



## What's New?

### Barcelona Attendees Address Industry Trends, Opportunities and Challenges

**W**ith record attendance of over 325 participants, HEDNA's Conference in Barcelona, Spain in May reinforced HEDNA's excellence in producing premier events for the lodging industry. The Conference allowed members to network with their colleagues and learn from industry leaders about the latest technology, trends reports, and forecasts in the hotel electronic distribution world. The Conference commenced with Forrester Research vice president Henry H. Harteveltdt and concluded with David V. Jones, vice president, Commercial, Amadeus Global Travel Distribution. [Click here](#) for more information on the Conference and [click here](#) to access Conference presentations (username and password required).



### Upcoming 2005 Events

**11 August**  
HEDNA Networking Event  
[San Francisco, CA](#)

**September**  
HEDNA Networking Event  
[London, England](#)  
[Dallas, TX](#)

**October**  
HEDNA Networking Event  
[Toronto, Canada](#)

**4 – 6 December**  
HEDNA Conference  
[San Francisco, CA](#)

**Mark your calendar for HEDNA's next Conference to be held 4-6 December 2005 at the Grand Hyatt San Francisco.**

**Opening Keynote Speaker: Henry H. Harteveltdt, vice president, Forrester Research**

*\*Dates are subject to change.*

## Coming Soon!

### We Want to Hear Your Voice! The 2005 Membership Survey is Coming Your Way

**T**he 2005 Membership Survey gives everyone the opportunity to voice your opinions about pressing industry issues and assess the membership services provided by HEDNA. The goal of this survey is to **evaluate member interests and priorities** and to provide data for the Board to lead the association in the right direction. The HEDNA Board of Directors will also use the results to decide how to best address key issues facing our industry and meet the future needs of our members. For example, those areas of interest that prove to be most popular will be used to develop conference content. Watch your e-mail inbox for the membership survey in July. All respondents providing their name and e-mail address in the survey will be placed in a lottery drawing. Three winners will receive the entire 2005 White Paper Series (1000 USD value), one winner will receive a HEDNA Conference registration (675 USD value) as well as 250 USD American Express gift check winner.



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## Get Your Copy Today!



### New HEDNA Publications Offer Solutions for Members

Have GDS formats at your fingertips! The handy, spiral-bound **GDS Pocket Reference Guide** lists general hotel availability, description, and sell formats for all of the GDSs. It is ideal for Sales Managers who work directly with travel agencies. The new, comprehensive **Electronic Distribution Glossary** can be used to train new staff or those unfamiliar with electronic distribution, as well as be a resource tool should terms cause confusion in your organization. Discounts and bulk orders are available for both the Pocket Guide and the Glossary. Looking at partnering with an IDS but need some guidance? Find your roadmap by purchasing HEDNA's new publication **Evaluating Potential IDS Partnership Opportunities: Factors to Consider**. With the rapidly changing environment of hotel electronic distribution, HEDNA offers its 2005 series of **White Papers** that will educate hoteliers on current industry trends and answer the need for more educational tools. The first white paper already available is titled **Hotel Distribution Nirvana - A Multi Channel Approach**. The second, **Travel Search Engines Redefine Distribution**, will be available in July 2005. [Click here for more information](#).

The next White Papers will address Content Management; Impact of GDS Deregulation and its Impact on the Distribution Channels, and; Dynamic Packaging.

## Regional Networking



### Future Networking Events Coming to a City Near You

After much success, HEDNA continues to host *networking events* bringing together industry professionals to discuss challenges faced by the industry as a whole and in their particular markets. This format allows hotel sales and management professionals to hear key issues. Each attendee receives a complimentary **Electronic Distribution Glossary** and **GDS Pocket Guide** - hot off the presses!

#### Topics include:

- What is HEDNA?
- Overall Market Trends
- Local Distribution Trends and Figures
- GDS/IDS Trends
- GDS Basics Tutorial
- Meta Search/Travel Search - Is It Good for the Industry?
- HEDNA Committee Updates
- 2005 HEDNA Initiatives and Deliverables to the Membership

#### Mark your calendars!

- San Francisco (11 August 2005)
- London (September 2005)
- Dallas (September 2005)
- Toronto (October 2005)

**Online registration will open soon for these events!** Be sure to advise your colleagues in these markets about these engaging events and encourage them to attend!

## HEDNA Committees Bring Value

Several important discussion topics were addressed at the various Committee meetings at the Barcelona Conference in May. With over 75 people in attendance, the following are highlights from the Standards Committee:

- The new credit card verification value is becoming an issue for the hotel industry and no solution exists today. A sub-group presented their findings and Accor explained their research. For more information, go to
- The exception document called **Dual Representation in GDS Systems** is now approved by the majority of the GDSs and pending concerns were discussed at the Committee meeting. It will be sent to the HEDNA Board for review.
- The Digital Asset Management subgroup presented a phase 1 proposal for images and is now working on phase 2 which will include definition of digital assets for videos and advertising banners.
- The Disability Field listing has been posted on HEDNA's web site. GDS systems are now individually working on changes to accommodate as many fields as possible.

For more detailed information on these pivotal topics and others within the Standards Subcommittee, [click here](#) to access complete minutes (username and password required). You can also contact the Standards Committee co-chairs Ghislaine Bel-Genovesi ([gbel@amadeus.net](mailto:gbel@amadeus.net)) and Jennifer Riesselman ([JRiesselman@Carlson.com](mailto:JRiesselman@Carlson.com)).

With over 100 people in attendance, the following are highlights from the Distribution Management Committee:

- The subgroup, **Benchmarking Channel for Channel Activity**, identified the need to identify where an electronic reservation is coming from (i.e. channel, site, rate program, etc.) for benchmarking and/or yielding purposes. Currently, no real standard exists within our industry.
- The subgroup, **Future of Group Through Online Distribution**, shared with each other what they have been doing with group and their plans for the next 12 months. They also had a brainstorming session where participants created a list of items that affect group pricing.
- The subgroup, **Future of Tour through Online Distribution**, discussed the development of TOWARD North America and how HEDNA could benefit by working more closely with this newly launched organization. An update was also given on the HEDNA/ETOA partnership. The participants shared with each other what their organizations have been doing toward electronically automating tour and their plans for the next 12 months.

For more information on the Distribution Management Committee, contact Patricia Brusha ([pbrusha@newcastlehotels.com](mailto:pbrusha@newcastlehotels.com)) or Joann D'Andrea ([joann.dandrea@priceline.com](mailto:joann.dandrea@priceline.com)).

Plan to attend the December Conference to contribute to these key issues. Ongoing calls for these topics take place monthly. To participate, contact the chairs listed above.

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## HEDNA and ETOA Shed Light on the Future of Automation

HEDNA and the ETOA (European Tour Operators Association) hosted a successful joint meeting in conjunction with last month's **eyefortravel European Travel Distribution Summit** in London. Nearly one hundred travel professionals gathered to discuss how hoteliers and tour operators can work together more effectively in the field of automation and distribution. Titled "Automation, Consolidation and Commoditisation: Are You Ready?", this meeting brought together senior executives from the GDS, leading travel web sites, and technology providers. This topic is especially relevant, considering the rapidly changing market environment for both groups. Innovation in this marketplace is helping companies keep up with more informed consumers who now have access to Internet research and places to comparison shop.

Participants discussed the benefits and limitations of new technologies, as well as the urgent initiatives that hoteliers and operators must take together in order to optimize the profitability and efficiency of the industry.

## Digital Desktop Marketing: Cutting Out the Distribution Middleman?

Everyone has heard the phrase, "if you can't beat 'em, join 'em"? That's the marketing strategy that many hotel suppliers have taken in their approach to **meta-search engines**. Naturally, hotels would love to sell their product directly to consumers, but the increasing volume of traffic on sites such as **Kayak.com** and **SideStep** has enticed many to participate. New technologies may reverse this trend, again providing suppliers the opportunity to connect directly with their customers. To continue reading, [click here](#).

## RSS: Facilitating a Distribution Revolution?

In the congested world of information distribution, marketers fanaticize about a technology that would deliver their message to the most interested consumers – quickly, easily, and economically. Meanwhile, shoppers are becoming increasingly frustrated with web searches, due to the high volume of irrelevant information they must sort through. Many people are turning to **RSS** (*Really Simple Syndication*), which provides a convenient way to syndicate information from a variety of online sources – including news stories, updates to specific web sites, or important bulletins – and have the content delivered as soon as it is posted. To continue reading, [click here](#).

## Online Hotel Shoppers: Looking Around, Buying Direct

Raise your hand if this sounds familiar: You check your usual handful of Internet web sites for screaming-good hotel deals. Find a great rate and then go directly to that brand's site – find the same (or better) price and make your reservation. [GUILTY!]

Three out of ten online shoppers who peruse hotel rooms on online travel agency sites end up purchasing directly from the supplier. According to a new report published by PhoCusWright, online travel agencies struggle with issues of loyalty by consumers who prefer ultimately buying through a supplier-direct channel (including supplier call center and web site). To

continue reading, [click here](#).

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## **“Sports Tourism” Predicting Travel Industry Booms**

With countries around the world – particularly the Middle East – attracting big international sporting events, a rise in “sports tourism” is affecting many regions. The facilities and infrastructure necessary to accommodate the influx of visitors and tourists is a boost to local economies. To continue reading, [click here](#).

