- Demand clients receive nightly change notification information

it's all about getting clear information at travelers' fingertips

At DHISCO, we transform content for our hotel partners around the globe so their travel-selling partners are able to access complete, easy-to-interpret descriptions that foster more bookings across online channels.

DHISCO's Content Transformation service:

- captures and delivers actual room information from real-time shopping data
- creates a new data store without requiring hotel intervention
- transforms acronyms, abbreviations, uppercase fonts and phonetics into information everyone can read

and your customers speak a myriad of languages

Did you know that 90 percent of online users choose a native language when available, 78 percent are more likely to buy from a site in their own language and 60 percent of online shoppers in Japan and France won't buy from a site that isn't in their native tongue? Those are powerful numbers that underscore how much revenue you may be leaving on the table.

DHISCO Translation Services:

- leverages human translation in a coordinated workflow
- ensures translations are not only correct but relevant for different regions
- uses the latest in translation technology with customizable workflows
- empowers hotel companies to test new languages before they launch into new markets
- allows hotels to translate their content once across channels and devices: optimizing translation resources and budgets

the demand for content has never been higher

- curation**
provide useful, relevant and accurate content
- syndication**
publish relevant and mobile-ready content for specific audiences
- globalization**
drive partner success with translation services