

Taxonomy Final Readout

3 June 2016



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Taxonomy refresher



Without Taxonomy

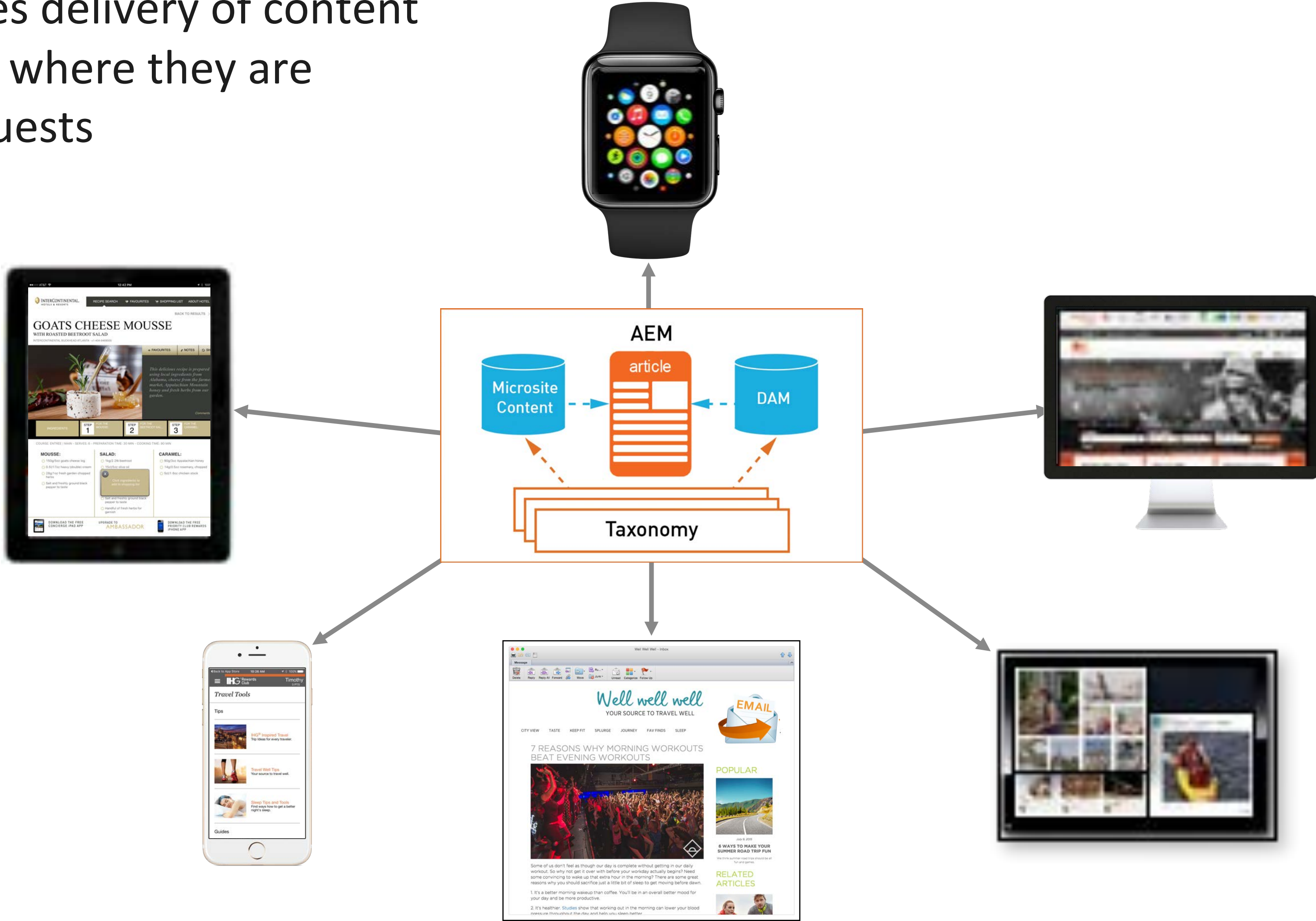


With Taxonomy

Vision statement:

Create a unified, scalable taxonomy that enables easy content updates and distributive publishing to improve the overall experience for both the organization and its guests.

Taxonomy enables delivery of content and digital assets where they are relevant to our guests

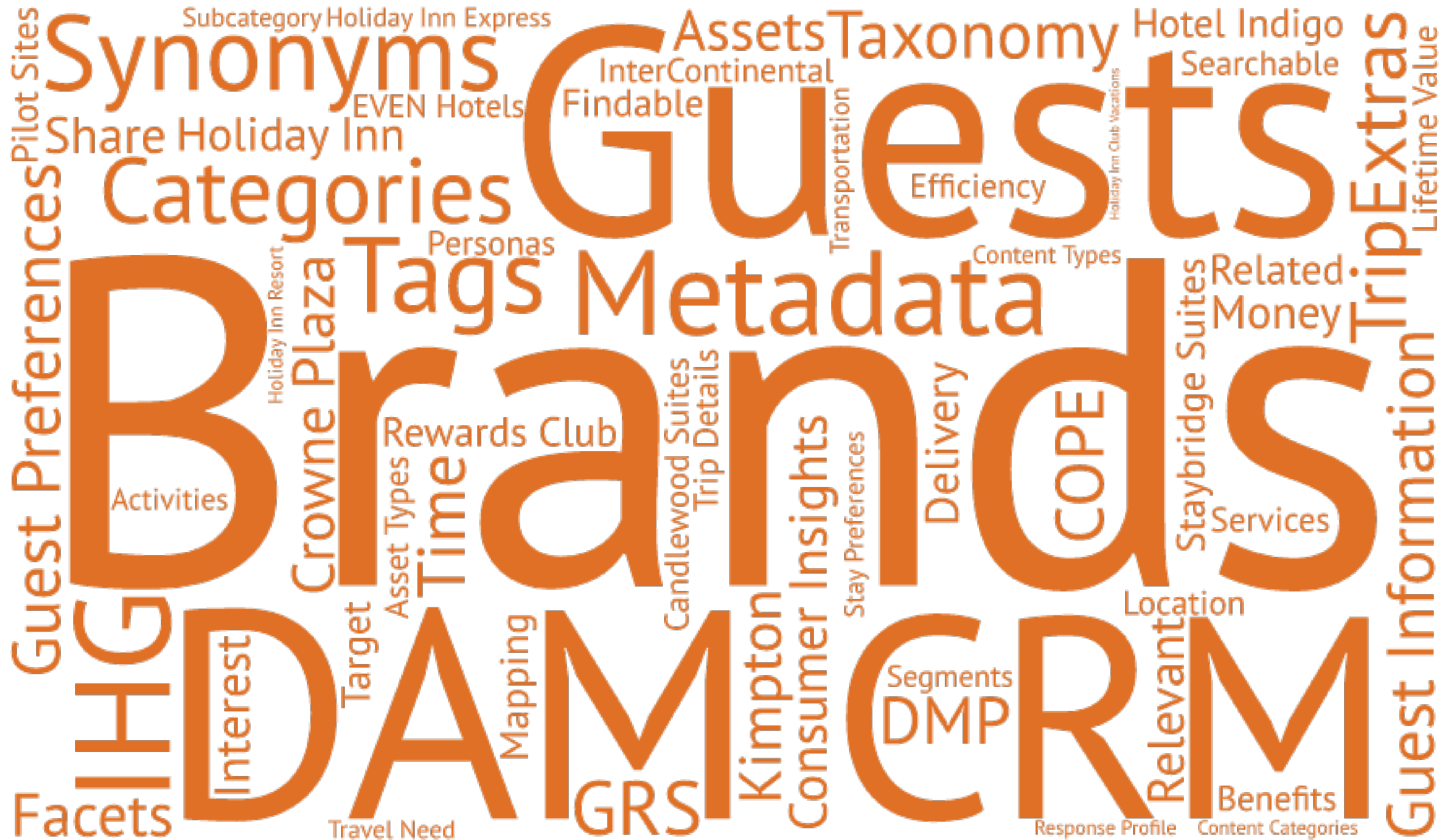


Create Once. Publish Everywhere. (COPE)



Accomplishments

What we explored





By the numbers

936

Unique categories,
subcategories, and tags

85%

Completion percentage

93

Stakeholders
interviewed

10

Hours of card-sorting exercises

12

Global brands that
we've worked with

50,000+

Viator tags reviewed and
mapped for Trip Extras

20

Teams have provided
input to the taxonomy

1

Taxonomy Manager
(starting soon)



Our journey

Where we were at the end of phase 1



Crawl

- ✓ Identify categories and subcategories of tags within taxonomy
- ✓ Map additional metadata into these groupings
- Implement pilot taxonomy
- Tag pilot content by applying the taxonomy
- Deliver communications, education, and training on taxonomy topics



Walk

- Begin adding new tags to existing structure as new content is created
- Approve new tags or map them to existing structure
- Continue communicating changes to taxonomy based on user needs
- Identify additional content areas where taxonomy can be expanded
- Hire Taxonomy Manager



Run

- Begin to connect taxonomy to CRM system
- Begin to connect taxonomy to additional systems such as DMP and GRS
- Constant feedback loop between users to enable the taxonomy to grow and evolve with the business

Where we are today



Crawl

- ✓ Identify categories and subcategories of tags within taxonomy
- ✓ Map additional metadata into these groupings
- ✓ Start implementing taxonomy (Rest and Run, WellWellWell, TripExtras)
- ✓ Deliver communications, education, and training on taxonomy topics



Walk

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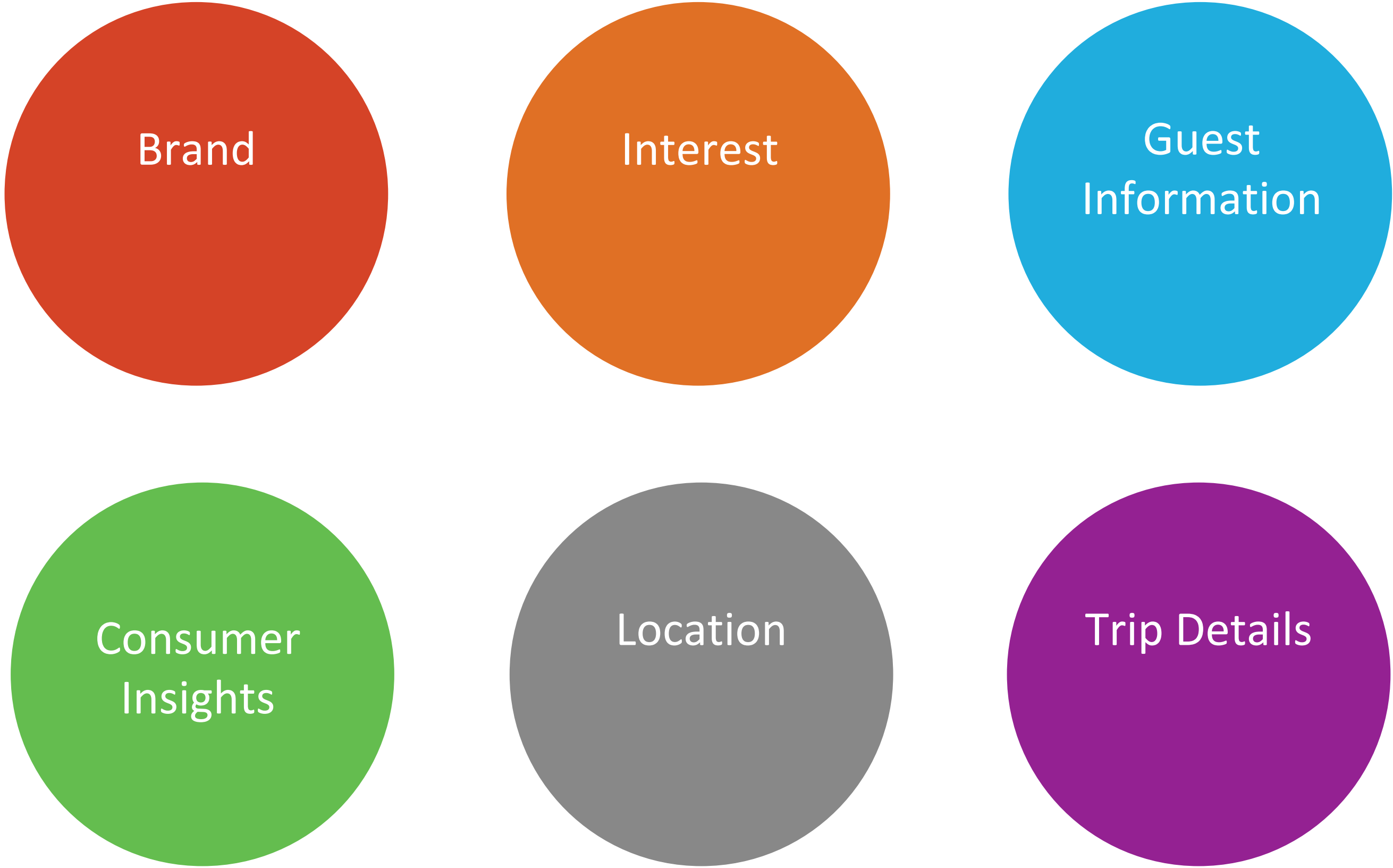
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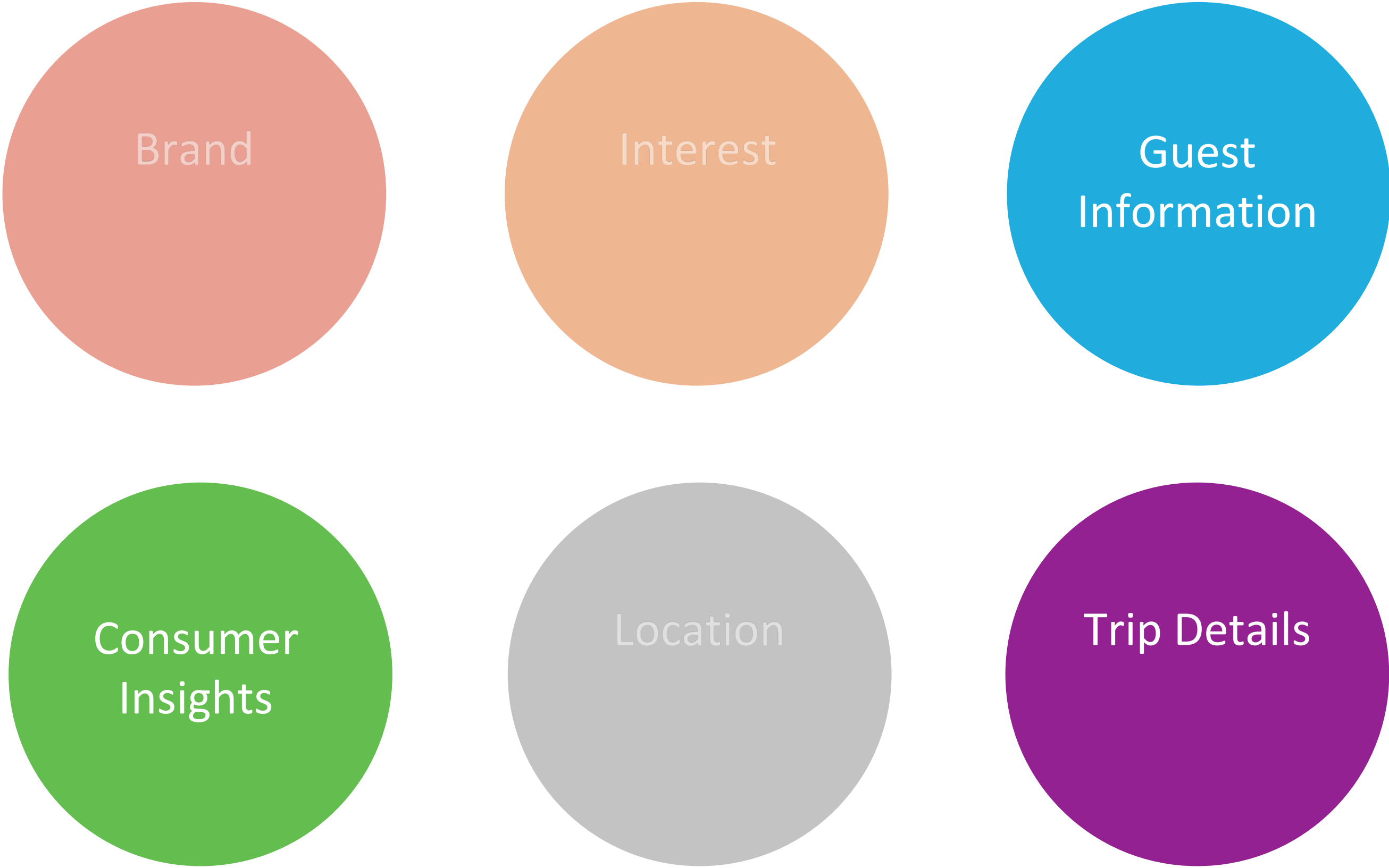


Category updates

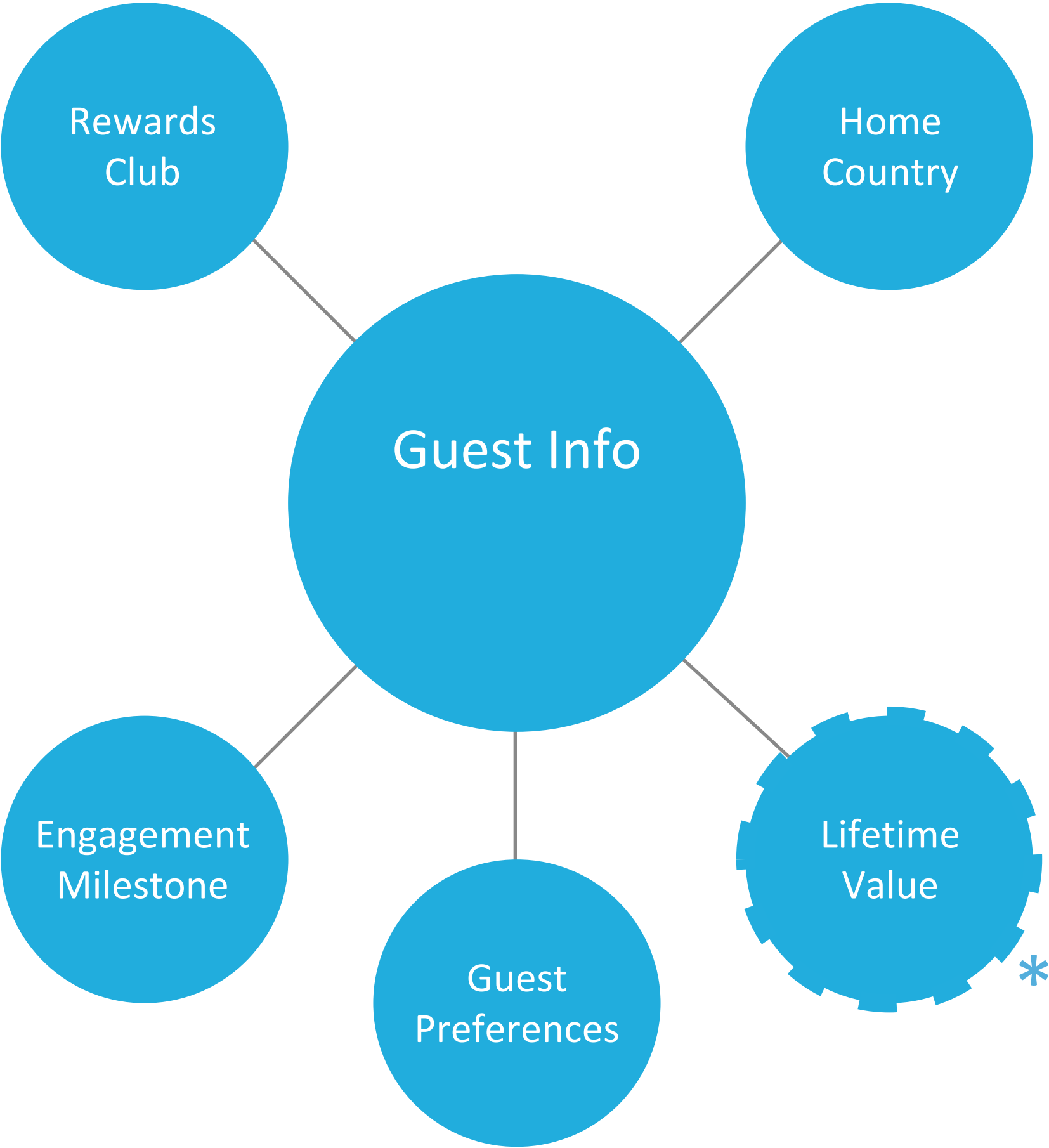
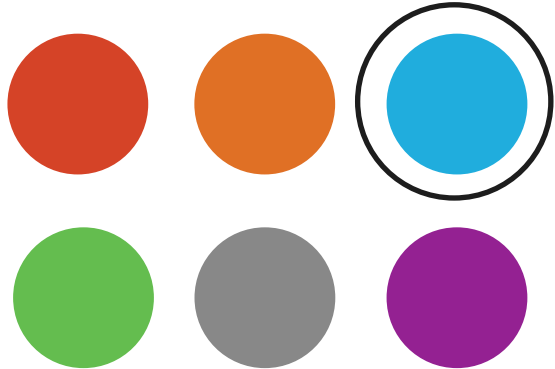
Primary taxonomy categories



Category updates

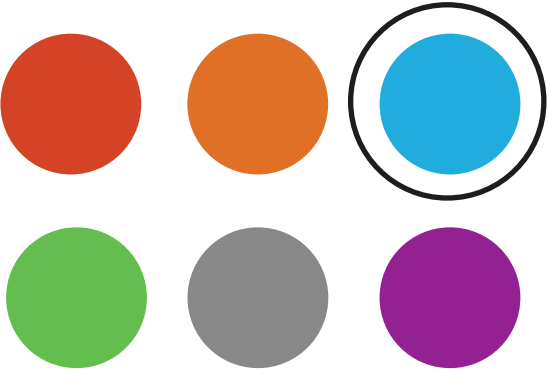


Guest information



Guest information

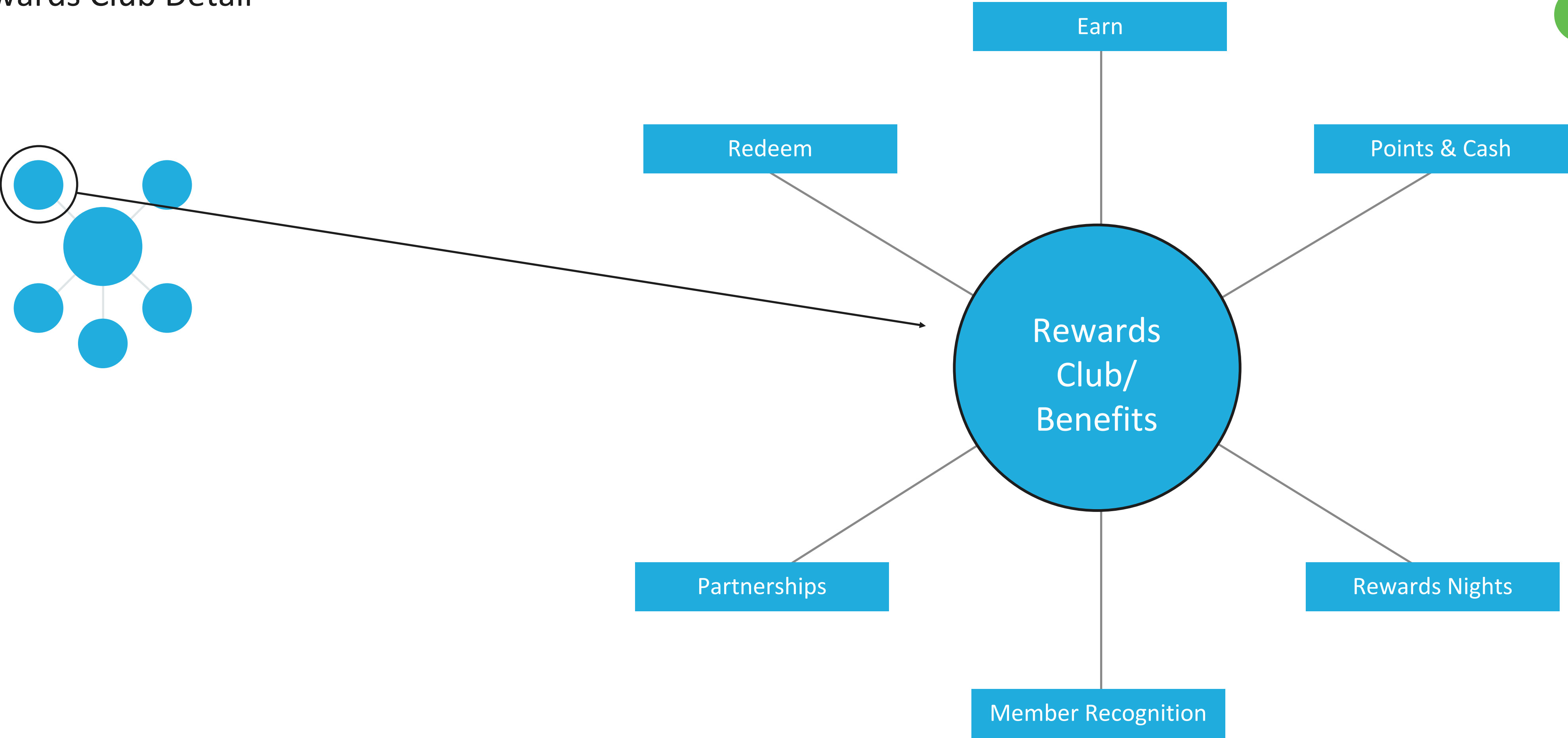
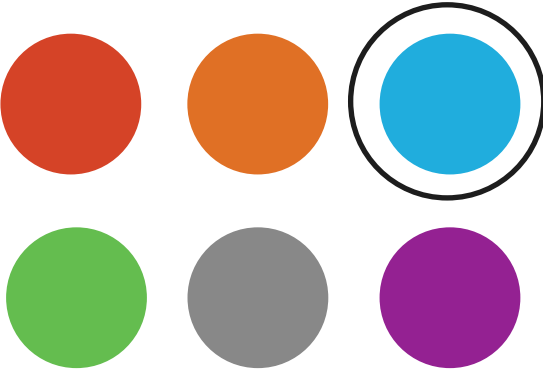
- Rewards Club Detail



*[Facets are in brackets]

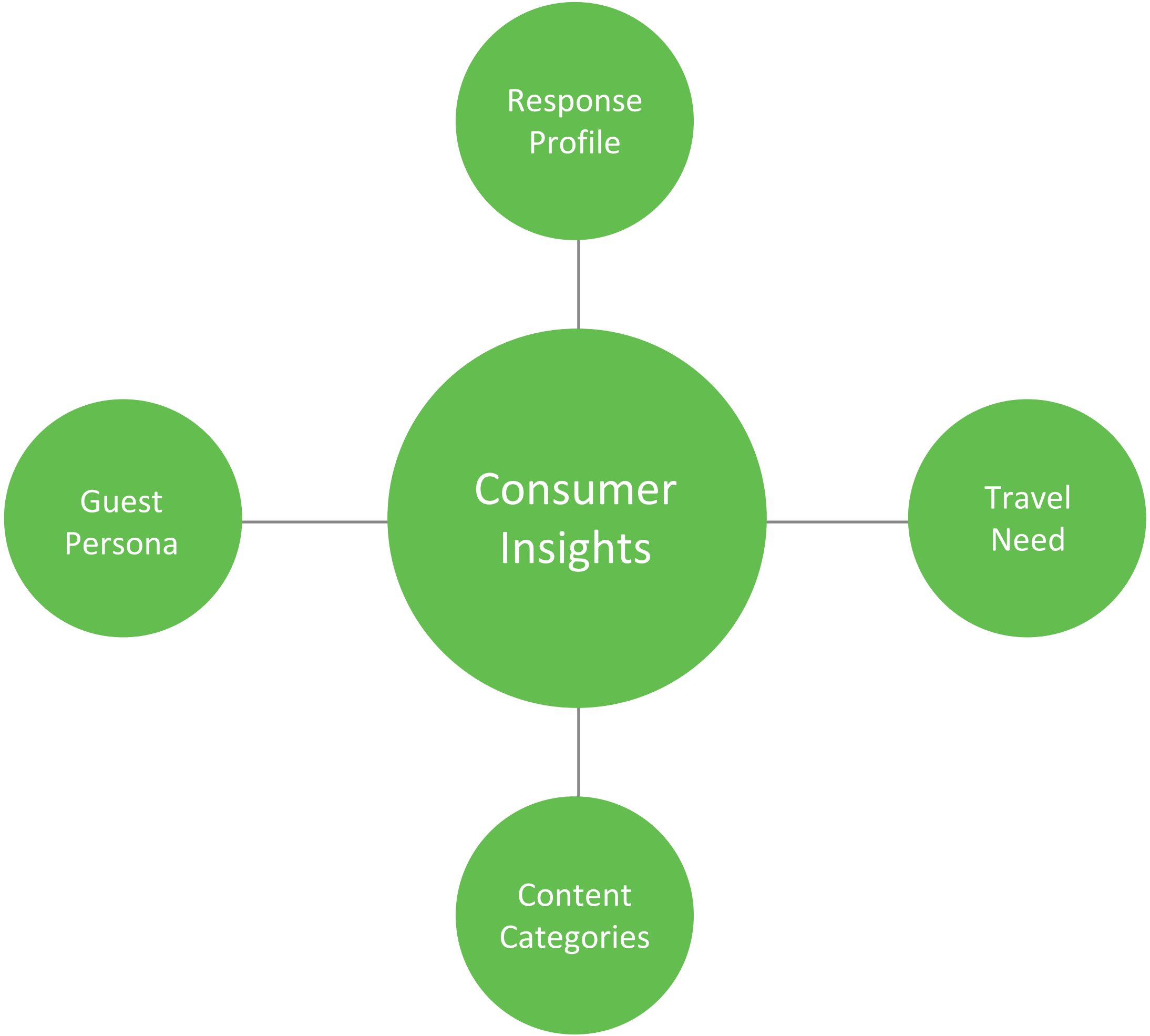
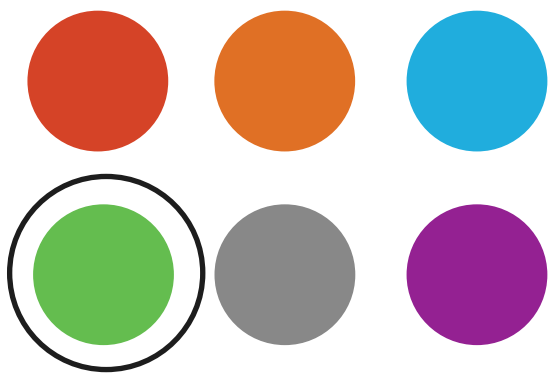
Guest information

- Rewards Club Detail



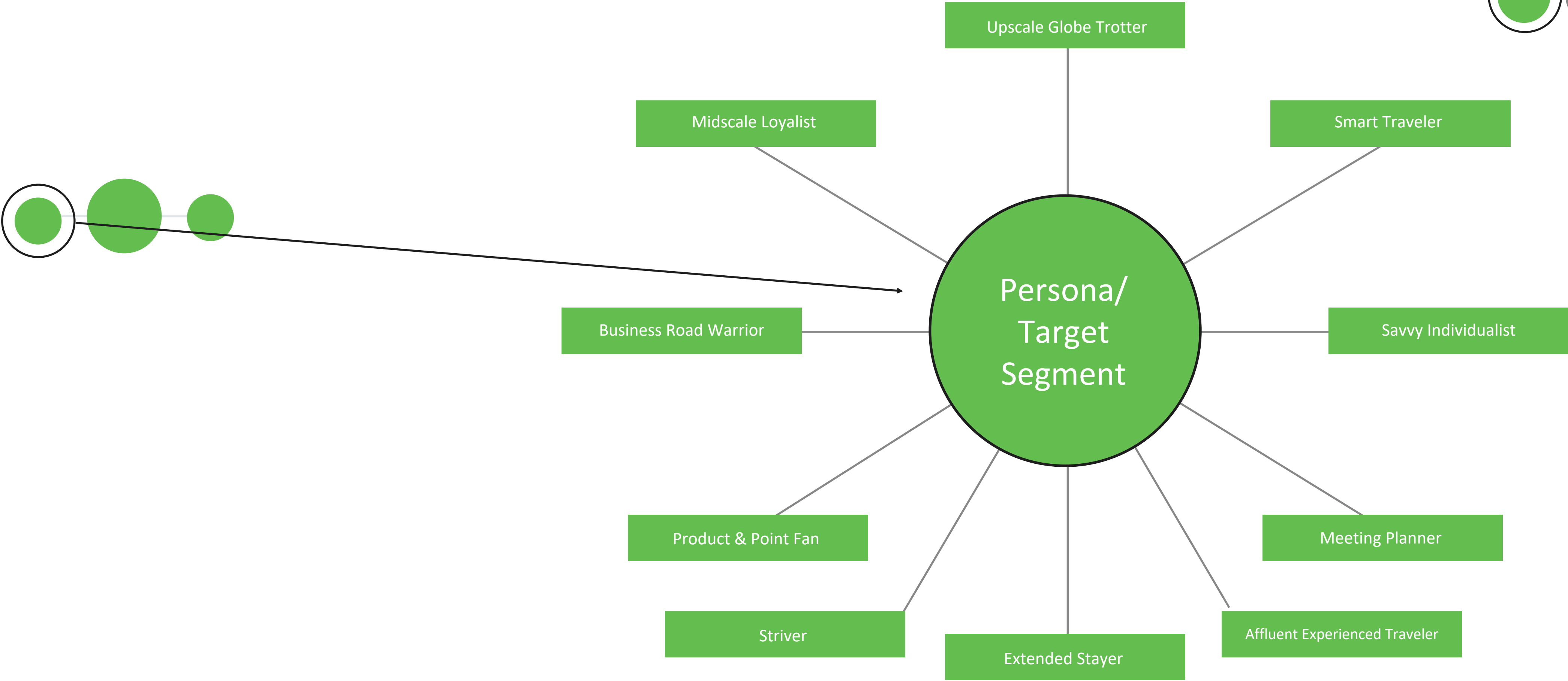
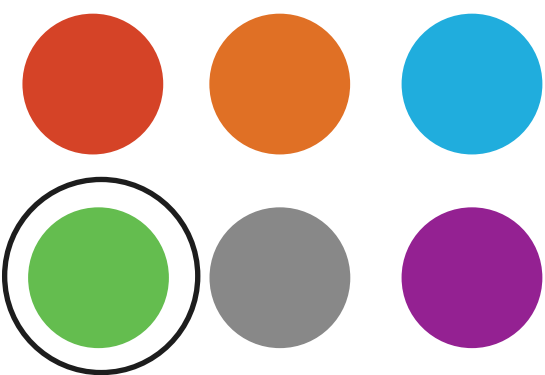
*Representative detail. Not intended to be comprehensive

Consumer insights

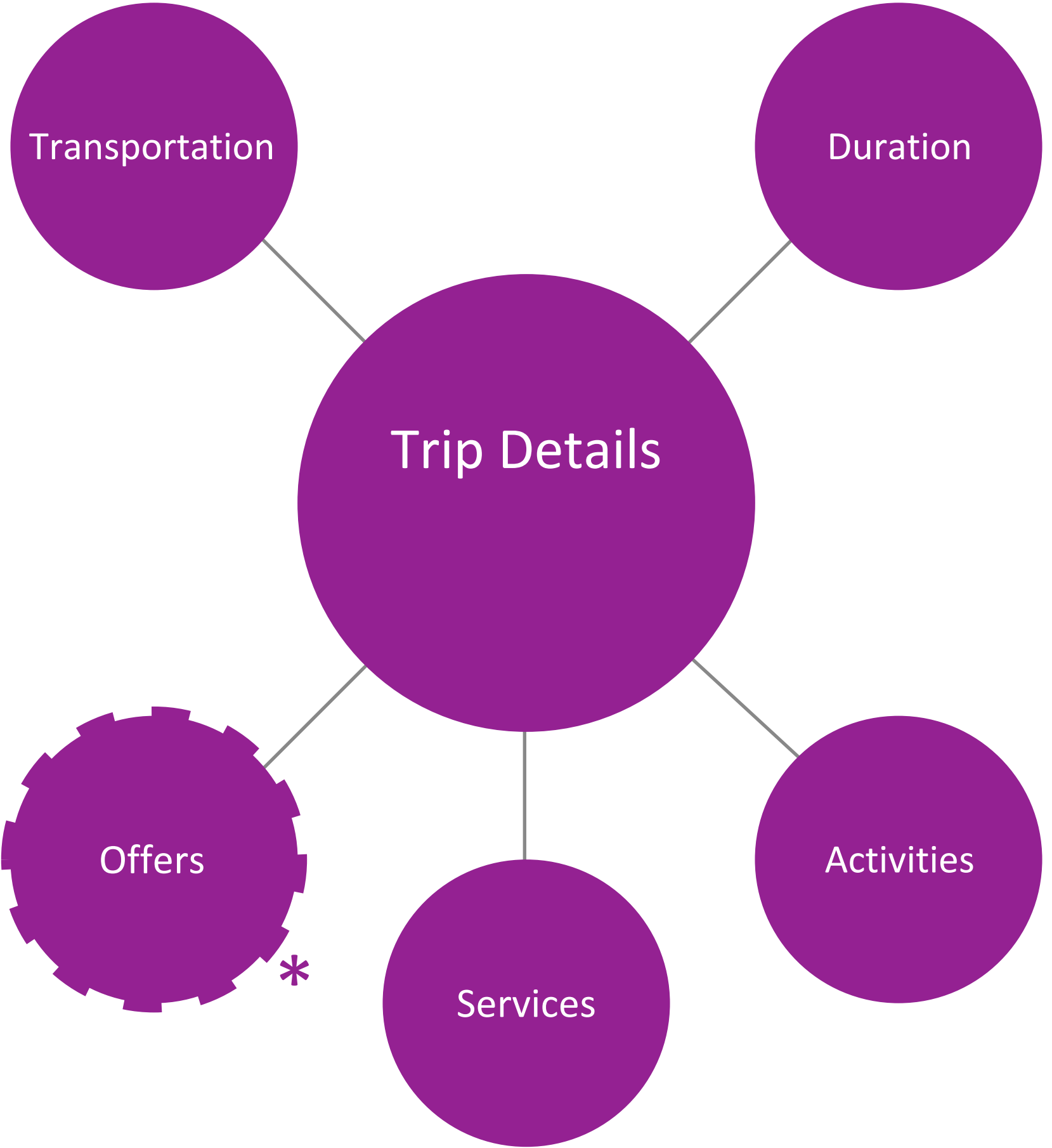
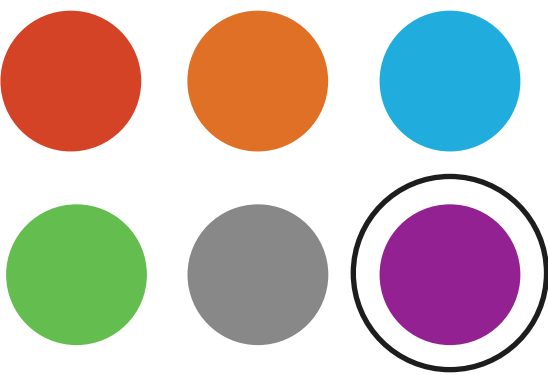


Consumer insights

- Persona Detail

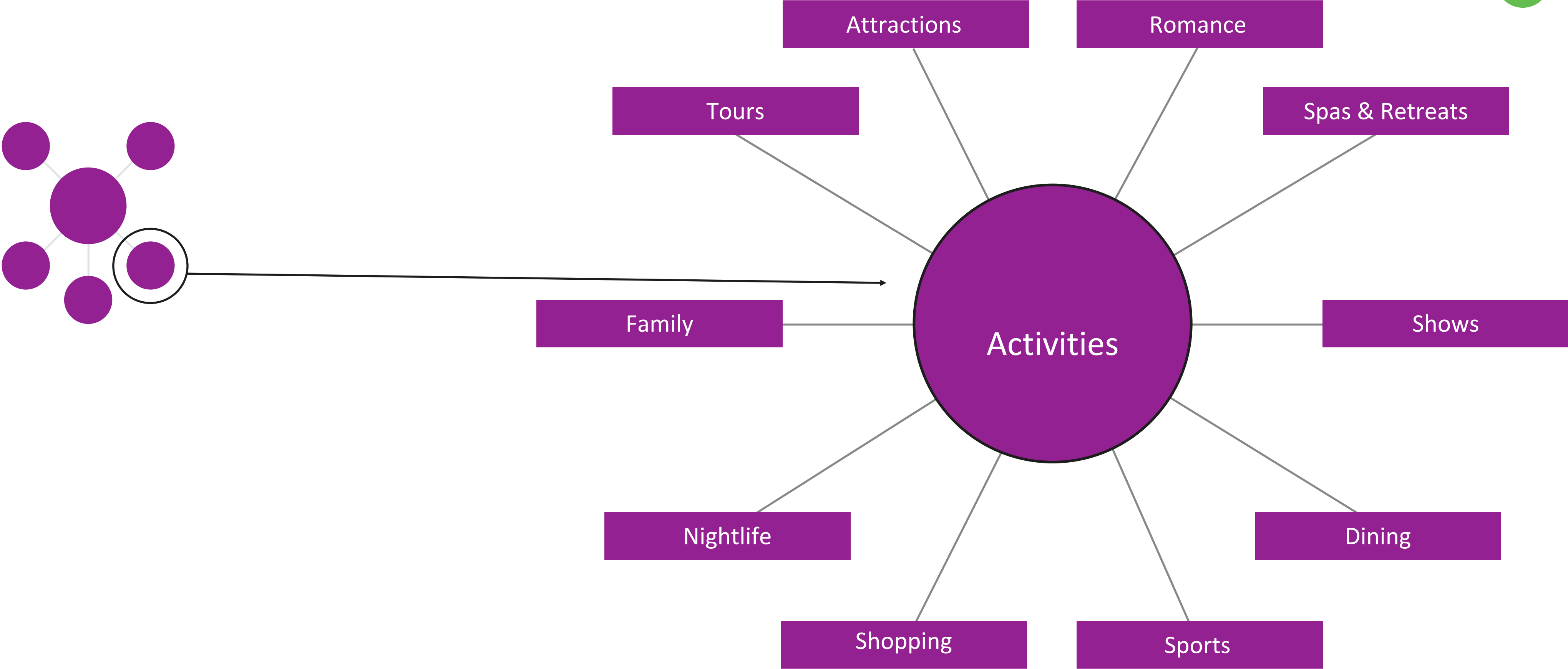
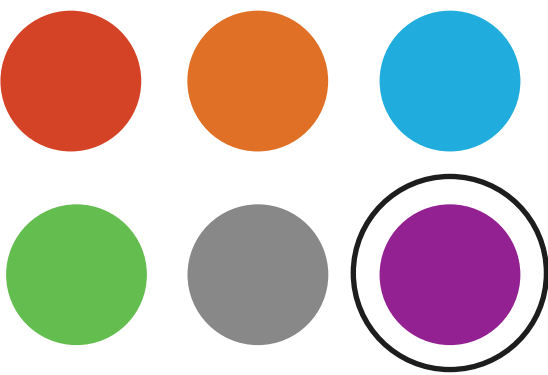


Trip details



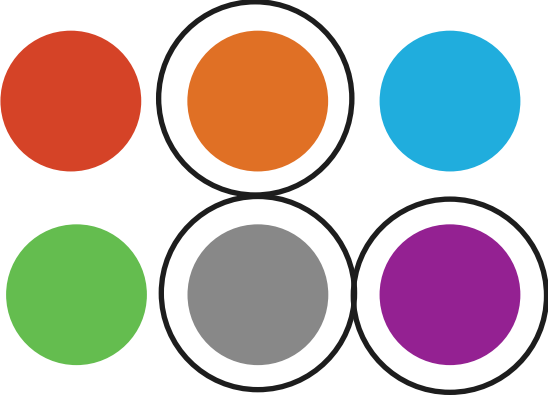
Trip details

- Activities Detail

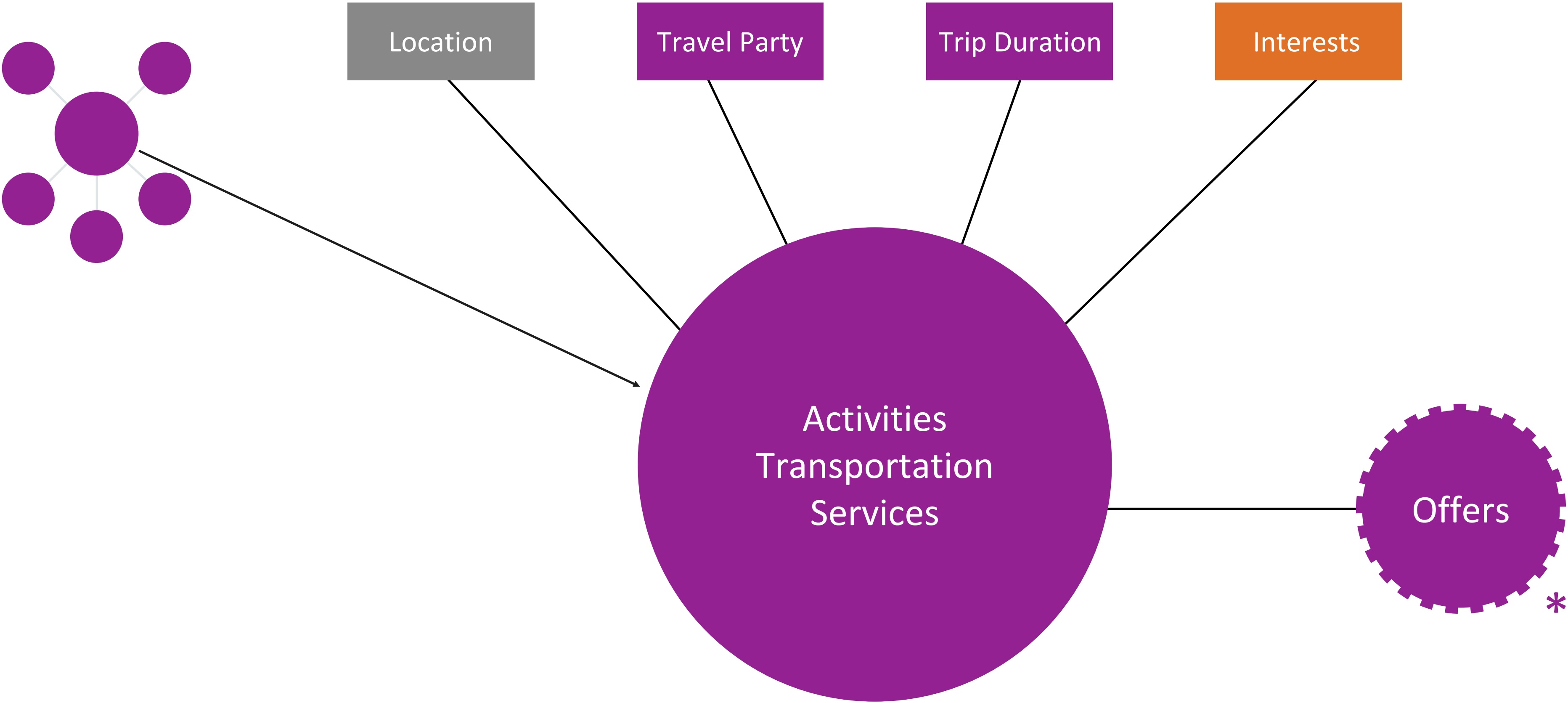


*Representative detail. Not intended to be comprehensive

Taxonomy in action



TripExtras Destination Page



Destination Homepage - Filters

Guests can go to the TripExtras homepage where they can browse activities that may interest them at their destination

Relevant Categories:

- Location
- Trip Duration
- Time Period
- Interest
- Travel Party

The screenshot displays the TripExtras Destination Homepage for Cancun, Mexico. The page features a navigation bar with links: My Trip Ideas, Bookings, Perfect Trips, Things To Do, Transportation, and Services. A search bar at the top shows the current search: Cancun, 2/19/2016 - 2/21/2016, 5 Guests, with a CHANGE SEARCH button and a cart icon showing \$0.00 (0 items).

The main section is titled "Tell me about your trip?" and includes a form with the following fields and values:

- Trip Duration Time Period (Includes Holidays and Seasons):** 2/19/2016 - 2/21/2016
- Travel Party:** I am going with my family of 5
- Location: City:** Cancun
- Activity Type Interest Category Transportation:** Show me Activites, Car Rental and Outdoor & Adventure on my trip.

A "START LOOKING" button is located below the form.

Below the form, there is a section for a featured activity: "★★★★☆ | 4.5 - Linda M." with a button "ADD THIS TO MY TRIP" and a link "Peruse the streets of Cancun".

The next section is titled "Plan your trip to **Cancun, Mexico**" with a "Location: City, Country" filter. Below this, the text "The Perfect **Week** in Cancun" is displayed, with filters for "Trip Duration" and "Interest Category".

Three activity cards are shown, each with a category, image, title, location, and author:

- OUTDOOR & ADVENTURE:** Under The Sea, Cancun, Patrick Carlmeo, Underwater Adventure Guide. 43 likes.
- NIGHTLIFE:** Party All Week, Cancun, Tonia Tonigal, Author of Girls Just Wanna Have Fun. 22 likes.
- ART & CULTURE:** Living Like A Local, Cancun, Sonia Menendez, Historian for the Museum of Madrid. 86 likes.

A "SEE MORE GREAT TRIP IDEAS" button is located at the bottom of the activity cards.

Activities Listing

Guests can select “see more activities” to review a more comprehensive list of things to do. They can filter the list by activity type and interests using the tags in the taxonomy.

Relevant Categories:

- Activities
- Interest
- Location

The screenshot displays the 'Things To Do In Cancun' website interface. At the top, a navigation bar includes links for 'My Trip Ideas', 'Bookings', 'Perfect Trips', 'Things To Do', 'Transportation', and 'Services'. Below this, a header bar shows the destination 'Cancun', dates '2/19/2016 - 2/21/2016', and '5 Guests', along with a 'CHANGE SEARCH' button and a cart icon showing '\$0.00' and '0 Items'. A 'BACK' button is located on the left.

The main section is titled 'Things To Do In Cancun' and asks 'What would you like to do on your trip?'. It features a filter section with 'Activity Type' and 'Interest Category' tabs. Under 'Activity Type', filters include 'Tours & Excursions (12)' (checked), 'Activities (46)', 'Parks & Attractions (32)', 'Spas & Retreats (13)', 'Shows & Sports (15)', and 'Dining (65)'. Under 'Interest Category', filters include 'Art & Culture (27)', 'Family (62)', 'Luxury (19)', 'Nightlife (27)', 'Food & Drink (82)', 'Outdoor & Adventure (43)' (checked), 'Romance (33)', 'On a Budget (64)', 'Shopping (23)', and 'Pampering & Relaxation (32)'.

Below the filters, a list of activities is shown. The first activity is 'Cancun Combo Tour: ATV and Zipline with Cenote Swim', priced 'FROM 134.99 USD'. Annotations point to its 'Activity Type' (Outdoor & Adventure), 'Interest Category' (Outdoor & Adventure), and 'Location' (Cancun). The second activity is 'Cancun Cenote Tour: Snorkeling, Rappelling and Ziplining', priced 'FROM 118.99 USD'. The third activity is partially visible, priced 'FROM 164.99 USD'.

On the right, a map shows the location of these activities. Annotations point to 'Location' (the map area) and 'Location Type' (a hotel icon). Numbered markers 1 through 6 are placed on the map to indicate specific activity locations.

Perfect Trip Activities Planner

A guest who has selected activities that interest them can view and organize the events over the course of their trip

Relevant Categories:

- Location
- Featured People
- Trip Duration
- Activities
- Time of Day
- Interest
- Transportation
- Services

The screenshot displays a trip planning interface for 'Under The Sea' in Cancun. The top section features a hero image of a person snorkeling with a whale shark, a title 'Under The Sea', the location 'Cancun', and a featured person 'Patrick Carlmeo' with the title 'Underwater Adventure Guide'. A 'TAKE THIS TRIP' button and a URL are also present. Below this, the interface is divided into three main sections: 'Where To Stay', 'How To Get Around', and 'Services'. Each section lists options with prices starting from \$134.99 USD. A 'Trip Duration' of '1 Week' is indicated. A timeline at the bottom shows days from DAY 1 to DAY 7, with a 'MORNING' time slot selected. A list of activities is shown, including 'Cancun Combo Tour: ATV and Zipline with Cenote Swim' (1.2 mi, 4.5 stars) and 'JOYÀ by Cirque du Soleil® at Vidanta Riviera Maya' (1 hour 30 min, 97.99 USD). A map on the right shows the location of the activities. Annotations with blue lines point to various elements: 'Trip Duration' points to the '1 Week' indicator and the 'DAY 1' tab; 'Transportation' points to the 'How To Get Around' section; 'Services' points to the 'Services' section; 'Time of Day' points to the 'MORNING' time slot; 'Activity Type Interest Category' points to the 'Cancun Combo Tour' activity card.

Under The Sea
Cancun — Location

Patrick Carlmeo — Featured People
Underwater Adventure Guide

TAKE THIS TRIP
<http://tripextras.ihg.com/15029817>

1 Week — Trip Duration

Where To Stay View More

FROM 134⁹⁹ USD

1 Holiday Inn: Cancun Arenas ★★★★★ 4.5

How To Get Around View More

2 Hertz: Cancun International Airport Rental Car FROM 134⁹⁹ USD

3 Go For A Ride Bike Taxi FROM 134⁹⁹ USD

Services View More

Just Pets Pet Boarding FROM 134⁹⁹ USD

Just Pets Pet Boarding FROM 134⁹⁹ USD

DAY 1 DAY 2 DAY 3 DAY 4 DAY 5 DAY 6 DAY 7

MORNING — Time of Day

Duration 3 hours

4 Cancun Combo Tour: ATV and Zipline with Cenote Swim Tour | Outdoor & Adventure 1.2 mi ★★★★★ 4.5

Activity Type Interest Category

Duration 1 hour 30 min

5 JOYÀ by Cirque du Soleil® at Vidanta Riviera Maya FROM 97⁹⁹ USD

Map showing location of activities

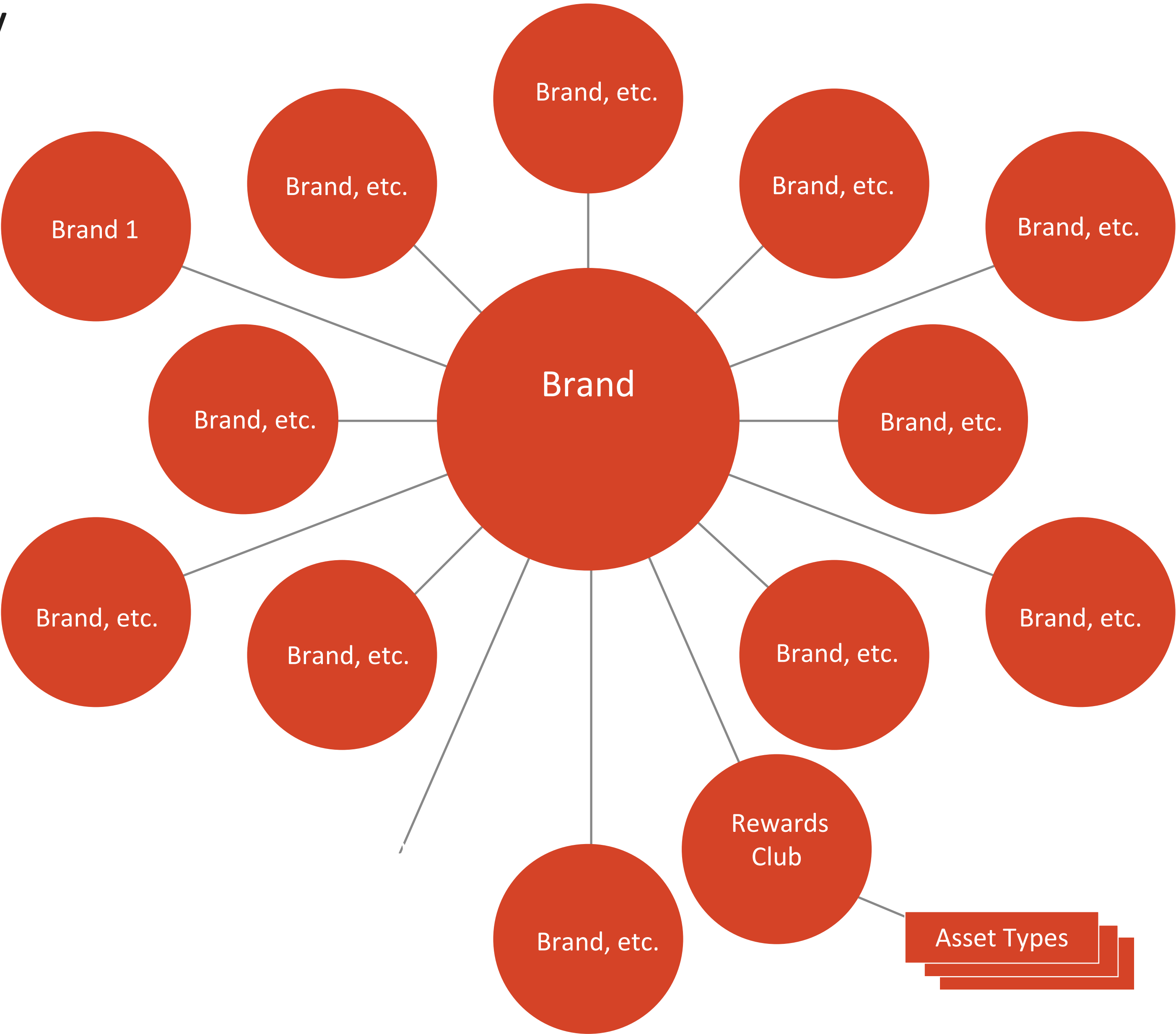
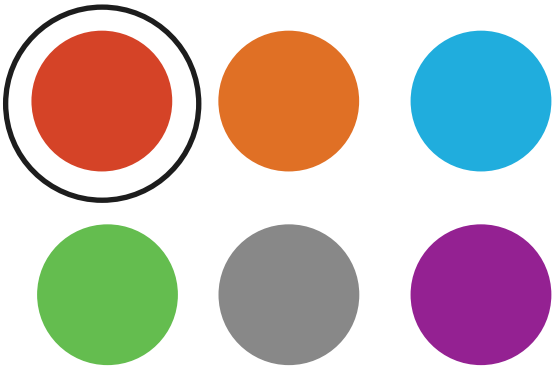


Digital Asset Management

Vision statement:

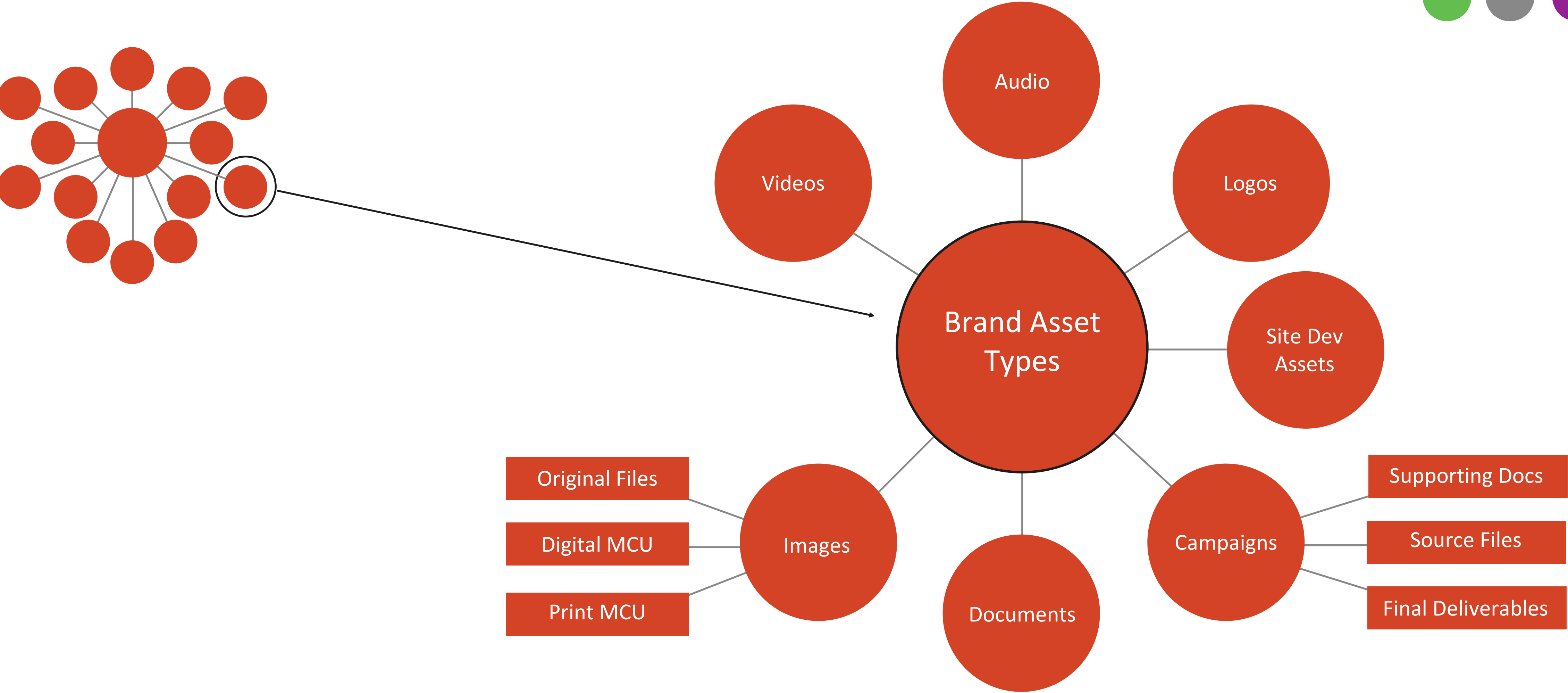
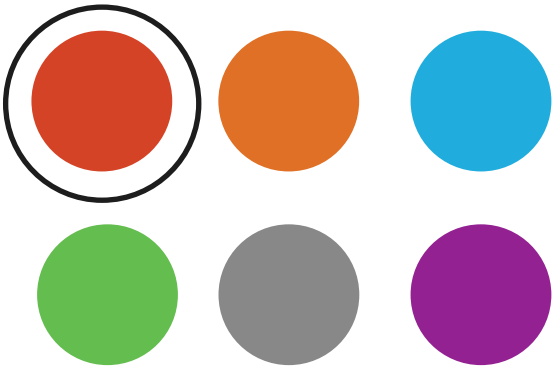
Create a centralized, global online source for employee and partners to easily access and share Client's vast catalogue of images, visual assets and other multimedia files.

Brand taxonomy



Brand

- Asset Type Detail



*Representative detail. Not intended to be comprehensive



Next steps

What's next?

Expand taxonomy to include Kimpton

Review taxonomy with additional regional brand teams

Apply taxonomy as assets are added to DAM

Continue to develop education and training materials

Implement taxonomy for DAM and Additional Content Microsites

Q & A

Thank you,



Appendix

A modern lounge interior with large windows overlooking a city at night. The room features a curved ceiling with exposed beams and track lighting. In the foreground, there are yellow and black armchairs and a small round table with a glass of water and a candle. The view outside shows a city skyline with illuminated buildings and a body of water.

Implementing Client's taxonomy will require
management of multiple complexities...

Three stand out.

Complexity Drivers



Multiple Systems

Unify data across GRS, CRM, DMP systems

Implement DAM and dynamic content technologies

Complexity Drivers

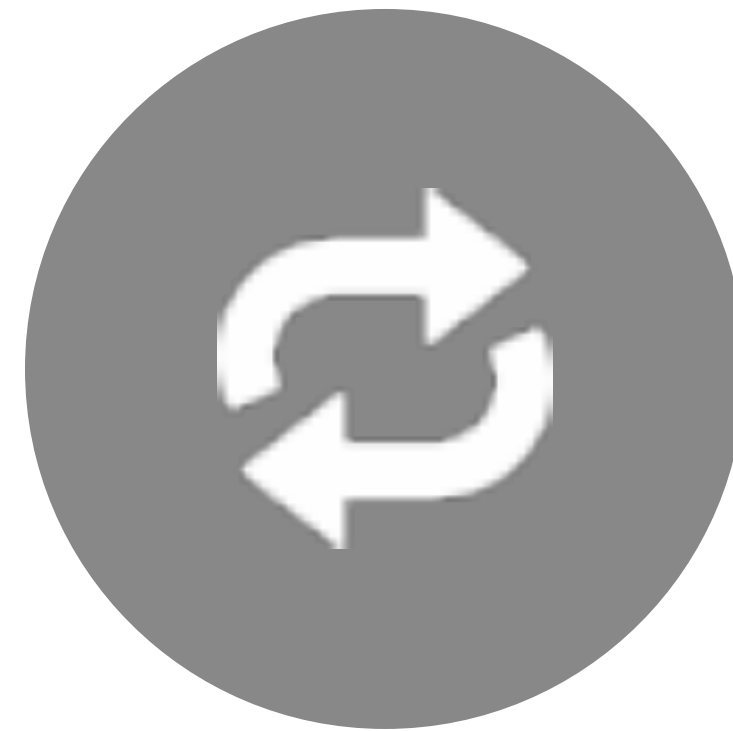


Numerous Stakeholders

Drive change and improvement through communication

Collaborate to understand business and technology requirements

Complexity Drivers



Evolving Standards

Manage Client's taxonomy to meet changing business needs and guest preferences

Optimize the way Client operates and the results it delivers



Effective governance can help manage Client's
taxonomy implementation...



Create

Taxonomy
Governance
Structure

Validate

Guide

Inform



Create

An effective taxonomy starts with Client's content creators...

Create

Content Creators

Regions

Brands

Content

Agencies

Third Party

UGC

DXD

Follow Taxonomy Guidance

Create

Publishing a Blog Post

Saving Assets in DAM

Reusing Existing Content

Incoming technology will help simplify these tasks

The background of the slide is a blurred photograph of people in a library or office environment. In the foreground, a person's hands are visible holding a tablet computer. Another person is partially visible in the background, and a book is lying on a table. The overall tone is professional and focused on digital technology in a library context.

Validate

A digital librarian will provide ongoing oversight and analysis...

The background of the slide is a blurred photograph of a person's hands holding a tablet computer. To the right, a black office telephone is visible on a desk. The overall scene suggests a professional or library environment.

Validate

Responsibilities of the Digital Librarian

Review new content, new tags, and fix issues

Analyze tag usage to identify trends and changes

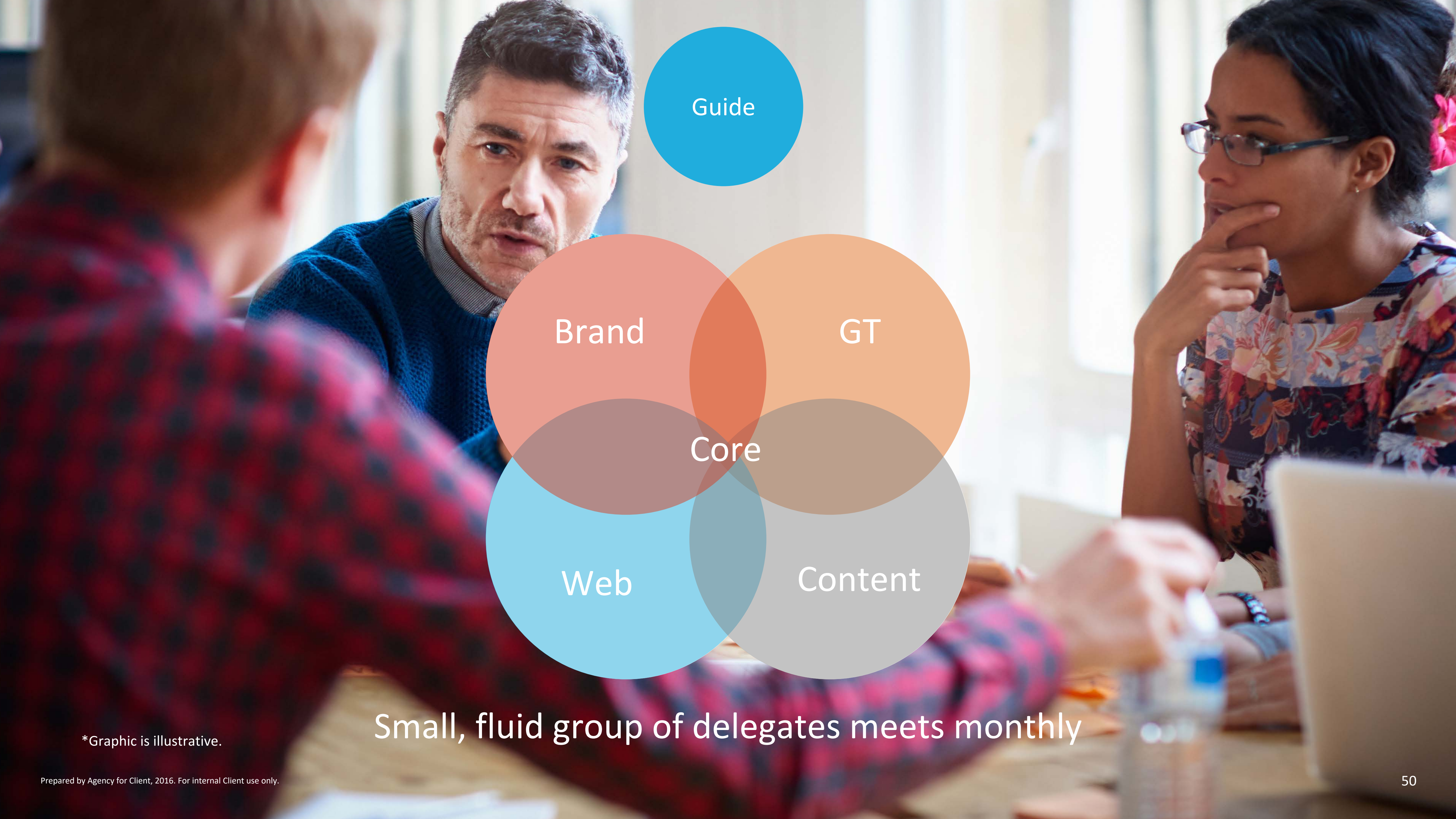
Identify taxonomy education and communication needs

Report findings to the Governance and Stakeholder groups

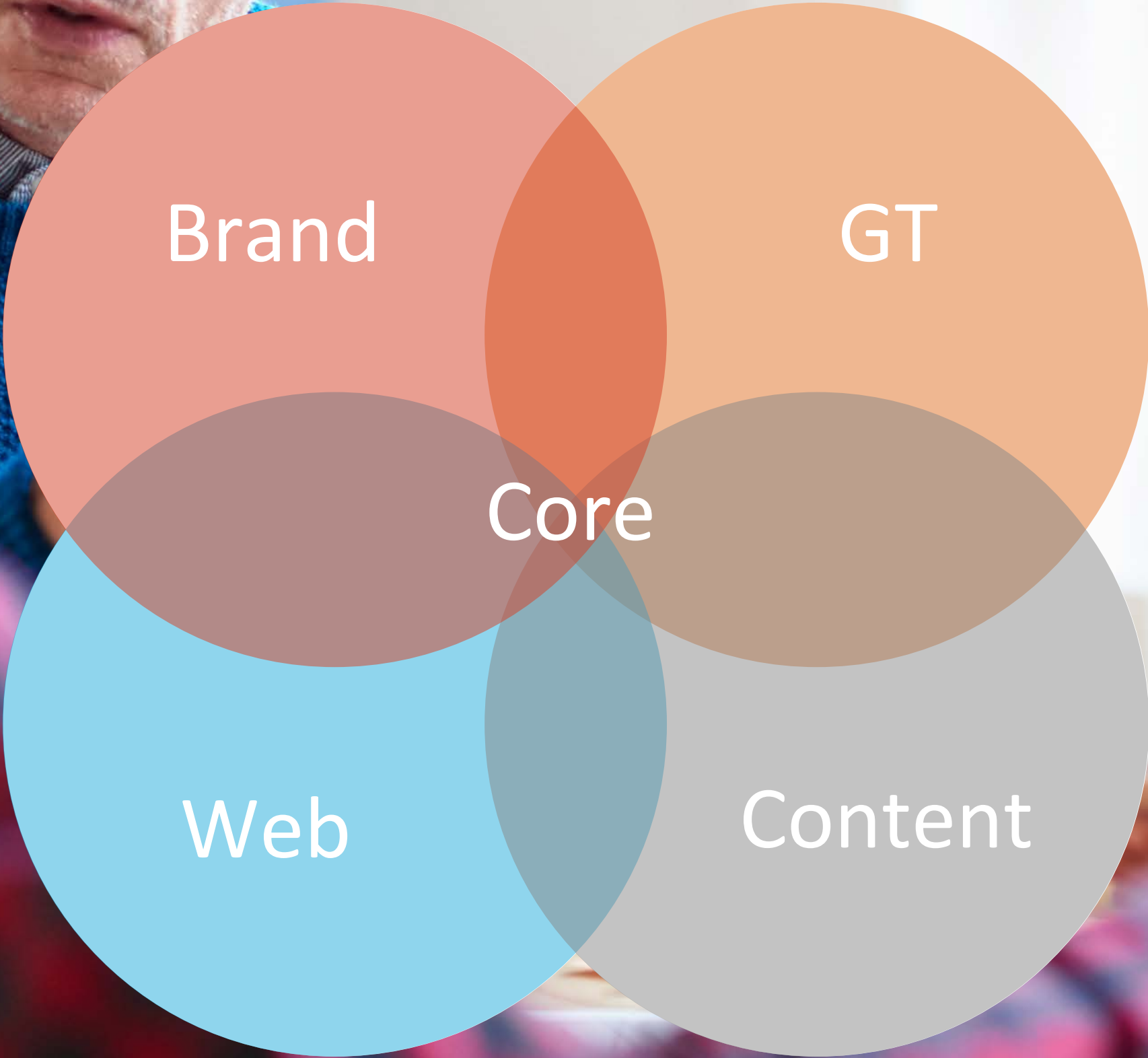
A photograph of three people in a meeting. A man with grey hair and a blue sweater is looking intently at a woman with dark hair and glasses, who is resting her chin on her hand. A third person, wearing a red and black plaid shirt, is in the foreground, partially out of focus, with their arm extended towards a laptop. A blue circle with the word 'Guide' is overlaid on the image.

Guide

A governance committee will be used to make decisions through targeted collaboration...



Guide



Small, fluid group of delegates meets monthly

*Graphic is illustrative.

Committee Responsibilities

Reviews taxonomy change recommendations of Digital Librarian

Drives overall implementation and adoption of taxonomy

Works with stakeholders to understand business requirements

Communicates with organization to drive change within groups

The Taxonomy Committee will meet once a month and pull in participants as needed

Taxonomy Governance Principles

Support the long-range goals of Client's digital strategy

Ensure that Client's decisions are informed and processes are improved

Facilitate direct collaboration among content stakeholders

Drive adoption through Client in phases

Make taxonomy easy for Client to manage



Inform

Stakeholders will continue to be informed and provide strategic direction...





Inform

Stakeholder Group Responsibilities

Receives updates on taxonomy changes

Provides expert perspective on escalated topics

Facilitates consensus and decisions on strategic issues

Collaborates in taxonomy education and communication

Taxonomy stakeholders will be updated on a quarterly basis