For Immediate Release

HEDNA AND HTNG PUBLISH VIRTUAL PAYMENT CARDS BEST PRACTICES GUIDE

CHICAGO (October 13, 2015) – The Hotel Electronic Distribution Network Association (HEDNA) and Hotel Technology Next Generation (HTNG) have jointly published a new edition of HEDNA's best practices guide for virtual payment card use, *Virtual Payment Cards: A Handbook for Hoteliers.* The document will help hotels understand the challenges associated with virtual payment cards, address relevant issues when engaging with distribution partners and develop suitable operational policies. Additionally, as providers across the booking network update their systems in accordance with the new HTNG specifications, this shared set of enhancements will provide an efficient and common method for delivering the information that hotels need to process virtual payment cards appropriately.

Virtual payment card use is likely to become more widespread throughout hospitality in the future. Unlike traditional credit cards used by guests to pay for their own hotel charges, virtual payment cards are used by third parties to pay for some guest charges. It is difficult for hotels to differentiate a virtual card from a traditional card based on the information on a reservation. There is no systematic way to communicate the special handling requirements of virtual card transactions.

David Cabreza, HEDNA Board Member and Chairman of HEDNA's Payments Forum, said, "Recent growth in virtual payment card usage has amplified the industry's need for operational guidelines and a solution to the current data limitations relating to virtual payments. This joint document and development specifications for hotel booking and payment systems are an important step towards an industry standard." David Sjolander, Chief Operating Officer of HTNG, adds, "This white paper is a great example of leading hotel associations and their members collaborating to address shared issues, enable greater efficiency and improve guest service."

In creating this handbook, HEDNA and HTNG sought input from their members, including hotel chains, payment providers, global distribution systems (GDS) and software/application providers. Both associations encourage the widest possible dissemination of the document and adoption of the specifications, which are available to the public: Virtual Payment Cards. A Handbook for Hoteliers, HTNG Virtual payment cards 2015A Technical Specification.

Find more information about the Virtual Credit Cards workgroup at http://www.htng.org/workgroups. See http://www.hedna.org/?page=F_Payments to find out more about the HEDNA Payments Forum.

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About Hotel Technology Next Generation

The premier technology solutions association in the hospitality industry, HTNG is a self-funded, nonprofit organization with members from hotel and hospitality companies, technology vendors to hospitality, consultants, media and academic experts. HTNG's members participate in focused workgroups to bring to market open solution sets addressing specific business problems. HTNG fosters the selection and adoption of existing open standards and also develops new open standards to meet the needs of the global hospitality industry.

Currently more than 400 corporate and individual members from across this spectrum, including most of the world's leading hotel companies and technology vendors, are active HTNG participants. HTNG's Board of Governors, consisting of 19 top IT leaders from hotel companies around the world, itself has technology responsibility for 4.5 million guest rooms. HTNG publishes workgroup proceedings, drafts and specifications for all HTNG members as soon as they are created, encouraging rapid and broad adoption. HTNG releases specifications into the public domain as soon as they are ratified by the workgroups. For more information, visit www.htng.org.

About HEDNA

Founded in 1991, HEDNA (Hotel Electronic Distribution Network Association) is the only global forum exclusively dedicated to the advancement of hospitality distribution through strategic collaboration and knowledge sharing. HEDNA provides its members with networking platforms, educational opportunities and professional resources to help them navigate the ever-evolving landscape of hotel electronic distribution. The association works to optimize the use of technologies while influencing the development of current and emerging distribution channels. It promotes an open exchange of information and professional development amongst its members. HEDNA is comprised of hospitality industry leaders and innovators. Members represent all areas of electronic distribution including hotels, representation and management companies, GDSs, switch companies, OTAs, tour operators, software and payment service providers, industry consultants and educational institutions. For more information, visit www.HEDNA.org.

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