

EMEA Quarterly Newsletter - February 2004

Welcome to the second issue of the HEDNA EMEA Newsletter.

Another demanding year is underway in the travel and hospitality industry, there are indications of some kind of normality returning to the market. Like myself, many of you will now be recovering from your rate submission season but perhaps also wondering if this annual event is a dying tradition as the Web continues to challenge our distribution practices.

Inevitably, security remains a key issue. Our concern in issue No.2 of the EMEA newsletter surrounds the question of privacy and measures being taken within the region to limit the spread of unsolicited messages or spam by email and now, SMS.

We offer some thoughts and sources of further information on these and other related topics that we trust you will find useful.

HEDNA's purpose is to educate, influence and stimulate innovation on the part of hoteliers and the electronic distribution industry worldwide. We endeavour to keep members informed - not least through the global conferences now held twice a year. The most recent conference, held in Miami in December, offered another stimulating forum in which industry experts discussed how to "stay ahead of the curve". But if you didn't get a chance to catch Miami - don't worry. It's EMEA's turn between 25-27 May, when we will be welcoming delegates to London.

If you have any thoughts from this issue, or items you think we should cover, please get in touch. In the meantime, very best wishes for 2004.

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

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

- EMEA Elections - it's your Steering Group
- Think Horizontally : on-line marketing strategies:
- Anti-spam measures in force within the EU
- Setting a global vision for the Information Society
- Keeping tabs on your data