

HEDNA DRIVES DEEPER ENGAGEMENT FROM INDUSTRY EXECUTIVES IN LOS ANGELES



St. Paul, MN, February 8, 2019 – Industry association [HEDNA](#) gathered 350 distribution and payment executives in Los Angeles, CA last week to host their biggest ever audience discussion around hottest topics and trends in hospitality.

Feedback from attendees indicates great support for the event, with participants specifically commenting on strong speaker presence and discussion panels.

Key topics discussed over the 3 days focused on challenges faced by the hotel industry when it comes to staying in control of their distribution strategies and dealing with emerging payment technologies. Driving loyalty was a hot debate, with a general feeling that independent and smaller-chain hotels should be driving loyalty through delighting in service delivery, whereas groups with higher critical mass can continue to benefit with the “earn points” systems.

“Bringing the cross-industry representation and high-caliber of distribution professionals together in one place for three days results in unparalleled learning, collaboration and networking,” remarked HEDNA President Sarah Fults of MGM Resorts International. “As the landscape of hotel distribution changes, HEDNA continues to think strategically about the future of the industry, bringing great minds together not just at our distribution conferences, but in the day-to-day operations of the organization.”

HEDNA invests heavily each year in HEDNA U (university). Designed to provide a comprehensive understanding of the industry, HEDNA U 200 courses were unveiled on Education Monday with brand new material adjusted to focus on understanding and optimizing the guest travel journey.

Working Groups are the lifeblood of HEDNA and have published best practices, thought leadership and white papers to address industry issues and trends. The Content, Mobile and Analytics Working Groups gathered in the afternoon to develop work plans to address priority opportunities. Distribution and Payments Innovation Labs gathered for the first time bringing together professionals to talk about the hottest trends in hospitality.

Rajesh Vohra, Director at Sarova Hotels Ltd., was honored as the recipient of HEDNA’s Award of Excellence for his leadership as HEDNA President from 2012-2017. The highest honor HEDNA bestows, the Award of Excellence recognizes remarkable contributions to the advancement of electronic distribution.

Plans for continued networking events throughout 2019 are now in place, with local events taking place in Berlin and Miami in March, Paris and April and followed by the next Distribution Conference in Madrid on 20-22 May 2019. Registration for Madrid is now open [online](#).

HEDNA is excited to continue the conversation sharing the amazing content from the conference with its members to reflect and exchange on new ideas, best practices and emerging trends. Visit the HEDNA [YouTube Page](#), [Blog](#) as well as our [LinkedIn page](#), for updates and additional content around HEDNA LA.

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.

CONTACT:

HEDNA
1000 Westgate Drive
Suite 252
St. Paul, MN 55114
United States
T: +1 651 290 6291
E: info@hedna.org