

Hotel Electronic Distribution Network Association **INSIGHTS**

Innovative news to influence and educate the hotel electronic distribution community



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Dear Catherine,

I would like to take this opportunity to celebrate another successful year for HEDNA and to encourage your participation going forward. HEDNA is the leading trade association that effectively brings together and advances all segments of the hotel electronic distribution industry to consistently achieve its objectives: Communicate, Educate and Connect. Without doubt, 2006 has been a year of many accomplishments. Two conferences brought together distribution professionals in Frankfurt and again last December as we celebrate HEDNA's 15 year anniversary. In addition to these impactful events, the association also brought forward the following 2006 deliverables:

- The redesign of our website thereby enhancing the knowledge of each person in our industry, and especially our HEDNA membership. Having enriched the content available to users in an easy-to-navigate fashion, the new HEDNA.org has become a tool that industry professionals frequently reference.
- In response to member feedback, HEDNA published six white papers on the most pressing and significant topics facing our industry.
- Our Standards Committee and Distribution Management Committee - along with its subcommittees - continue to tackle the most challenging and interesting issues facing our industry!

2007 promises to be equally as impactful. We have just implemented "Who Is Who In Hospitality HEDNA" to bring enhanced networking opportunities exclusive to HEDNA

Your Fingertips

Three Million .travel Domain Names Released for Immediate Registration

Save the Date

Join your distribution colleagues at the next HEDNA Conference in **Dublin, Ireland between 20 – 22 May 2007** at the Burlington Hotel.

Experts and professionals in the field will discuss the historic shifts that have dramatically shaped our industry, while providing strategic insight along with practical knowledge and solutions to manage future challenges.

**Important Note:
The Conference will
begin one day earlier
then previously
communicated.**

members. Plans are being formalized for two conferences packed with distribution updates and forums. And the HEDNA committees continue to shape the face of hotel electronic distribution.

On behalf of the HEDNA Board of Directors, I thank you for your continued support and look forward to another exciting year in electronic distribution for our industry.

Sincerely,

Tiffany Topcik
HEDNA President

• HEDNA Conference Speaks to Personalization and Content as Drivers of Electronic Distribution

Celebrating its 15th Anniversary in Sunny Isles, Florida, attendees at the December conference heard the latest trends affecting their marketplace and discussed the various predictions offered for the future optimisation of electronic distribution.

Forrester Research Vice President Henry Harteveldt emphasized new technologies, particularly mobile devices, while reinforcing the continued theme of personalization and content as key drivers in electronic distribution. As people increasingly interact with technology, the need to create a humanizing digital experience for the user will become increasingly important. Harteveldt shared his company's analysis of its recent research into consumer and business travel technology preferences, and urged attendees to go back and encourage their companies to master the tools and technology that will take customer relationship management to the next level.

Lalia Rach, Associate Dean and Director, Tisch Center for Hospitality, Tourism, and Sports Management, NYU, presented conclusions from "Hospitality 2010", a study released in June and co-authored by NYU and Deloitte's Tourism, Hospitality &

support: **ABC Corporate Services; Access America Travel Insurance; AMADEUS IT Group SA; CCRA; Hotel Booking Solutions Inc.; Hotel Concepts USA, LLC; Hotel Reservation Service; Hyatt Hotels & Resorts; IDEaS, Inc.; Lanyon; Opodo; Pegasus Solutions Inc.; Priceline.com; PROS Pricing Solutions; Sabre Holdings; SideStep; Karyon; Starwood Hotels & Resorts; Travelport; TravelCLICK, Inc.; VFM Interactive Inc.; VISA International; VRX Studios, Inc.; and, WORLDSPAN.**

To read a complete summary of this successful conference, [click here](#).

To download conference presentations, [click here](#) and use GERMANY as the username and florida as the login.

To view the 15th Anniversary Yearbook and look for your headshot photo, [click here](#).

• **HEDNA Membership Elects New Board Members for 2007**

- Vice President: **Noreen Henry**, Vice President, Hotels & Packaging, Travelocity
- Secretary: **Kristie Willmott Goshow**, Group Director, E-business and Customer Development, Jumeirah
- Treasurer: **Linda Kent**, Vice President, Electronic Distribution, Starwood Hotels & Resorts

[For more information on your HEDNA Board, click here.](#)

• **HEDNA Offers Members a Chance to “Talk-Back”**

This past November, over 40 members representing the US, Europe, Middle East and African regions participated on a conference call that addressed the timely issue of Credit Card Verification which is particularly problematic to the EMEA region. As part of the call, the Standards Credit Card Verification and Validation Subcommittee updated the participants on their developments in this area. The input from each caller was extremely valuable and will help shape the future of the topic.

To continue this series of calls, all HEDNA members are invited to join in a Talk-Back conference call on **March 21 at 11:00 a.m. ET**. This time, we want you to give us your feedback on what topics interest you most. Click here and complete the short online form.

Watch your email the first week of March for more information on this future conference call and the topic that was chosen for discussion based on your comments submitted online.

• **Pam Woodman Becomes HEDNA Recipient of 2006 Award of Excellence**

HEDNA announced the recipient of its 2006 Award of Excellence at its Conference in Sunny Isles, FL on December 5. The Award recipient is Pam Woodman, Director of Electronic Distribution Services for Marriott International.

The award honors an individual who has made remarkable contributions toward the advancement of hotel electronic distribution, mainly – though not exclusively - through their activities in HEDNA. The recipient of this award was selected by the general membership of HEDNA.

Woodman has been an active member of HEDNA since the early 1990s and has participated in numerous committees in different roles. She has served as co-chair on several

GDS committees, participated on the Collaboration Board, and chaired the Standards Committee for several years. Additionally, she facilitated the standardization of hotel switch procedures, dual representations, participated in the Digital Assets Committee, and currently leads the Emerging Technologies Committee. [Click here](#) to read more about Pam and her accomplishments.

• **Renew Your 2007 Membership**

Sights have been set high for 2007 as HEDNA ensure the delivery of programs and services essential to your organization.

HEDNA Conferences continue to attract 'best in class' speakers who will address topics of interest in the GDS, IDS and travel agency sectors.

White papers educate colleagues on topics such as Hotel Distribution Nirvana – A Multi Channel Approach; Travel Search Engines Redefine Distribution; Successful Content Management for Hotels; Dynamic Packaging; Online Group and Meeting Planning; and, Alternative Distribution Systems. [Click here](#) to place your publication order.

Have a voice – HEDNA membership also offers the opportunity to influence electronic distribution and drive initiatives within the Standards and Distribution Management Committees.

Access to essential resources - the username and passcode for the Members Only section of the web site changes in early March, 2007, so be sure to renew your membership and access presentations and important distribution material.

Renew online by [clicking here](#).

If you're not sure if your renewal payment has been received by HEDNA or you've misplaced your invoice, contact Catherine McDonald at cmcdonald@hedna.org or call +1 703 970 2064.

• **HEDNA Committees Bring Value to the Marketplace**

All five of our sub-committees met in December during the HEDNA conference in Sunny Isles Beach in Florida. Below is an update of their meetings. Be sure to attend the committee meeting that peaks your interest at the May conference in Dublin!

Distribution Management:

Group Subcommittee (Chair: Ed Perry, WORLDHOTELS).

The committee is focusing on integrating existing and future booking technologies to create an online Group booking community. They recently contributed to the HEDNA white paper "Online Group and Meeting Planning".

The Group subcommittee is working on a plan to address automation issues, starting with smaller groups. They have been having monthly conference calls and will present a progress report in Dublin. There, you can learn about the issues and the plan to overcome them.

Tour Subcommittee (Chairs: Eric Barber, Realstar Hospitality & Nancy Little, InterContinental Hotels Group).

The focus of this group is assisting the leisure sector through research and ultimately recommendations for improved processes for the benefit of all parties – suppliers, distributors and technology providers.

The Tour Working Group completed work on a survey that will be sent to tour operators. This survey will determine their current automated processes for hotel bookings, planned automation initiatives, what technology they use for automation, and for what type of products. A similar survey will be sent to hotel companies for comparison.

Also, a letter was composed to be sent out to the HEDNA membership so that we can capture additional tour operators for the existing database.

Standards Management:

Content Subcommittee (Chair: Roland Tanner, Lanyon).

This subcommittee is focused on the following topics, which impact the way in which hoteliers manage content across distribution channels:

- Global Identifiers* – address the need to have a standard hotel ID across all systems.
- Structured content – to move away from static, free- form text in distribution channels.
- Channel matrix – updated of major partners and their onward distribution partners.
- Multi-lingual content – standard around translation, storage, and distribution of content.
- Content consistency – Dialogue with distributors around their desire for unique content vs. industry drive toward content consistency.

*A working paper has been created outlining the background and issues on the UGI topic in an effort to facilitate commerce between all relevant parties. A survey is underway outlining the importance of UGI's to the industry. The survey was sent to all members shortly after

the December 2006 conference.

Credit Card Verification Subcommittee (Chair: Mary Barron, Sabre Travel Network). This subcommittee has been working on determining how to resolve the long standing issue of charging customer credit cards during 'no-show' and 'cancellation' situations when the credit card is not present. They have investigated and clarified solutions for some countries. Special language for T&E industries advises hotelier to submit the transaction as 'card not present' in the signature block.

While the credit card industry has specific T&E policies that allow for collecting no-show funds, certain countries have restrictions in place that supersede industry rules. The subcommittee is investigating the policies of countries that have such restrictions as part of their legislation, in an effort to raise awareness of the issue.

Emerging Issues Subcommittee (Chair: Pam Woodman, Marriott International). This subcommittee is focusing on the hot-button issues that are impacting the hotel electronic distribution industry. They have recently updated and refined current GDS property switchover procedures as posed on www.hedna.org.

New initiatives for the subcommittee include: standard IDS switchover procedures; standard GDS chain implementation processes; and, standard processes and templates to facilitate chain switchovers versus individual properties.

HEDNA subcommittees are always looking for new members – stop by their meetings in Dublin on Sunday afternoon and continuing on Tuesday morning. For more information, please write info@hedna.org and your email will be passed on to the appropriate person.

You can also view minutes posted to the Committee webpage by [clicking here](#).

- **Network with your Peers at WIWIH**

EXCLUSIVE TO HEDNA

Launched in May 2006, the WIWIH (Who is Who in Hospitality) initiative aims to become a valuable online business networking platform offered to professionals in the global hospitality industry. WIWIH users represent the full spectrum of industry stakeholders ranging from hotel companies, trade associations, academics, consultants, analysts, suppliers, event organizers, students and media.

Global hospitality professionals use WIWIH to find and connect with other users, and join discussion groups with common interest.

For information on how you can connect to the HEDNA community, discuss industry challenges, seek vital answers or simply share best practices, [click here](#).

• **HEDNA Job Bank - Career Opportunities at Your Fingertips**

Are you seeking a new job? If yes, then the **HEDNA Job Bank** is your personal resource. The available positions page on www.HEDNA.org is an index of current positions available in the electronic distribution industry. All positions will be listed for 90 days, unless the position has been filled. Access to your next BIG move is at your fingertips by [clicking here](#).

Current job listings include:

- Hilton Hotels Corporation - Manager, Global Distribution Management
- Priceline.com - Regional Revenue Manager - Hotel Sales Development
- Priceline.com - Global Distribution System Analyst
- Priceline.com - Regional Revenue Manager - South Florida and Puerto Rico

• **Three Million .travel Domain Names Released for Immediate Registration**

EnCirca, the leading .travel Registrar, announced that three million travel destinations have been released for immediate registration. The released .travel domain names include cities; towns; heritage, iconic and sacred sites; national parks and other landmarks. Governments and tourism boards may still claim their .travel destination names by contacting EnCirca. But governments will need to hurry since these names are now available on a first-come, first-served basis. Registration of country-specific names in .travel remains the exclusive right of the national governments to claim and use for tourism-related activity.

Eligibility for these released travel place names are restricted to bona fide travel and tourism organizations who can demonstrate actual use of the desired .travel domain names. Travel and tourism organizations are advised to quickly become authenticated and register

using EnCirca's real-time registration interface at [www.encirca.com /travel](http://www.encirca.com/travel).

Certain generic .travel domain names, such as fun.travel, convention.travel, and cruises.travel have been reserved by Tralliance and may be sold at a premium price through an auction methodology. Prior to the sale of any premium name, Tralliance will obtain TTPCs approval of the names to be sold.

EnCirca recommends that you review the names listed for your .travel Unique Identifying Number (UIN) to see if you are eligible for any of the just released place names. Use Step 2 of the link below. If you do not have a UIN, you can apply now, using Step 1 from the link below.

HEDNA members are entitled to a 5% discount off of all .travel registrations made through EnCirca. For more information, see <http://www.encirca.com>.