



Press Release

For Immediate Release

HEDNA's ASPAC Meeting Focuses on Strategies to Help Hoteliers Boost Revenue Via Electronic Distribution

SINGAPORE, 2 July 2009 – HEDNA, the Hotel Electronic Distribution Network Association, is hosting its annual ASPAC Meeting on 23rd July 2009 at the Grand Hyatt Singapore. Attendees will learn how electronic distribution is changing the travel business and how they can use it to increase revenue.

HEDNA is gathering the leading experts from the electronic distribution world for this important meeting. At the meeting, attendees will learn:

- * Ten tips on how to use electronic distribution to boost RevPAR
- * How to tap into the power of alternative distribution channels to boost your sales
- * What techniques can you use to stretch your marketing dollars now
- * How to use E-nnovation to expand your customer base
- * What technological changes will impact hoteliers and how to incorporate them into your business

E-nnovating to Drive Electronic RevPAR Agenda

10:00-11:00

Welcome Address and HEDNA Update -- Ms. Melanie Ryan, HEDNA President & Orbitz Worldwide
Ms. Melanie Ryan, HEDNA President, shares recent initiatives that HEDNA's Committees have created. These initiatives have resulted in tangible deliverables to the industry. She will also discuss the role HEDNA continues to play in the ASPAC region at large.

11:00-11:15

Networking Break Sponsored By Travelocity

11:15-12:15

The Crystal Ball: An Overview Of Industry Electronic Market Performance And Opportunities For 2009-2010 -- Mr. Paul Southey, Vice President Asia Pacific, TravelClick Inc.
Mr. Southey will give you key strategies and actions to consider to boost electronic RevPAR.

12:15-12:30

HEDNA Committee Update -- Laury Behrens, Business Development & Corporate Project Director, Worldwide Payment Systems.
Ms. Behrens will give a presentation on the UGI (Unique Global Identifier) initiative and how it will benefit electronic distribution.

12:30-13:30

Lunch – Sponsored by Amadeus

13:30-14:30

Alternate Distribution Channels: How Can You Make Your Dollar Count --

Mr. Grant Colquhoun, Director of Hotels Asia Pacific, Travelocity

Mr. Craig Hewett, Founder and Chief Commercial Officer, Wego

The Asia Pacific region continues to benefit from unprecedented growth in electronic booking volume through alternate distribution channels. This interactive session will give you a better understanding of these channels and how they can be used to deliver value to hotels as well as improve overall sales and marketing spend effectiveness.

14:30-15:30

The Rule Of SEVEN: Tactics For Survival In A Market Place

In today's challenging environment, "The Rule Of Seven" brings to you a simple yet compelling approach to achieve market dominance. Hear what our revenue management 'guru' has to say about SEVEN -- Survival, Effectiveness, Versatility, and E-nnovation.

15:30-15:45

Networking Break Sponsored by TravelCLICK

15:45-16:45

GDS - Growing My Market Share: What Now?

Changing consumer buying behaviour is driving innovations in hotel technology. Find out how GDSs R&D investments are helping the hotel industry adapt to new ways of selling and managing operations. What are the key technology developments now and in the near term? How will these developments help hotels grow their business? As an emerging geographic market, the ASPAC region offers myriad opportunities for hotels of all shapes and sizes. What are the trends and requirements in new hotspots? How can hotels tap into this potential to grow their bookings?

16:45-17:00

Closing Remarks: Mr. Puneet Mahindroo, HEDNA Board Member

17:00-19:00

Networking Reception

The fee for HEDNA's ASPAC 2009 Meeting in Singapore is US\$180 for HEDNA members and US\$220 for non-members. To register, visit <http://www.hedna.org> and click on the ASPAC logo.

Questions? Contact ASPAC Chair Puneet Mahindroo at +91 22 66651058 or puneet.mahindroo@tajhotels.com

About HEDNA

The Hotel Electronic Distribution Network Association (HEDNA) is a not-for-profit trade association whose worldwide membership includes executives and managers from over 200 of the most influential companies in the hotel distribution industry. Founded in 1991, all of HEDNA's activities are intended to stimulate the booking of hotel rooms through the use of GDS, the Internet and other electronic means. HEDNA brings all segments of the hotel industry together to evolve systems and services into electronic distribution that is easy and efficient. Additional information on HEDNA is available by calling +1 202-204-