

GuestCentric Systems Joins Hotel Electronic Distribution Network Association (HEDNA)

Stamford, CT - GuestCentric Systems (www.guestcentric.com), the premier Software as a Service (SaaS) provider for the independent hotel industry, announced their incorporation as member to the Hotel Electronic Distribution Network Association (HEDNA).

As a member of HEDNA, GuestCentric joins over 200 of the most influential companies in the hotel distribution industry focused in optimizing the use of current technology and influenced the development of current and emerging electronic distribution channels. HEDNA has emerged not only as a lobbying organization for the hotel industry but has also created an arena in which the major players cooperate in resolving issues and promoting electronic distribution systems.

“Joining HEDNA is another step in establishing GuestCentric as a company committed to lead the way in offering easy-to-use new online technology accessible to everyone. Said Pedro Colaco President and CEO at GuestCentric. It is a pleasure for GuestCentric to participate with an association that is constantly seeking to implement solutions to the challenges face by the hotel industry now a day”.

About GuestCentric

[GuestCentric Systems](http://www.guestcentric.com) develops and markets web services that revolutionize the way independent hotels work. GuestCentric has built a Software as a Service platform that allows independent hotels to develop long-standing relationships with guests, improve online revenues and lower expenses associated with online distribution. Through the use of Web 2.0 technologies, GuestCentric provides easy-to-use tools at reasonable prices that up until now were only available for hotels with big budgets. For more information about GuestCentric, visit www.guestcentric.com

[The Hotel Electronic Distribution Network Association](#) (HEDNA) is a not-for-profit trade association whose worldwide membership includes executives and managers from over 200 of the most influential companies in the hotel distribution industry. Founded in 1991, all of HEDNA's activities are intended to stimulate the booking of hotel rooms through the use of GDS, the Internet and other electronic means. HEDNA brings all segments of the hotel industry together to evolve systems and services into electronic distribution that is easy and efficient. Additional information on HEDNA is available by calling +1 202-204-8400 or by visiting www.hedna.com

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