

15 Years of HEDNA Educating, Innovating and Influencing the Distribution Industry

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HEDNA President &

*Vice President, Hotel & Supplier
Relations*

ABC Corporate Services



HEDNA's Mission

- Increase hotel industry revenues and profitability from electronic distribution channels
- To be the foremost travel industry association advancing electronic distribution
- While the association has matured, we continue to evolve in how we meet our core objective

Industry Association Relationships

- HNTG, OpenTravel Alliance and HEDNA
 - HEDNA focus: business process & education
 - OTA focus: messaging technology that allows partners to talk
 - HTNG focus: getting hoteliers and vendors together to accomplish a common implementation

HTNG Content Management Distribution Workgroup

- Meeting Wednesday & Thursday
- They especially need participants from small/mid-sized hotels
 - Contact Victor Robinson or Roland Tanner while you are here
 - Doug Rice, Executive Director,
douglas.rice@htng.org

Industry Association Relationships

- NBTA
 - HEDNA liaison on hotel committee and distribution sub-committee
- IH&RA
- ACTE
- HSMAI
 - Board liaisons on SIG

HEDNA White Papers

- Online Group & Meeting Planning
- Dynamic Packaging
- Successful Content Management for Hotels
- Travel Search Engines Redefine Distribution
- Hotel Distribution Nirvana: a Multi-Channel Approach
- Alternative Distribution Systems (just released!!)
- NEXT! History of Distribution
- Researched and written by NYU
- Foundation for future of HEDNA U

www.hedna.org

- Award winning website, best association website, 2006
- Source for all presentations, committee detail, distribution RSS feeds
- Key networking tool

WHAT IS HEDNA?

HEDNA is a global association focused on identifying distribution opportunities and providing solutions for the lodging industry and its distribution community. HEDNA is able to meet its objectives through:

- Optimising the use of current and emerging technologies
- Providing an opportunity for an open exchange of information among members
- Educating industry members

[TALK TO OUR COMMUNITY →](#)



HEDNA Member Login

User ID

Password

[Learn more about HEDNA](#)

[Join or Renew Membership Here](#)

NOV 27, 2006	Booking is the Keyword
NOV 27, 2006	La Quinta selects Leonardo for Rich Media Content Distribution

A Walk Down Memory Lane





Hotel Electronic Distribution Network Association



"Welcome to the HEDNA community - your opportunity to network in real time, engage in debate and seek advice from your industry peers...
Joining our community is very easy. Simply register, build your profile and get started.
Your information will be stored by both WIWIH in the Netherlands and HEDNA (c/o DISA) in the USA, in a secure environment. Through your participation in the HEDNA community, you are agreeing to receive marketing and promotional information from HEDNA and their affiliate partners. Do not register in this group if you do not wish to receive marketing and promotional information from HEDNA

Sign Up | New User?

Email

Login | Members

Email
Password

[forgot your password?](#)

Moderator: Tiffany Topcik, [ABC Corporate Services](#) | Members: 10

Who is Who in Hospitality?

- WIWIH
- HEDNA networking database
- HEDNA discussion forum
- Annual renewal for privacy reasons

International Developments EMEA

- Working Group dissolved in May, integrated with overall association work
- “Talk Back” calls held quarterly
- Dubai meeting in conjunction with Emirates conference

International Developments ASPAC

- Meeting 11 September in Hong Kong
- 55 people attended
- Charter and Working Group established
- Leadership by Olivier Dombey, Utell

Where is HEDNA going?

- Heidi Gallacher 'retired'
- Cathi Eifert acting Executive Director
- Evaluating role of Executive Director
- HEDNA RFP to review opportunities with association management companies

HEDNA Board of Directors

- Honored to welcome back so many from past years
- Thanks to current Board for all their efforts

HEDNA's Greatest Hits

- Contracting process for travel agencies/consortia
- Next Generation Seamless
- Utilization of technologies making it easier and more cost effective to do business
- Created an industry association whereby the complexity of marketplace is fully

represented



HEDNA nostalgia....

- VRX Studios taking photos throughout the conference, if you have photo taken this is your agreement to have it posted on www.hedna.org
- If you don't want it posted, be sure to contact DISA staff
- eBook by Leonardo
- Archives on website

Objectives of Conference

- Where has HEDNA been and what's ahead
- Expand the Distribution toolbox
- 15 Year Anniversary
- Our greatest accomplishments
- Networking and Education
 - Lunchtime Learning
 - Question Cards
 - Evening Events

Housekeeping

- Observe start times
- Turn off mobile phones
- All meeting space does have wireless internet access
- PRIZES!! (must be present to win)
- Survey, see page 28

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Headline Sponsor



Anniversary Sponsors



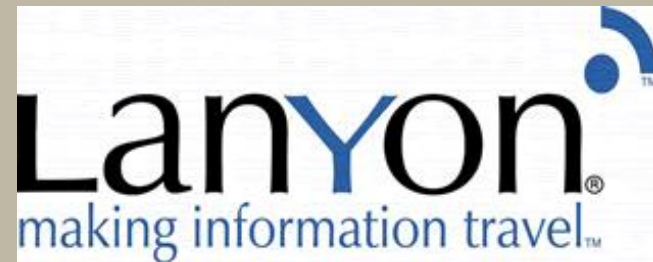
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.....A Special Thank You



 Trump International Sonesta Beach Resort
Miami/Sunny Isles


HEDNA Hotel Electronic Distribution Network Association

 2006 HEDNA
3 - 5 December 2006 *Conference*
Trump International Sonesta Beach Resort
Sunny Isles, Florida USA

Featured Speaker



Henry Harteveltdt, Vice President
Forrester Research