



HEDNA CONVENES IN MIAMI TO DELVE INTO DISTRIBUTION'S HOTTEST TOPICS

Peer-to-peer collaboration and insights from travel industry experts drive HEDNA'S annual North American Global Distribution Conference as the association ushers in its 25th anniversary.

WASHINGTON, DC, January 29, 2016 - Close to 325 attendees gathered in Miami, Florida from January 12-14, 2016 for HEDNA's annual North American Global Distribution Conference. Popular topics included mobile technology, metasearch, advances and innovations in payments, the future of GDSs, and increasing business in Latin America.

On January 12, HEDNA hosted its first-ever Education Tuesday, a day filled with workshops, meetings and other educational opportunities. The following day, Heather Leisman, Vice President of Industry Marketing for TripAdvisor, kicked off the conference with an inspiring keynote address, "The Ever-Evolving Travel Landscape," in which she shared insight on the millennial market segment, mobile-connected travelers and changes in traveler's usage and expectations of online distribution channels. The remainder of the conference included over a dozen sessions, presentations and breakout meetings as well as numerous opportunities for attendees to mingle with colleagues.

"Bringing the number and caliber of distribution professionals together in one place for three days results in unparalleled learning, collaboration and networking," remarked HEDNA President Rajesh Vohra of Sarova Hotels. "As the landscape of hotel distribution changes, HEDNA continues to think strategically about the future of the industry, bringing great minds together not just at our annual conferences, but in the day-to-day operations of the organization."

To mark HEDNA's 25th anniversary, the association introduced a new brand identity and relaunched its web site presence in conjunction with the Miami conference. The winner of the 2016 HEDNA Award of Excellence was announced during the conference. Linda Kent, a true professional with extensive experience in the travel sector, was honored for her contributions to the hotel distribution industry. A board vacancy was also filled during the annual meeting. HEDNA's Board of Directors welcomed Anne Cole as a Board Member at Large. Anne currently serves as Vice President, Product Management and Content, at DHISCO. She is an accomplished hotel distribution executive and content strategist with 20 years of experience in the industry.

HEDNA's European Global Distribution Conference will be held in Berlin, Germany from June 14-16, 2016. Discounted early registration opens soon.

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ABOUT HEDNA

HEDNA (Hotel Electronic Distribution Network Association) is a not-for-profit trade association whose worldwide membership includes executives and managers from the most influential companies in the hospitality distribution industry. Founded in 1991, HEDNA's mission is to be the leading global forum for advancing hospitality distribution through collaboration and knowledge sharing. Its vision calls for HEDNA to be known for creating an environment that fosters strategic collaboration toward business development in the global hospitality industry. hedna.org

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