



HEDNA Committee Updates



5 Main Working Committees

- Tour
- UGI
- Group and Meetings
- Emerging Issues
- Alternative Payment



Tour Committee

- Provide educational materials about automation to members and tour operators about the benefits and adoption of automation
- Creation of a white paper of how to conduct an ROI and due diligence of automating the FIT segment
- Setting up standardization of room and bedding types within the industry to facilitate automation
- Creation of standard XML schemas in conjunction with the Open Travel Alliance (OTA)



UGI Committee

- **Unique Global Identifiers (UGIs) for the Hospitality Industry**
- A world wide identification standardization project has been initiated to develop and deploy a public domain solution for the hospitality industry.

We believe in the free exchange of information within our industry and want to add value to increase the flow of trade and revenue on a global basis.



Group & Meetings Committee

- Group Tool Kit- Enabling the online market place for meetings-
DELIVERED!
- Guide to current state of technology to allow an understanding of current opportunities and challenges
- Asses readiness for deployment of an online group marketing strategy offering real time booking solutions



Emerging Issues Committee

- Transition Request document – **Delivered!**
- Green Hotels standard
- GDS Chain Code Matrix
- ADS Switch Guidelines
- Dual Representation



Alternative Payment Committee

- Identify need for industry standards in the areas of interfaces, databases and consumer privacy.
- Communicate effectively to influence promotion and adoption of approved standards.
- Understand the development and adoption of alternative payment options to implement industry best practices
- Educate membership on established standards.



Get Involved

- Seeking your involvement in committee activities.
- Help solve some of the issues plaguing our industry due to lack of standardization and education.
- Make an impact on the industry!



What are the needs in ASPAC?

