

# ***Committee Update!***

**Keith Harrison**  
Director, Hotel Supply Operations  
**Cendant - Travel Distribution Services**

**HEDNA Committee Liaison**

Frankfurt, Germany  
May 22, 2006

***Volunteer = To do charitable or helpful work without pay***



## Distribution Management

- *Group Subcommittee*
- *Tour Subcommittee*
- *Benchmarking Subcommittee*

## Standards

- *Content Management*
- *Credit Card Verification Values (CVV2)*
- *Emerging Issues*

## Group Sub Committee

**Chair:** Ed Perry – Worldhotels

**Hobbies:** Travel, Reading, and Researching the marketplace for existing technology and market opinion regarding electronic group distribution.

**Accomplishments:** Key contributor to latest HEDNA White Paper on Online Group and Meeting Planning.

## Tour Sub Committee

**Chair:** Vickie Singer, Travel Technology Source

**Hobbies:** Cycling, Gardening, and Assisting the leisure sector through research and ultimately recommendations for improved processes for the benefit of all parties-suppliers, distributors, and technology providers.

**Accomplishments:** Development of an enhanced matrix of technology providers who deliver reservations and support technologies specific to the leisure sector.

## Tour Sub Committee

**Chair:** Vickie Singer, Travel Technology Source

**Accomplishments:** Development of a new communication, to be delivered through HEDNA, of the latest industry developments affecting leisure product distribution. This communication will include the latest industry happenings- who's doing what and how they're going about it. Ultimately, the committee will deliver schemas to illustrate the methodologies and processes.

## Benchmarking Sub Committee

**Chair:** Alison Velez, Wyndham Worldwide

**Hobbies:** College Football, Camping, and Creating a survey of what properties track in terms of channels and then develop recommended “road map” for distribution tracking and benchmarking.

**Accomplishments:** Upcoming distribution of benchmarking survey.



## Content Sub Committee

**Chair:** Roland Tanner, Lanyon

**Hobbies:** Reading, Fine Wine, and Solving Content Management issues, such as the problems caused by the lack of Unique Global Identifiers (UGIs) during the integration of information throughout the supply chain

**Accomplishments:** White paper has been created outlining the background and issues on the UGI topic.

## Content Sub Committee

**Chair:** Roland Tanner, Lanyon

### **New Initiatives:**

- Multi-lingual content
  - Name field limitations
- Structured vs. free form text room, rate, & rule information.
- Content processing during IDS property switch

## Credit Card Verification (CVV2) Sub Committee

**Chair:** Sean Datcher, Sabre Travel Network

**Hobbies:** International Travel, Living Abroad, and Determining how to resolve the long standing issue of charging consumer credit cards during “no-show” and “cancellation” situations when the credit card is not present.

**Accomplishments:** Investigated and clarified business solution to outstanding industry issue. Proposed business solution for times when pre-payment is required.

## Emerging Issues Sub Committee

**Chair:** Pam Woodman, Marriott International, Inc.

**Hobbies:** Trap Shooting, Horses, Golf, and Working on various timely, hot-button issues that impact hotel electronic distribution

**Accomplishments:** Updated and refined current GDS property switchover procedures as posted on Hedna.org, created downloadable templates for hotels and chains to use in all property switch scenarios (switches, delays, retractions).

## Emerging Issues Sub Committee

**Chair:** Pam Woodman, Marriott International, Inc.

### **New Initiatives:**

- Standard IDS Switchover procedures
- Standard GDS Chain Implementation processes
- Standard Dual Representation update
- Standard Multi Person request/sell initiatives
- Guidelines for addressing online guest reviews

## *Tuesday's Sessions – 9:00 – 11:00 AM*

### **Distribution Management**

- Group – Salon 12
- Tour – Salon 2
- Benchmarking – Salon 11

**Standards** – Meet in **Salon 15** for brief overview prior to breaking out into groups.

- Content/UGI – Salon 16
- CVV2 – Salon 17
- Emerging Issues – Salon 15

***Thank You!***

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