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For immediate release

Press Release

2018 HEDNA Conference in Austin Attracts Global Industry Leaders & Attendees

Attendees Come from Far and Wide to Discuss Hotel Distribution Challenges, Explore Innovations and Share Best Practices

Washington, DC (December 19, 2017) –HEDNA (the Hotel Electronic Distribution Network Association) is gearing up to host the [Global Distribution Conference](#) from January 29 through the 31, 2018. Leaders and experts from across the globe will meet in Austin, Texas for three days of technology and industry-focused keynotes, networking, breakout sessions and discussions.

Innovation in Technology is the theme of this year's conference and the [action packaged agenda](#) is set to deliver the most comprehensive information, insights, and dialogue on emerging trends that impact the hotel industry. Across the educational tracks at the event, each session will present a snapshot of the most transformative ideas shaping the future of hotel distribution from tech industry leaders, hoteliers, entrepreneurs, executives, influencers and more. HEDNA, in cooperation with Tnooz, is also organizing and producing a "[Hackathon](#)" focusing on AI and emerging technologies in Hospitality.

On its way to selling out, the conference has attracted top delegates from hotel chains, multi-properties, independents, management companies, technology innovators and many others. Attendees and sponsors include:

- Hilton
- Wyndham Hotels
- HomeAway
- Expedia
- InterContinental Hotel Group
- Disney
- MGM
- Duetto
- WorldPay
- Onyx CenterSource
- Marriott
- CitizenM Hotels
- Omni Hotels
- SnapShot
- IDEaS
- Triometrics

- DHISCO
- Pegasus Solutions
- DataArt Travel
- hospitalityPulse
- Cloudbeds
- DerbySoft
- Kognitiv
- Sabre Hospitality Solutions
- WEX
- Leonardo
- ReviewPro

“This is an incredibly dynamic time in our industry,” said Sarah Fults, president of HEDNA. “It’s vital that we engage in meaningful discussions and collaboration. This conference provides an amazing opportunity to do that. We are so proud to be attracting such great hotel and technology companies who are all focused on advancing the hotel distribution landscape.”

Another highlight of the event is the Innov8 session. During this interactive forum, eight leading professionals from our industry will share their innovations in eight-minute engaging presentations. Best of all, this year an award will be presented on the last evening of the conference to the best Innov8or.

For more information and to register or sponsor, please visit AustinHEDNA.com.

About Hotel Electronic Distribution Network Association (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 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. For more, visit www.HEDNA.org.

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