

HEDNA Brings the Global Distribution Conversation Back to Lisbon, Portugal, September 15–17, 2026

MD, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- The [Hotel Electronic Distribution Network Association \(HEDNA\)](#) is excited to announce the return of its Global Distribution Conference, taking place September 15–17, 2026, at the renowned Altis Grand Hotel in Lisbon, Portugal. HEDNA's flagship event brings together the professionals who shape how rooms are bought, sold and paid for. Over three days, hoteliers, technology providers, OTAs, GDSs, payment companies and consultants explore the future of hotel distribution, e-commerce and payments.

The 2026 program centers on what happens when discovery moves. As AI-driven search redraws the path to purchase, sessions examine what that shift means for direct bookings, content and data quality, intermediary relationships, and the legal and payment frameworks underneath it all.

Conference Highlights Include:

- When Discovery Changes – A connected series on the zero-click guest, new discovery behavior, competing for direct bookings, and why travel keeps getting simpler for travelers and more complex for everyone else.
- Legal Fireside: Pricing, Privacy & AI – The new rules reshaping global hospitality, with Bartholomäus Regenhardt - Cooley LLP.
- Content, Standards and Data Quality – When visibility depends on data quality, plus standards, best practices and staying relevant.
- Power Brokers, Partners or Disruptors – A two-part look at the roles B2B intermediaries and



OTAs now play.

- Global Pulse – Demand shifts, consumer trends and what will shape the industry.
- What Didn't Work: Failed Experiments in Distribution – A candid look at what the industry has tried and left behind.
- HEDNA U and Interactive Workshops – The in-person fundamentals of distribution course, plus opening-day workshops and hospitality suites.

Beyond the main stage, the HEDNA Lounge, welcome reception and evening networking events keep conversations going, putting the full distribution value chain in one room. Participants leave with concrete ideas to improve their distribution strategy and commercial performance.

Industry Leadership Perspective

"The pace of change in discovery has overtaken what any one company can solve for on its own. This is why distribution professionals have never been more important and is the reason we come together" said Lisa Murphy, HEDNA President. "In Lisbon, HEDNA is bringing the full value chain into one room to prepare for what's coming."

Registration

For more information and to register for the conference, please visit hedna.org/hedna-lisbon-2026. For media inquiries or sponsorship opportunities, contact info@hedna.org.

About HEDNA: HEDNA is dedicated to advancing hospitality distribution through collaboration and knowledge sharing. With a global membership, HEDNA provides a platform for the hospitality industry to develop and implement innovative solutions for distribution challenges.

Jennifer Thornton

HEDNA

+1 443-640-1085 x1151

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