

## **HEDNA Releases New White Paper: Successful Content Management for Hotels**

**September 28, 2005, Falls Church, Va.** - The Hotel Electronic Distribution Network Association (HEDNA) is pleased to announce the release of the latest White Paper in its 2005 White Paper Series. Under the direction of the HEDNA Executive Committee, Successful Content Management for Hotels was written by Caryl Helsel and Kathleen Cullen of Solutionz Group International.

HEDNA Vice President Tiffany Topcik remarked, "Content management for hoteliers is increasingly complex because onward distribution of data has expanded far beyond the traditional GDS. Hotels must understand the challenges they face as they begin using Internet Distribution Systems (IDS) and new distribution channels such as handheld wireless devices, mobile phones, and interactive TV (iTV)."

The topic of Content Management was selected in response to the association's 2005 Membership Survey. HEDNA members prioritized critical industry issues; the Board of Directors swiftly responded with quality research to explain all aspects of the subjects. Successful Content Management for Hotels joins two other White Papers that are also currently available for purchase: Hotel Distribution Nirvana - Multi-Channel Approach and Travel Search Engines Redefine Distribution.

Successful Content Management for Hotels addresses the following topics: The history of content management and the hotel industry; Content users and requirements of each; Content management segments; Electronic content management channels; Key industry challenges including maintaining consistent databases, policing brand standards, management of onward distribution, methods of displaying room availability, multilingual content and more; Best practices; Hospitality-specific content management company overviews; A checklist providing direction for those hotels or hotel companies that desire to implement a content management strategy and process.

Successful Content Management for Hotels is now for sale at the HEDNA online bookstore for 75 USD for HEDNA members and 100 USD for non-members. An Executive Summary of the publication is available for download at: [www.hedna.org/educate/white\\_paper\\_series.shtml](http://www.hedna.org/educate/white_paper_series.shtml). Members of the travel press and media can obtain a complimentary copy of the White Paper by contacting Catherine McDonald at + 1 703-970-2064 or [cmcdonald@disa.org](mailto: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 +1-202-204-8400 or by visiting [www.hedna.org](http://www.hedna.org).

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