

Forrester Analyst Harteveldt to Give Keynote Address at 2005 HEDNA Conference, 8-10 May, in Barcelona, Spain

March 16, 2005, Falls Church, Va. - The upcoming Hotel Electronic Distribution Network Association (HEDNA) 2005 Conference, taking place 8-10 May at the Hilton Barcelona Hotel in Barcelona, Spain highlights a well-known, respected opening keynote speaker, travel industry trends and statistics, and timely, interactive sessions surrounding Global Distribution Systems (GDS), Internet Distribution Systems (IDS) and Corporate Online Booking Tools.

Leading the Worldwide Travel Industry practice at Forrester Research, HEDNA's opening keynote presenter is Henry H. Harteveldt, Vice President, Forrester Research. He provides analysis and insight into how consumer and business adoption of new technologies will affect the sale and purchase of travel services. Mr. Harteveldt advises Forrester clients on both industry and consumer trends that raise challenges or present opportunities to the travel industry, so they can stay ahead of rapidly evolving needs and preferences. Mr. Harteveldt has been a keynote speaker at past HEDNA Conferences and received high marks from attendees.

Mr. Harteveldt will also moderate the Executive Keynote Panel entitled "Future Consolidation Trends." The audience will have the opportunity to ask questions on key issues to senior executives from today's prominent travel companies including Cendant TDS, Travelocity Europe and Expedia Europe. Building on the success of the new interactive conference format launched at the 2004 HEDNA Conference in London, hundreds of attendees will see this format enhanced in Barcelona. A combination of Point/Counter Point, Panels and Presentations allow speakers and the audience to tackle the industry's hottest issues: · TravelSearch Sites - Is it Good For the Industry? · Emerging Technologies in the Distribution World · Tour Operators and Electronic Distribution · Corporate Online Booking Tools · Dynamic Packaging · GDS and IDS Presentations with Moderated Q&A Forums

"With top-notch keynote speakers and leading industry experts confirmed, this Conference is slated to be one of the most exciting events HEDNA has hosted", says HEDNA President Jimmy Suh. "The HEDNA Board has acknowledged the members' desires and we are on target to deliver a program that will be educational, interactive and thought-provoking."

This two-day conference, held twice a year, not only provides information-packed presentations but gives participants the opportunity to get critical work done within Committee Working Groups: Standards Committee; Distribution Management Committee; and, Member Resource Development Committee. Committee breakout sessions offer attendees the chance to influence the electronic distribution of hotels and seek impactful, operational tools and guidelines that strengthen the electronic distribution of hotels.

In addition to the diverse network of HEDNA Conference participants, event sponsors and Tech Showcase participants have included some of the industry's leading travel providers such as Cendant Travel Distribution Services; Priceline.com; Expedia.com; Pegasus Solutions, Inc.; Worldspan; TravelCLICK; Sabre; MICROS Systems, Inc.; and, SynXis. Booth space is available on a first-come, first-serve basis and has historically sold out well in advance of the Conference. An array of sponsorships are available, accommodating a wide range of budgets. To learn how to participate in the 2005 Tech Showcase or view the long list of sponsorship opportunities, visit www.hedna.org.

For more information on HEDNA's May 2005 Conference, visit www.hedna.org or email hgallacher@hedna.org or call +1 703-970-2070.

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 +1-202-204-8400 or by visiting www.hedna.org.

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