

HEDNA Confirms David V. Jones as Closing Keynote Speaker for its 2005 Conference, 8-10 May, in Barcelona, Spain

April 14, 2005, Falls Church, Va. - David V. Jones, recognized as an expert in the travel industry, will address members of the Hotel Electronic Distribution Network Association (HEDNA) at its 2005 Conference, taking place 8-10 May in Barcelona, Spain. This content-rich Conference addresses the dynamics of electronic distribution for the lodging industry and its distribution community. Attendees are presented with travel industry trends, statistics, and timely, interactive sessions surrounding Global Distribution Systems (GDS), Internet Distribution Systems (IDS) and Corporate Online Booking Tools.

David V. Jones was appointed Executive Vice President, Commercial, for Amadeus Global Travel Distribution, in April 2000. He is responsible for the worldwide implementation of the company's commercial strategy. Since joining the company in 1992, Jones has played a leading role in the development of Amadeus from a European computerized reservation system (CRS), into a truly global business marketed all over the world. Previously, he held various senior appointments in marketing and information systems with British Airways. A native of England, Jones holds a BA in Economics from the University of Reading and an MA in Economics from the University of Essex.

"As an international body charged with optimizing the use of current technology and influencing development of current and emerging electronic distribution channels, HEDNA is very excited to have Mr. Jones share his wealth of experience, knowledge and passion for today and tomorrow's travel industry", says HEDNA President Jimmy Suh.

HEDNA's opening keynote presenter is Henry H. Harteveldt, Vice President, Forrester Research. Mr. Harteveldt provides analysis and insight into how consumer and business adoption of new technologies will affect the sale and purchase of travel services.

Other highlights at the Conference are panel and Point/Counter Point discussions that allow panelists 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; and, GDS and IDS Presentations with Moderated Q&A Forums.

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. Leading travel providers have signed-up to exhibit and/or participate as a sponsor including: Electrobug Technologies; Leonardo Media; Multimap.com; Travelocity.com; TravelCLICK; Pegasus Solutions, Inc.; AMADEUS; Hotelzoo; and, Altiuspar. Booth space is available on a first-come, first-serve basis. To learn how to participate in the 2005 Tech Showcase or view the long list of sponsorship opportunities, visit www.hedna.org.

The Conference gives participants the opportunity to get critical work done with in Committee Working Groups: Standards Committee; Distribution Management Committee; and, Member Resource Development Committee. Committee breakout sessions offer attendees the chance to share their expertise on current initiatives and contribute ideas for new efforts.

For more information on HEDNA's May 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.

Copyright © Year 2006 HEDNA, All Rights Reserved.

This material may not be reproduced in any form without permission.