

HEDNA

Hotel Electronic Distribution Network Association

October 24, 2005

Toronto, Canada



HEDNA

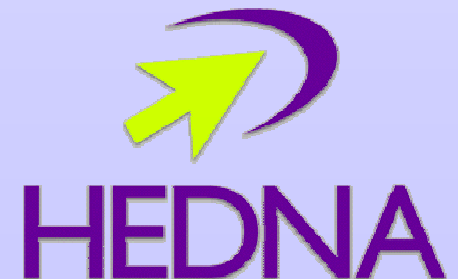
HEDNA's Mission

- To increase hotel industry revenues and profitability from electronic distribution channels and to be the foremost travel industry association advancing hotel electronic distribution



HEDNA promises to be the focal point of the most relevant topics

- HEDNA has 2 active working committees who are comprised of Industry Experts. Each committee is working on several initiatives that are relevant to the issues we face today.



Collaboration Committee

Chair- Melanie Ryan Orbitz/Cendant TDS

Overview:

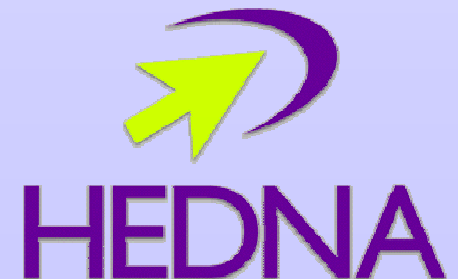
- Ensuring that ongoing projects are properly distributed within the working committees
- Ensure momentum within the working committees to provide ongoing deliverables to the HEDNA membership



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Two Working Committees

- Standards Committee
- Distribution Management Committee



Standards Committee

Overview:

- Identify needs for industry standards in the areas of interfaces, databases and privacy
- Influence adoption of approved standards
- Educate membership on established standards



Current Initiatives within the Standards Committee

- IDS Switchover
- GDS Switchover
- Credit Card Verification Value
- Disability Field Listings
- NBTA White Paper
- FPLP Rate Loading Standards
- Improved Content Distribution

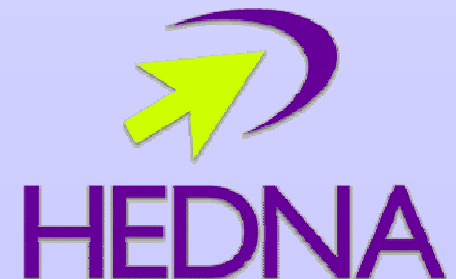


Standards Committee

Recently Completed Projects (Summer/Fall 2005)

- GDS Dual Representation Exception Process
- Management of Digital Assets
- 360 Degree Virtual Tours and Video Recommendations

All documents are posted on HEDNA.org



Distribution Management Committee

- **Overview**

- ◆ Enhance technical, marketing and business practices relevant to hotel distribution via electronic channels
- ◆ Identify system limitations or enhancements required
- ◆ Monitor resolution on behalf of the industry
- ◆ Work with Distribution partners to educate HEDNA members



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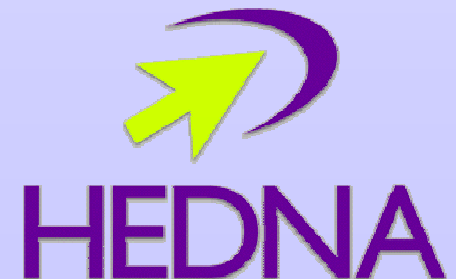
Current Initiatives within the Distribution Management Committee

- Group Purchasing through Electronic Distribution
- Future of Tour Operator Distribution
- Distribution Channel Benchmarking
- IDS Survey Results – Matrix
- Choosing an IDS Guideline



- In 2005, HEDNA is lead by a board of industry experts who are committed to make HEDNA stronger than ever.
- We have planned even a stronger content for the upcoming San Francisco meeting

December 4 – 6, 2005
Grand Hyatt San Francisco



- We are very excited about the end of 2005 and beyond!
- We encourage you to participate and make a difference in the future of electronic distribution.
- We look forward to seeing you in San Francisco in December!!

