



## What's New?

### Upcoming 2005 Events

**8 May - 10 May**  
HEDNA Conference  
[Barcelona, Spain](#)

*\*Dates are subject to change.*

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### HEDNA's 2005 Conference Confirms Highly-Rated Speakers!

**T**he program at the upcoming conference in **Barcelona (8-10 May 2005)** will bring together the most influential industry leaders in hotel electronic distribution. By attending the Conference, you'll hear from some of the biggest companies in the travel distribution industry such as: **Galileo International, WORLDSPAN, AMADEUS Global Travel Distribution S.A., Sabre Travel Network, eBookers PLC, Travelocity.com, Expedia, Gullivers, Pegasus Solutions, Opodo, SideStep, JumpStart, Marriott International, Gullivers, Pegasus Solutions, and Carlson Hospitality Worldwide.** We also want to give you the chance to submit questions to our moderators in advance. This is your opportunity to "Ask the Expert" and find answers to those questions on issues that are critical within your organization. [Click here to submit your questions >](#)

**Opening Keynote Speaker Henry Hartevelde of Forrester Research** will provide analysis and insight into how consumer and business adoption of new technologies will affect the sale and purchase of travel services. Mr. Hartevelde will also moderate the Executive Keynote Panel entitled "Future Consolidation Trends." The audience will have the opportunity to ask questions on key issues to senior executives from today's prominent travel companies including Cendant TDS, Travelocity Europe and Expedia Europe. **David Jones, Executive Vice President of Amadeus** will deliver the **Closing Keynote** speech about the future of technologies and how the industry should be preparing themselves for change. [Click here for more information >](#)

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## Regional Networking

### HEDNA Receives High Marks for April Networking Events!

**A** total of 80 travel industry professionals gathered this month in New York City and Chicago for a regional networking event sponsored by HEDNA. Hailing from online agencies, hotel chains, and GDS companies, various perspectives were shared from these distribution, revenue management and sales/marketing executives. HEDNA's Board of Directors created an informative agenda focusing on timely complex issues facing the industry today, including overall market trends, local distribution trends, GDS/IDS trends, a GDS basics tutorial and meta search/travel search (Is it good for the industry?). Future networking events in 2005 will be posted to [www.hedna.org](http://www.hedna.org).



## Coming Soon!

### HEDNA to Publish Research Educational White Papers

With the rapidly changing environment of hotel electronic distribution, HEDNA's Board of Directors commissioned the SolutionZ Group to create white papers that will educate hoteliers on current industry trends and answer the need for more educational tools. The first in a series of white papers will be published this month and is titled *Multi Channel Distribution*. These items will be available for sale at [www.hedna.org](http://www.hedna.org).

## Just Released!



### HEDNA Publishes GDS Pocket Guide and Electronic Distribution Glossary

Have GDS formats at your fingertips! The handy, spiral-bound GDS guide lists general hotel availability, description, and sell formats for all of the GDSs. New for 2005, it is ideal for Sales Managers who deal directly with travel agencies. The GDS Pocket Guide (\$10) and Electronic Distribution Glossary (\$15) will be available for sale at [www.hedna.org](http://www.hedna.org).

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### HEDNA Welcomes New Board Members

The HEDNA Board of Directors is pleased to welcome two new members to its team. **John Ryan** is Director of Hotel Product for **Opodo** and **Patrick Glories** is Director of Business Unit for **AMADEUS Global Travel Distribution S.A.** Patrick also serves as the GDS Board Liaison. Both gentlemen are finishing terms for Board members: John Walker of Sabre Travel Network and Valyn Erickson of Newmarket International. Welcome John and Patrick!