

# 2006 HEDNA Committees

# Distribution Management

- *Group Subcommittee*
- *Tour Subcommittee*

# Standards

- *Content Management*
- *Credit Card Verification Values (CVV2)*
- *Emerging Issues*

# ***Distribution Management***

## **Group Sub Committee**

**Chair:** Ed Perry – WORLDHOTELS

**Focus:** Integrate existing and future booking technologies to create an online Group booking community.

**Recent Accomplishments:** Key contributors to most recent HEDNA White Paper on Online Group and Meeting Planning. Developed plan to begin addressing automation issues, starting with smaller groups – 50 attendees or less.

# ***Distribution Management***

## **Tour Sub Committee**

**Chair:** Eric Barber – Realstar Hospitality

Nancy Little – InterContinental Hotels Group

**Focus:** Assisting the leisure sector through research and ultimately recommendations for improved processes for the benefit of all parties - suppliers, distributors, and technology providers.

**Recent Accomplishments:** Developing an enhanced matrix of technology providers who deliver reservations and support technologies specific to the leisure sector.

# *Distribution Management*

## **Tour Sub Committee**

**Future Projects:** Development of a new communication, to be delivered through HEDNA, of the latest industry developments affecting leisure product distribution. This communication will include the latest industry happenings – who is doing what and how they are going about it.

Ultimately, the committee will deliver schemas to illustrate the methodologies and processes.

# Standards

## Content Sub Committee

**Chair:** Roland Tanner, Lanyon

### **Focus:**

Unique Global Identifiers – Standard hotel ID's across all systems.

Structured Content – vs. free form text.

Channel Matrix – Updating web booking channels and where and how content is pulled for each.

Multi-lingual Content – Integration into distribution channels.

Content Consistency – Central content vs. unique, channel-specific content.

# *Standards*

## **Content Sub Committee**

**Chair:** Roland Tanner, Lanyon

### **Recent Accomplishments:**

- Working paper has been created outlining the background and issues on the UGI topic in an effort to facilitate commerce between all relevant parties.
- Survey underway outlining the importance of UGI's to the industry (p. 32 of HEDNA onsite guide)

# *Standards*

## **Credit Card Verification (CVV2) Sub Committee**

**Chair:** Mary Barron, Sabre Travel Network

**Focus:** Determining how to resolve the long standing issue of charging consumer credit cards during “no-show” and “cancellation” situations when the credit card is not present.

**Recent Accomplishments:** Investigated and clarified business solution to outstanding industry issue for **some** countries.

Special language for T & E industries advises hotelier to submit the transaction as ‘card not present’ in the signature block.

# *Standards*

## **Credit Card Verification (CVV2) Sub Committee**

**Chair:** Sean Datcher, Sabre Travel Network

**Ongoing Initiatives:** Address the issue in all countries. Some countries are still requiring CVV # to be passed.

Issue is likely miscommunication / misunderstanding.

- Developing a list of all countries as they are brought to the attention of the committee
- Facilitate conversation between bank and credit card companies

# *Standards*

## **Emerging Issues Sub Committee**

**Chair:** Pam Woodman, Marriott International, Inc.

**Focus:** Working on various timely, hot-button issues that impact hotel electronic distribution

**Recent Accomplishments:** Updated and refined current GDS property switchover procedures as posted on [www.hedna.org](http://www.hedna.org)

- Created downloadable templates for hotels and chains to use in all property switch scenarios (switches, delays, retractions)
- Understood by and agreed to by all GDS's.

# *Standards*

## **Emerging Issues Sub Committee**

**Chair:** Pam Woodman, Marriott International, Inc.

### **New Initiatives:**

- Standard IDS Switchover procedures
- Similar to standardization of GDS switchovers
- What content will remain (rate codes, description, etc...)
- How will it be communicated (more complex than GDS's)
- Standard GDS Chain Implementation processes
- Developing standard process and templates to facilitate Chain switchovers vs individual properties (testing parameters, etc...)

# *Standards*

## **Emerging Issues Sub Committee**

**Chair:** Pam Woodman, Marriott International, Inc.

### **New Initiatives: (cont)**

- Standard Dual Representation update
- Revisit process for GDS's
- Define process for IDS's – more complex
- Standard Multi Person request/sell initiatives
- Create a standard for this process as GDS's develop this functionality
- Guidelines for addressing online guest reviews
- Develop matrix for major sites to determine contacts / processes to address / remove erroneous reviews

***THANK YOU!***