

When one of the world's largest, most prestigious Hotel groups needed to revamp their online reservations capabilities, they turned to Day.

With Communiqué InterContinental Hotels Group was able to rapidly deploy their new system while integrating with their current infrastructure.

InterContinental Hotels Group

InterContinental Hotels Group is the world's leading global hotel group whose brands include InterContinental Hotels and Resorts, Crowne Plaza Hotels and Resorts, Holiday Inn, Holiday Inn Express and Staybridge Suites.



“Each of our guests have unique needs and interests. Our newly unified websites will match these needs seamlessly with the right hotels for that customer.

With Day technology, we know our guests will receive an easy to use, extensive and comprehensive online experience, simplifying their travel research and reservations efforts.”

Del Ross, Director of Internet Business, Six Continents Hotels

Communiqué Solution

InterContinental Hotels Group has assimilated disparate content and systems into a unified Internet Platform. Guests who reserve a hotel property through any of the InterContinental Hotels Group web sites can choose from any one of the more than 3,300 properties around the world and instantly check room availability for a specific date, including discounted rate programs. Guests are treated to a highly personalized experience including travel reward and incentive programs, information about their destination, local entertainment and any other travel-related information guests request.

With Communiqué, InterContinental Hotels Group can now connect to various existing applications ensuring the more effective creation, deployment and management of all content from creation to delivery. In addition, InterContinental Hotels Group can create, manage, and change targeted marketing and promotional campaigns to guests without costly custom development.

Day implemented this mission-critical application within the InterContinental Hotels Group infrastructure. A key element of the project included integration with Art Technology's (ATG) personalization server, while maintaining the purity of the content as it was pulled from disparate resources. With the use of Day's ContentBus, the information is passed through a virtual repository, thus providing the user with the content they need when they need it from where it lives.

Global travellers expect to have the most recent information and promotions at their fingertips. Now the millions of loyal InterContinental Hotels Group customers will have a wealth of information in one location.

- <http://www.intercontinental.com>
- <http://www.crownplaza.com>
- <http://www.holiday-inn.com>
- <http://www.hiexpress.com>
- <http://www.staybridge.com>
- <http://www.priorityclub.com>

The image displays two side-by-side screenshots of hotel reservation websites. The left screenshot is for the InterContinental Hotels Group website, featuring a search form with fields for City, State/Prov, Country, Check-in Date, Check-out Date, Adults, Children, and Rooms. It also includes navigation tabs like 'Corporate Information', 'Reservation Desk', and 'Meetings & Groups'. The right screenshot is for the Holiday Inn website, featuring a search form and promotional banners such as 'I'm ready! Dinners On Us.' and 'Summer Sale Save up to 50% off our European rates'. Both websites have a 'Find a Hotel' button and a 'Priority Club' membership promotion.

Project Challenges

- Create a website with static and dynamic elements
- Deliver a content management system with integrated workflow management and rights management
- Implement an online job application that captures and records up to 300 attributes per job applicant and pass them on to the SAP back end system
- Develop a maintainable job exchange with a connection to the online job application via the content management system

Key Criteria for selecting Communiqué

- Fast Return on Investment (ROI)
- Openness, flexibility and platform independence
- High standardization level of the technology
- Development of new standards - JSR 170
- Concept of virtual repository
- Quick implementation (time to market)
- High user-friendliness
- Multilingual interfaces / support
- Low Total Cost of Ownership