



March 29, 2010

## An Open Letter to Our Partners in the Hotel Industry

I would like to clarify the position of the Hotel Electronic Distribution Network Association (HEDNA) regarding draft federal legislation, referred to as the “Internet Travel Tax Fairness Act (ITTFA)”.

HEDNA was a signatory to a recent open letter to the American Hotel & Lodging Association (AH&LA) that expressed a desire for the lodging industry and its partners to work together to protect the industry from harm due to excessive litigation and taxation. While HEDNA believes that the lodging industry is a vital part of the economy that should be promoted, we cannot endorse ITTFA as a means to that end. In hindsight, we should not have been a signatory on the letter.

HEDNA members include all segments of the hotel distribution industry including hotel companies and online travel companies. Our membership works together to standardize, educate, and facilitate distribution of hotel rooms through the various electronic means for our mutual benefit. Since our membership has differing views of ITTFA and its possible impacts, HEDNA must take a strictly neutral position on the legislation.

HEDNA looks forward to working with our entire membership in promoting initiatives of common interest which will encourage the electronic distribution of hotel information and services.

Sincerely,

Valerie B Cooper, CAE  
HEDNA Executive Director