

EMEA Quarterly Newsletter - August 2004

Welcome to the third issue of the HEDNA EMEA Newsletter.

With a generally more upbeat atmosphere in the hotel sector across the region, this newsletter comes to you following HEDNA's successful 2004 London global conference. The conference was notable for its strong sense of bottled-up optimism - of companies and individuals in all sectors wanting to get moving with new ideas and new products. With updates on industry trends, case studies, debate, discussion and the technology showcase - the conference offered a strong mix of interest. You can catch up on some of the presentations soon through the main HEDNA website, at www.hedna.org.

Shortly before the conference, elections for the new HEDNA EMEA Steering Group were completed, including four new members. You'll find details below - and you can find individual contact details at the EMEA section of the HEDNA website. There is much still to accomplish in educating, encouraging and informing hoteliers about the benefits of electronic distribution. I'm looking forward to working with the new Group and hope that you will have reason to fully appreciate their work in the months ahead.

[Kristie Willmott](#), Chair HEDNA EMEA Chapter.

Stories associated with this newsletter can be found as PDFs on the HEDNA Newsletter web page:

- Highlights from the London Conference by Gerald Oliver
- Measuring consistency & performance of distribution channels by Gerald Oliver
- Special focus on Internet marketing by Gerald Oliver
- How much information? by Gerald Oliver