



## GARD Global Accommodation Reference Database

ADDENDUM:  
BASIC

ADVANCED

PROFESSIONAL

How to properly handle the pricing of address attributes

This classification is meant to maximize sales. The additional efforts in developing offers, order confirmations and the billing process makes economic sense as it pays out:

- **BASIC**

The Postal Address. It is billed generally as the basic price - even in cases when for example in email campaigns only the email address is used.

- **ADVANCED**

Optional add-ons which are also available from competitors. For example: Phone, fax, email address etc. Despite superior data quality our pricing should be fully competitive.

- **PROFESSIONAL**

Highly specific and/or unique attributes, not offered by competitors.

For example: Details about rooms, gastronomy, meeting & conferencing and wellness („Surface of SPA area in m<sup>2</sup>“). The monopolistic market position allows a pricing that accounts for higher sales & earnings.

As a general rule:

Attributes are immediately billed when used - even if they would not be delivered but only used for selection.

The listings below will help you to assign the correct price group for the most asked attributes:

➤ BASIC

The postal address (international notation, western):

*Hotel*

*Angleterre*

*Malaya Morskaya ulitsa 24*

*St. Isaac's Square*

*Saint-Petersburg*

*190000*

*RUSSIA*

The postal address always contains the country code.

As a standard we use ISO 3166-1, ALPHA-3.

For an increasing number of countries we alternatively offer the local notation using UNICODE (example: Russia, Kyrillian spelling):

*Отель*

*Англетер*

*Ул. Малая Морская, д. 24*

*Исаакиевская пл*

*Санкт-Петербург*

*190000*

*Россия*

But that already is a typical example from the PROFESSIONAL group.

➤ ADVANCED

Most asked attributes.

- Telephone number of property +1-212-9897421
- Fax number of property +1-212-9897422
- Email address, Level 1 [info@besteurasian.com](mailto:info@besteurasian.com)  
More levels: PROFESSIONAL
- URL, Level 1 [www.besteurasian.com](http://www.besteurasian.com)  
More levels: PROFESSIONAL
- Star Rating 4
- Number of rooms, total 187  
Break down of rooms: PROFESSIONAL
- Number of beds, total 334
- Contact name, Senior decision maker *Mr. William Diegoz*
- Gastronomy
  - + Restaurant Yes/No *N*
  - + Bar Yes/No *Y*
- Wellness & SPA

- + Wellness area Yes/No *Y* + Treatment rooms Yes/No *N*
- + Beauty-Salon Yes/No *N*
- Meeting facilities Yes/No *Y*
- Membership in chains/cooperations  
5,000+ recorded Yes/No *Y*

➤ **PROFESSIONAL**

Most asked attributes.

- **Postal address** *Отель*  
Local notation *Англетер*  
Please note: Delivery in Unicode!  
Ул. Малая Морская, д. 24  
Исаакиевская пл  
Санкт-Петербург  
190000  
Россия
- **Exact Segmentation** *R, H., P., G*  
reg. 45 expedient market segments  
Details here
- **Membership in chains/cooperations** *Romantikhotels,*  
+ Name of chain/cooperation *Best Western etc.*  
(Single chains/cooperations may be in- or excluded a selection)  
+ External ID of property  
E.g.: CHOICE Hotels *CHOIC AU622*
- **Contact person**  
+ Function *GM, Owner, Director, etc.*  
+ Personal phone *+54-11-48040034*  
+ Personal email address *Andree.Pade@t-online.de*
- **Email address, Levels 2..5** *shtelviv@netvision.net.il*  
Also available: Email, best level
- **URL, Levels 2..5** *www.sheratontelaviv.com*  
Also available: URL, best level
- **Rooms**  
Exact break down of rooms: *3 Single rooms-26 Double rooms-5 Suites-2 Apartments*
- **Star Rating** *DEHOGA, DTV,*  
Classifying organisation *HRS, hotel.de etc.*
- **Meeting & Conference**

- + Number of meeting rooms, total 18
  - + Number of participants, total 2,438
  - + Meeting space, total (m<sup>2</sup>) 3,275
  - + Seats in biggest meeting room 410  
Configuration: Theater/Cinema
  - + Available infrastructure  
*Stage, Speaker's desk, PA, simultaneous translation, screen, whiteboard, etc.*
- **Wellness & SPA**
    - + Size of wellness-/SPA-area (m<sup>2</sup>) 3,250
    - + Number of treatment rooms 7
    - + Facilities: *Sauna, Hammam, Heated, Outdoor Swimming Pool, Massage, Beauty-Salon, etc.*
- **GEO & Distances**
    - + GEO Coordinates (Lat./Long.) 44.0329464 / 12.6162866
    - + Statoid, Level-1 *Bayern*
    - + Distances: City center 500m-Train station 1km-Public transportation 80m-Highway 4 km-Airports (Airport 1 12 km Hof-Plauen-Airport 2 86 km Nürnberg-Airport 3 191 km München-Airport 4 227 km Frankfurt)-Beach 30 m-Golf course 2 km-Skiing 100 m Loipe-Port 4 km Hamburg-Fair/Exhibition 7 km ICC-Hiking trail 150 m Jakobsweg-Bicycle route 400 m Bodensee-Radweg
- **Gastronomy**
    - + Number of restaurants, total 3
    - + Number of restaurants, indoor 2
    - + Number of restaurants, outdoor 1
    - + Number of restaurant seats, total 1
    - + Number of restaurant seats, indoor 1
    - + Number of restaurant seats, outdoor 1
    - + Number of bars & lounges 2

## **PRICES**

<b>SINGLE USE / 0-250.000rek.</b>	<b>INTERNATIONAL</b>	<b>LOCAL</b>
<b>BASIC</b> POSTAL ADDRESSES	<b>120€/000</b>	<b>50€/000</b>
<b>AVANCED</b> PHONE&FAX	<b>120€ + 90€/000</b>	<b>300€/000</b>
<b>AVANCED</b> EMAIL	<b>130€ + 100€/000</b>	<b>1.500€ fixed</b>
<b>PROFESSIONAL</b> STARS OR ROOMS	<b>50€/000</b>	<b>50€/000</b>
<b>PROFESSIONAL</b> MEETING OR SAUNA	<b>10€/000</b>	<b>10€/000</b>
<b>PROFESSIONAL</b> CONTACT PARTNER	<b>30€/000</b>	<b>30€/000</b>
All above prices: per addresses (record), plus taxes, unless otherwise noted - ask for more quantity		
<b>DOUBLE USE: ONE YEAR / PERMANENT USE</b>	<b>INTERNATIONAL</b>	<b>LOCAL</b>
<b>SET-UP</b>	<b>250€</b>	<b>250€</b>
<b>CAMPAIGN BROADCASTING</b>	<b>30€/00030€/000</b>	
<b>MINIMUM ORDER</b>	<b>500€</b>	<b>500€</b>