

HEDNA Conference Confirms Highly-Rated Speakers Representing Top Companies in Travel Industry

November 29, 2005, Falls Church, Va. - The Hotel Electronic Distribution Network Association (HEDNA) will host over 300 individuals from all segments of the hotel electronic distribution industry at its Conference in San Francisco, CA, 4-6 December. The timing could not be better for HEDNA to initiate this Conference; the shrinking global environment, technology advances, and integrating electronic booking tools all underscore the need to share ideas about best practices and to develop new ways to keep up with the dynamic changes of the distribution world.

HEDNA has identified key experts from around the world to speak to the group and to engage them in stimulating presentations. The Conference will be opened by Henry H. Harteveltdt, Vice President, Forrester Research. Mr. Harteveltdt will provide analysis and insight into how consumer and business adoption of new technologies will affect the sale and purchase of travel services. Lalia Rach, Ed.D., a nationally recognized tourism educator and internationally recognized speaker from New York University will be the Conference Moderator on Monday. Marty Pfinsgraff, COO, iJet will close the Conference by outlining the key components to an effective risk management program.

Other distinguished speakers represent Expedia/Hotels.com; Cendant Travel Distribution Services; Travelocity; Opodo; Amadeus;; Priceline.com; Galileo International;; Boeing Travel Management Company; IAC Corporation; Deloitte; SynXis; Starwood Hotels and Resorts; Marriott International; TravelCLICK; Hospitality Technology Consulting; Sabre Travel Network; Solutionz Group Intl.; Hotel Information Systems; Pegasus Solutions, Inc.; OnVantage; Groopie; WORLDHOTELS; Worldspan and, StarCite.

Session topics will address the evolution of online agencies, HEDNA Committees, maximizing corporate bookings through electronic channels, dynamic packaging, , channel measurement for the international distribution marketplace, reinventing the GDS and their role in distribution, CRS/Distribution solutions, and how group and meetings are reaching new plateaus in electronic distribution.

In addition to the diverse network of HEDNA Conference participants and speakers, event sponsors and exhibitors include some of the industry's leading travel providers. They include: Hyatt Hotels Corp; Opodo; Leonardo; Hotwire; Synxis; Open World; AltiusPAR; Hotel Booking Solutions; WorldAccess/Access America; Smart Destinations; TravelCLICK; Sabre Travel Network; Multimaps.com; Electrobug; and, International Air Transport Association (IATA).

For more information on HEDNA's December 2005 Conference, visit www.hedna.org or email hgallacher@hedna.org or call +1-202-204-8400.

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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