

Group On Line Subcommittee Meeting

May 20, 2007 Dublin, Ireland

Meeting Agenda

- Introductions
- Overview of Goals and Recent Work
- Review of Industry Map for On-Line Group/Meetings
- Review of Common Goals
- Identify and solicit solutions for balancing risks
- Outline a guide to group-on-line booking
- Summary, Action Items

Committee Co-Chairs: Scott Harness and John Arenas

Overview of Goals and Recent Work

HEDNA Goals: Optimizing the use of current Technology
Influencing Development of current and emerging distribution channels. Providing an Opportunity for Open Exchange among members.

Group Committee

Goals: Address and Enable Standardization and Automation of Group Bookings

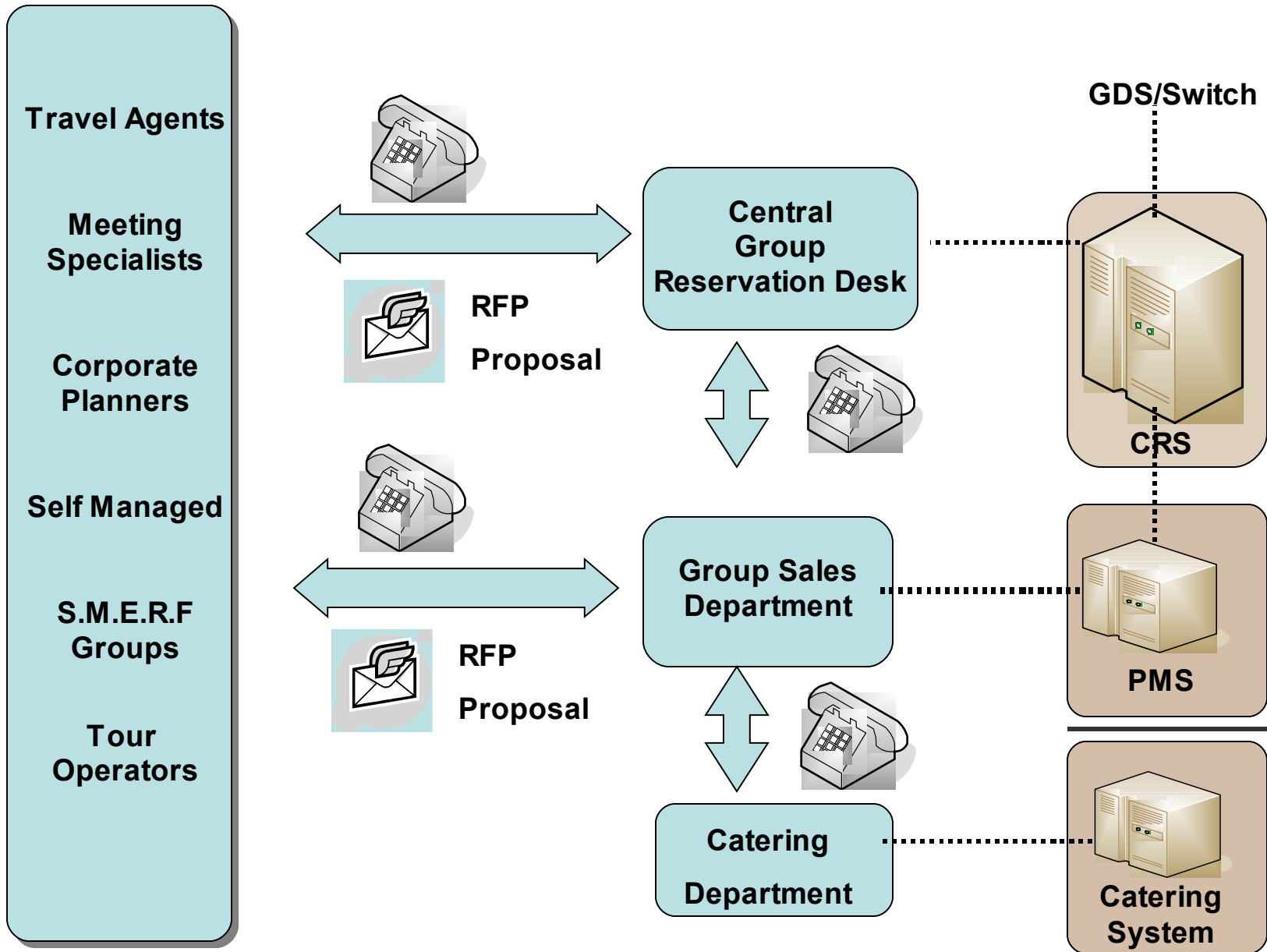
Recent Work: HEDNA White Paper “On Line Group and Meeting Planning”
Defining Group, Key Drivers, State of Technology, Identifying Approaches in the Marketplace

Current Work

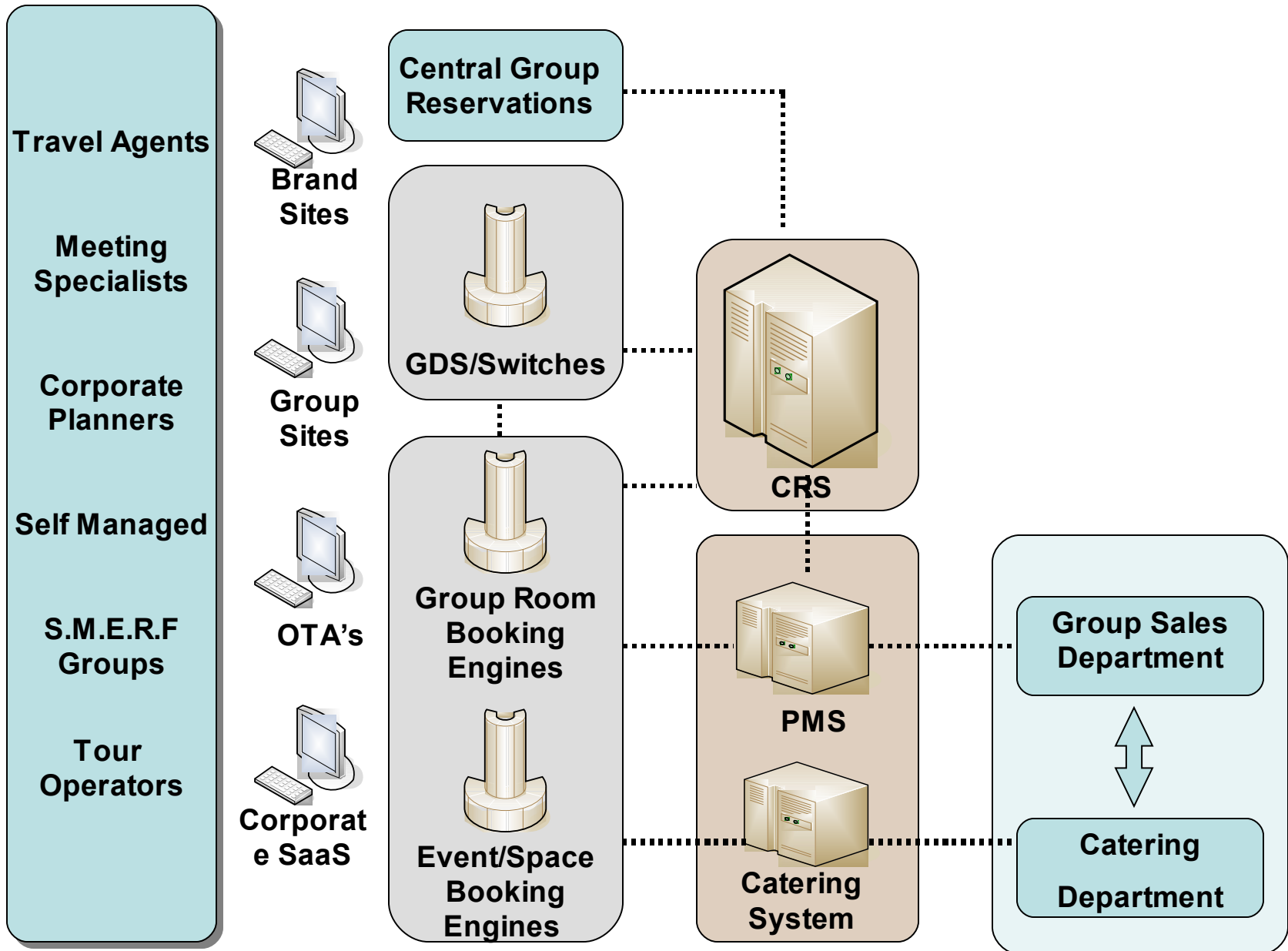
Committee Report and companion “Tool Kit” that explain current status of the migration of group bookings on line and identifies the specific needs of Hoteliers, Technology Providers and Distribution Channel Partners.

The basis for the Committee Report and Tool-kit will be input from the committee members and perhaps a survey of hotels, planners or distribution partners to support recommendations and conclusions.

Current Off-Line Group/Meeting Reservation Process



Evolving On Line Group/Meeting Reservation Process



Review of Goals

Customer

Policy Compliance

Trust in Process

Cost Savings

Choice

Security

Ease of Use

Existing Channels

Distribution

Connectivity

Content Quality

Incentive

Content Breadth

Security

User Experience

Invested in Integration

Hotel

Control

Customer Relationship

Maximize Revenue

Maximum Distribution

Security

Operational Simplicity

Marketing ROI

Balancing Risk

Inventory Control

Connectivity

Trust

Security

ROI

Outline for a Guide