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For immediate release

Press Release

HEDNA Tackles Costly Payment Challenges at January 2018 Global Distribution Conference in Austin

Industry leaders and experts present trends, insights, innovations and best practices to help hoteliers optimize payments, security, privacy, data and distribution strategies

Washington, DC (January 9, 2018) – The upcoming HEDNA (Hotel Electronic Distribution Network Association) Global Distribution Conference has become the go-to place for hotel industry payment insights, education and best practices. The nearly sold-out event will deliver the most comprehensive information, resources, and dialogue to help hoteliers gain control of the complexities associated with regulations, high fees, virtual payments, data security, GDPR and guest demands when it comes to payment strategies.

The conference, which has attracted top delegates from hotel chains, multi-properties, independents, management companies, technology suppliers and many others, takes place from January 29th – 31st, 2018 at the Sheraton Austin. This year, payment tracks take center stage to address important topics including how to implement a ‘guest centric’ payment strategy, how to right size a hotel’s third-party costs from a payment perspective, virtual payment trends, compliance, B2B payments, as well as solutions for upcoming issues such as General Data Protection Regulation (GDPR). The elite group of speakers and presenters is comprised of payment experts and influencers from Braintree – A PayPal Company, Ingenico, Disney, Edgar, Dunn & Company, Worldpay, Elavon, Hilton, JP Morgan, WEX, Onyx CenterSource, and Voxel Group. For a full list of topics and presenters, visit austinhedna.com/agenda.

The Hotel Analytics Working Group will also share the wealth of data received from the 1,000+ HEDNA members and non-member participates in a recent survey. The analysis and White Paper provides recommendations and guidelines to educate hotels globally on how best to use their data to optimize both profit potential and long-term asset value.

Other highlights of the event include the interactive Innov8 competition and a “Hackathon” in partnership with TNOOZ focusing on AI and emerging technologies in Hospitality.

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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