

HEDNA Press Contact:

Catherine McDonald
+1-202-204-8400
cmcdonald@disa.org

2006 HEDNA Conference: 21 - 23 May 2006 - Frankfurt, Germany
Exploring the Advances in Electronic Distribution and the Growing Global Consumer

March 28, 2006, Falls Church, Va. Distinguished as the authoritative voice on electronic distribution for the hotel industry, HEDNA will bring together a worldwide audience to explore today's most compelling distribution issues at the 2006 HEDNA Conference in Frankfurt, Germany. Shaping the agenda, are a number of significant topics that challenge the industry:

- Working Through the Challenges of Global Electronic Payments
- Keeping Up with GDS' and the GDS Alternatives
- Global IDS Evolution
- Transformation of Distribution and the Customer Experience
- Automation Progress with Group Travel
- Getting Online with Tour Operators
- RSS - What's the Buzz?

"The hotel distribution business is changing rapidly with the evolution of new technologies, business models and marketing approaches to reach a growing global consumer," said HEDNA President **Tiffany Topcik**. "Interactive panels, case studies and presentations will allow attendees to take away ideas and strategies to ensure their companies thrive in this highly competitive marketplace. The HEDNA Conference uniquely focuses on audience participation, which energizes the program and reinforces the value of attendance at HEDNA Conferences."

Henry Harteveltdt, Vice President, Forrester Research, leads an all-star speaking roster of more than thirty top executives from hotels, tour operator companies, online travel distribution companies, technology companies, research firms and consultants, industry associations and more. **Dr. Lalia Rach**, Director of the Tisch Center for Hospitality at New York University, will moderate the popular IDS and GDS panels. Her reputation for asking direct and tough questions will ensure candid and revealing panel discussions, as well as stimulating debates that will continue long after the HEDNA Conference.

HEDNA is also pleased to introduce Lunchtime Learning sessions during the mid-day luncheons. Attendees will discuss with their tablemates some of the most exciting advances in marketing and distribution and their impact on the distribution community. These include:

- The Impact of New Technologies Like RSS and Blogs
- Yahoo Trademark Restrictions For Advertisers
- Impact Of AOL Charging For Email Delivery
- Facing The Challenge Of Multi-Lingual Content

Attendance at the HEDNA Conference will again offer unparalleled networking opportunities, including an off-site reception at beautiful historic Union Halle, sponsored by Cendant Travel Distribution Services. Other Conference sponsors include: Opodo, Leonardo, AltiusPAR, Open World, Sabre Travel Network and VFM Interactive.

Members of the media receive a complimentary registration to attend the Conference. To register, contact Catherine McDonald at +1-202-204-8400 or cmcdonald@disa.org.

About HEDNA

The Hotel Electronic Distribution Network Association (HEDNA) is a not-for-profit trade association whose worldwide membership includes executives and managers from over 200 of the most influential companies in the hotel distribution industry. Founded in 1991, all of HEDNA's activities are intended to stimulate the booking of hotel rooms through the use of GDS, the Internet and other electronic means. HEDNA brings all segments of the hotel industry together to evolve systems and services into electronic distribution that is easy and efficient. Additional information on HEDNA is available by calling +1 (703) 970-2052 or by visiting www.hedna.org.