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Press Release

HEDNA Distribution Survey Represents Largest Response in the Industry, Results to be Presented at Austin Conference in January

Over 1100 global hoteliers and partners respond to data analytics survey to assist HEDNA in developing best practices for managing and utilizing hotel specific data

Washington, DC (Dec 5, 2017) – After launching its Hotel Analytics Working Group Survey only six weeks ago, HEDNA (the Hotel Electronic Distribution Network Association) today announced a record-breaking first completion rate of over 1100 participants, who represent 45,000 hotels based on the submissions from international chains, hotel groups and independent hotels. The results of the comprehensive study will be presented at HEDNA’s upcoming conference with plans to keep the survey open until Summer 2018.

For more information and to register for HEDNA’s Global Distribution Conference taking place January 29-31st in Austin, Texas, please visit AustinHEDNA.com.

HEDNA’s Hotel Analytics Working Group, co-chaired by David Turnbull (Co-Founder, SnapShot) and Matthew Goulden (CEO, Triometric) designed the survey to host a broad range of questions related to how hotels manage their data, including critical topics like the impact of integrations, cost of distribution and data reliability. The impressive sample size will enable solid analysis of identified trends, positive factors as well as efficiency shortfalls and opportunities to optimize channel mix and other operational areas. The success of the quality and quantity of respondents to the survey further underpins HEDNA’s leadership position, at a time when data across all industries is increasingly vital to competitive survival.

Sarah Fults, president of HEDNA, commented “With global coverage across many different categories, this survey represents one of the largest respondent samples in the industry. With the support of our members and Allied members, we were able to reach and gain valuable insights from hotels chains, multi-properties, independents, management companies and many others. We are keeping this survey open to gather as much input from hoteliers as we possibly can. Our goal is to bring together hoteliers and trusted partners to identify the facts that define the distribution landscape today and HEDNA is proud to be focusing one of our working groups on this important effort.”

HEDNA’s leadership will leverage the insights to develop unique global and regional perspectives on how data is collected, stored and used from a distribution perspective. The first wave of these results is now being converted into actionable best practice guidelines to educate hotels globally on how best to use their data to optimize both the hotel’s profit potential and long-term asset value.

“It is now more imperative than ever to fully embrace the data that impacts the hotel industry on a daily basis,” stated Rajesh Vohra, Managing Director of Sarova Hotels. “The challenges that hoteliers face in managing not only their distribution strategy but fully understanding the costs associated with distribution and 3rd party interactions needs to be met head-on. Having an association like HEDNA targeting this challenge and helping the industry implement best practices is welcomed.”

Anyone wishing to participate in the survey should visit via <https://www.surveymonkey.com/r/HEDNA-analytics-survey>. To learn more about the HEDNA Analytics Working Group, visit www.hedna.org/hotelanalytics_wgc.

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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