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For immediate release

Press Release

HEDNA Releases Two Highly Anticipated New White Papers for Hoteliers

Revealing industry reports set the stage for discussions at June HEDNA Global Distribution Conference in Lisbon: Registration now open

Washington, DC (April 10, 2018) – HEDNA, the Hotel Electronic Distribution Network Association, is pleased to announce the launch of two new white papers developed to help hotels leverage the plethora of content, diverse platforms, distribution channels and data to gain critical insights, optimize their distribution performance and operations. The insightful reports are a prelude to some of the topics that will be explored at the upcoming HEDNA Global Distribution Conference in Lisbon, Portugal.

Hotel Descriptive Content White Paper

Presented by the HEDNA Content Working Group, the white paper titled, “Hotel Descriptive Content: Considerations for Sourcing and Exchanging Content,” describes the current state of content today, including the various content API standards available. The report identifies different content usage scenarios, the key attributes typically applicable to each, and examples of companies that have implemented those scenarios. It also explores the critical questions to ask when evaluating your content needs and the solutions that are available – with a listing of content providers who are offering access to an extensive collection of chains and properties.

Highlights from the white paper:

- Addressing the “content conundrum”
- Available interface standards
- Delivery methods – push and pull
- Example usage scenarios
- Addressing the challenges
- Selecting a content solution
- Content providers matrix

To download a complimentary copy of the Content Working Group white paper, visit https://c.ymcdn.com/sites/hedna.site-ym.com/resource/resmgr/Publications/Content_Whitepaper-Mar2018.pdf

Hotel Distribution, Data Management, and Analysis White Paper

The HEDNA [Hotel Analytics Working Group](#) analyzed the results of one of the most abundant survey samples collected and published the outcomes in the white paper titled, “Hotel Distribution, Data Management and: A 2018 assessment on global and regional practices.” The 20-part survey was released in October 2017 and over an 8-week period, generated 1,053 global responses, representing over 40,000 hotels and Management Companies. The Survey responders come from all major continents and represent hotels, management companies, and independents. The survey set out to quantify current practice in data collection, storage, and usages, as well as test respondents’ overall data satisfaction. Next steps are for the Analytics Working Group to share best practice recommendations for the hotel industry.

Highlights from the white paper:

- Objectives and methodology
- A detailed breakdown of survey responses
- Main takeaways from each specific segment (Chain, Independent, Management Company)
- Addressing the challenges in data quality, timeliness, collection, and storage
- Developing formal industry data management best practices
- State of the industry and next steps

To download a complimentary copy of the Hotel Analytics Working Group white paper, visit https://c.ymcdn.com/sites/hedna.site-ym.com/resource/resmgr/Publications/Analytics_Whitepaper-Mar2018.pdf

“With the significant amounts of hotel data and content generated every day, it is more important than ever for organizations to acquire the tools and technologies necessary to gain business advantage and shape the standards for our industry,” said Sarah Fults, President of HEDNA. “Associations like HEDNA, offer the ideal forum and opportunity to facilitate active dialogue and collaboration between the suppliers and users of hotel technology. The goal of our working groups and these white papers is to set the stage for future discussions leading up to, and including, the upcoming Lisbon conference in June.”

Registration is open for the HEDNA Global Distribution Conference in Lisbon, Portugal from June 4 to 6, 2018

The theme of the Lisbon event, ‘A Conversation with Tomorrow's Guest,’ encapsulates the engaging content that will be featured during the three-day conference which takes place at the Sheraton Lisboa Hotel. Hospitality professionals should participate in if they want to stay informed, understand and compete in the dynamic hospitality landscape. **To learn more visit <https://hednalisbon.com>.**

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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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