



“Cash in on Distribution” at HEDNA’s Winter Conference, December 5-7, 2011, Las Vegas

LAS VEGAS, NEVADA (November 22, 2011) – The Hotel Electronic Distribution Network Association (HEDNA) will hold its Winter Conference December 5-7, 2011 at The Cosmopolitan of Las Vegas in Las Vegas, Nevada.

Focusing on the theme “Cash in on Distribution,” the conference will present speakers and topics that examine industry advancements and trends, challenge the status quo, drive conversation, and encourage professional growth. Leaders from all sectors of the hospitality industry will attend this conference to learn, network and be inspired by more than 40 expert speakers, visionary thinkers and innovators. Keynote speakers include Natasa Christodoulidou, Ph.D. from California State University, Brian Payea of TripAdvisor, John McAuliffe of VFM Leonardo, Janice Diner of Horizon Studios, and Rob Torres of Google.

The agenda will also feature the ever-popular GDS sessions and HEDNA forums on standards, payment technologies and leisure wholesale. In addition to updating attendees on recent association activities, the forums will give members the opportunity to help explore and shape these industry issues. Returning after a successful launch at the 2011 Spring Conference in Prague, the HEDNA knowledge tracks will examine the latest technology, payment and marketing trends.

HEDNA’s “Meet the Innovators” session features thought leaders in hotel electronic distribution, offering attendees new perspectives on the industry. At the end of the session, the audience will choose the recipient of HEDNA’s Spirit of Innovation Award.

To cap off the conference on December 7, HEDNA will present its Award of Excellence honoring an individual or company that has made outstanding contributions to the advancement of hotel electronic distribution.

For more information on HEDNA’s Winter Conference, visit the conference microsite at <http://www.wix.com/hedna2011/vegas>.

About HEDNA

The Hotel Electronic Distribution Network Association (HEDNA) is a not-for-profit trade association whose worldwide membership includes executives and managers from 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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