

HEDNA Meeting To Focus On Benefits Of Electronic Distribution In The Asia-Pacific Travel Market

2007-09-27

Is the concept of electronic distribution new to you? Or are you a seasoned travel industry professional who'd like to know the latest trends in electronic distribution?

Whether you're new or an experienced pro, you'll gain valuable information and tips at the HEDNA conference in Singapore, 18 October 2007 to be held at Grand Hyatt.

HEDNA is bringing together top industry gurus for this important meeting. The meeting kicks off with a keynote address by Craig Hewett, CEO of Bezurk, a leading online travel source for the ASPAC region.

HEDNA has lined up a series of panels that will give you the information you need now to do your job better. The panels are:

Corporate Travel - It is no secret that online booking engines are giving tradition travel agency models a run for their money. Trends indicate that adoption in online booking engines directly affect a travel manager's bottom line while offering a broader array of options to the traveling executive. What impact do these booking engines have on the travel industry and what do we need to do now in terms of content to most effectively sell under this adapted booking model?

Global Distribution System (GDS) - GDSs are flourishing as a viable part of the travel industry. What do we need to do as travel industry partners to embrace opportunities that the GDSs have to offer? What is the best means to collaborate towards common goals and objectives? What forums are available to work towards a better tomorrow for both parties?

Online Travel Agencies (OTA) - With growth in travel industry brand-dot-com websites, what role do OTAs really play in our business today and going forward? This panel will address the role of OTAs in today's changing online business environment and how we as travel industry partners can collaborate in a mutually profitable environment.

Besides this wealth of information from the top experts in the field, you'll have ample opportunity to network with the speakers and your colleagues. This is an event you won't want to miss!

Cost of the conference is \$150 USD. To register for the meeting and the hotel, please go the website <http://www.hedna.org>.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article29420.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html