



## **FOR IMMEDIATE RELEASE**

### **HEDNA and OpenTravel Alliance Collaborate on Business Functionality Schema**

Washington, DC, and New York, NY, November 14, 2014 – The Hotel Electronic Distribution Network Association (HEDNA) and the OpenTravel Alliance announced today that they have joined forces to streamline the electronic exchange of business information among multiple sectors of the travel industry.

The two not-for-profit trade associations are working together to define an industry standard product management message that will deliver numerous benefits for the industry, including: removing the need to exchange spreadsheets; reducing manual labor related to mapping and loading; reducing errors and augment data accuracy; making the onboarding of new products seamless; and providing greater opportunity to distribute new offers.

The two message pairs, developed by members of HEDNA's Connectivity Working Group and OpenTravel's Product Automation Team, will be published as part of the OpenTravel 2014B 1.0 XML Schema Specifications, released today.

The project goal was to implement messaging to handle the creation, modification, and deletion of hotel products. These products are defined as room types, rate plans, the combination of both a room type and rate plan, or policy information. These messages will be used to both push and pull product information for specified criteria.

"HEDNA provided clear business requirements which made the execution easy," said Cheryl Reynolds, Executive Director, OpenTravel Alliance "We expect a high level of interest and adoption by the industry. We look forward to continuing to work with HEDNA and other industry partners to enhance travel distribution standards."

HEDNA's Connectivity Working Group was formed in 2011 with the purpose of defining a framework that permits the efficient exchange of rich, detailed and timely shopping results while maintaining a high level of accuracy for the consumer. The group has published three white papers, *The Future of Shopping*; *Change Discovery Service*; and *Push and Pull Connectivity Models for Hotel Distribution*. The group continues to address challenges in the area of connectivity and will be announcing the availability of a new white paper later this year.

"This partnership with OpenTravel is a true testament to the collaborative nature of our industry and how we can work together to solve common complex problems to everyone's mutual benefit," said HEDNA President Rajesh Vohra (Sarova Hotels).

More information can be found at [www.hedna.org](http://www.hedna.org) and [www.opentravel.org](http://www.opentravel.org).

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#### **About HEDNA**

The Hotel Electronic Distribution Network Association (HEDNA) 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

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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. Additional information on HEDNA is available by calling +1 202-204-8400 or by visiting [www.hedna.org](http://www.hedna.org).

**HEDNA contact:** Ann Crampton, HEDNA Associate Director, at +1 202-207-1129 or [acrampton@hedna.org](mailto:acrampton@hedna.org)

**About OpenTravel Alliance**

The OpenTravel Alliance provides a community where companies in the electronic distribution supply chain work together to create an accepted structure for electronic messages, enabling suppliers and distributors to speak the same interoperability language, trading partner to trading partner. Additional information on OpenTravel or details about membership is available on [opentravel.org](http://opentravel.org) or [membership@opentravel.org](mailto:membership@opentravel.org).

**OpenTravel Alliance contact:** Cheryl Reynolds, Executive Director, at +1 415-295-4625 or [cheryl.reynolds@opentravel.org](mailto:cheryl.reynolds@opentravel.org)