

EMEA Quarterly Newsletter - December 2004

Welcome to the fourth issue of the HEDNA EMEA Newsletter, rounding off an extraordinary year that started in a climate of continuing uncertainty, but that has ended with widespread reporting of tourism's recovery. Even an increasing number of airlines - those perpetual bellwethers of economic sentiment - have recorded improved growth and margins (with the notable exception of the US airline market, which is still mired in financial problems).

We must hope that the generally upbeat atmosphere so many of us noticed at London's World Travel Market will be reflected in more success in 2005. Certainly, there is a great deal happening in the area of distribution technology, as you will see from the stories in this latest HEDNA EMEA newsletter.

It is clear that anyone who chooses to ignore the challenges and opportunities set by the growth in online booking and the advances in Web technology will lose market share. The Internet is gearing up for a step change as a growing proportion of the Web population enjoys broadband access at home, as well as the office, and as new applications expand the scope of what is achievable well beyond what we considered to be the near horizon.

My colleagues on the HEDNA EMEA Steering Group send best wishes for a strong and successful 2005. We will be working harder than ever, with our colleagues in HEDNA worldwide, to help our members gain the benefits of the transformation that will continue in all areas of distribution.

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

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

- [Tourism's 2004 Boom Underpinned by Record Web Sales](#) by Gerald Oliver
- [Looking for Reliable Internet Data?](#) by Gerald Oliver
- [Is Travel Search the Big News for 2005?](#) by Gerald Oliver
- [Top 10 Global Issues & Challenges in Hospitality for 2005](#) by Gerald Oliver