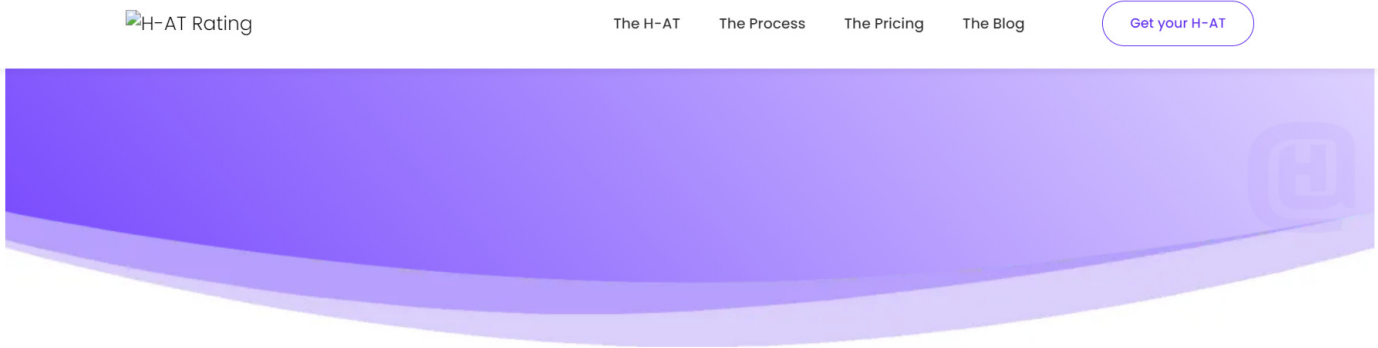


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Get your Hospitality AT, and position your property along the traveler digital journey

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Be part of your customer travel journey.



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Twenty-six percent of leisure travelers decide on a vacation destination three to five months before departure.

Seventy eight percent of leisure travelers haven't decided what airline they will travel with.

In the travel decision-making process, travelers want businesses to provide online content to inspire and to help them narrow down choices.



Pictures

54% of leisure travelers say that pictures of a destination are important when choosing where to go.

Video

64% of people who watch travel-related videos do so when thinking about taking a trip. And three in five travel

Near me

"Restaurants near me" and "hotel near me" search queries increase when people plan their travel trips.

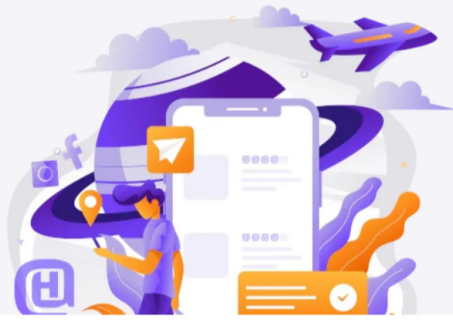
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**You have invested so much to be digital.
Your H-AT Rating is your way to show that investment to your potential**

customers.



What do we do?



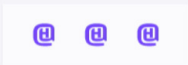
We manage the technology and the questionnaire that assess your digital readiness and provide you with H-AT Rating. Unlike the Stars, the H-ATs focus on the digital investment you have

H-AT Rating

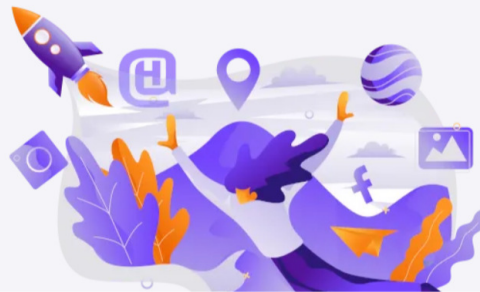
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What types of industry the H-AT is for?



Any property in the Hospitality industry is eligible to obtain its H-AT Rating after answering the questionnaire.



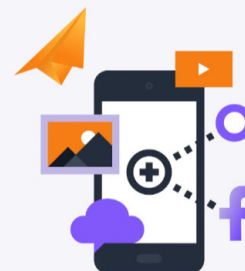
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Differentiate yourself from your competitors. Your potential customers are digital, show them how much you are!

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