

# MEMBER BENEFITS: HSMAI PACIFIC



## ABOUT HSMAI PACIFIC

HSMAI Pacific is a chapter of the Asia Pacific region covering Australia and New Zealand. Over ten years - this region has built strong industry partnerships and contacts to deliver members and delegates strong educational content and extensive networking opportunities specific to the mature travel and hospitality market in which we operate.

We understand that in this region it can be difficult with the long distances to each city, restrictive staff numbers and high levels of understanding this market to reach all of our goals to grow business and meet KPIs year on year.

Over the ten years in this region, our events have evolved and through our strong Asia Pacific growth. We are constantly building on the levels of hospitality understanding and the educational requirements to train peers and teams to ensure effective transitions as we develop in our own career paths.

## BENEFITS OF MEMBERSHIP

We know you're looking for a banquet of resources, and we're right there, feeding you the latest industry trends and connecting you with customers. You're thirsting for knowledge, and we're your mini-bar of education, filled with peer interaction sessions and industry certifications. You're ready to pick up the phone and make the right connections, and we're your direct line to industry insights, regional and national networks, and a whole database full of opportunity. We're HSMAI, and trust us, you'll enjoy your stay.

## KEY BENEFITS

- A Competitive Edge: Weekly Insights from sales, marketing, and revenue optimisation experts
- Marketing Intelligence: Best practices and case studies from the industry's top marketers
- Specific education to progress your career in hospitality
- Strong partnerships to build on knowledge, such as TIME mentoring experience
- Tools & Insights: Exclusive access to extensive online Knowledge Centre resources
- Peer Network: Local, national and international contacts
- Group Business Leads: Customised leads for your needs
- Significant savings: Special member pricing on all HSMAI programs, events, and publications

## EVENT BENEFITS TO MEMBERS

Roundtable and open forum events hosted by HSMAI Pacific attract approximately 30 senior hospitality professionals per event, we like to keep open forums and education sessions to this approximate number to ensure that delegates are able to express opinions and openly discuss any relevant points in a comfortable group. These events provide delegates with an optimal opportunity to understand a certain area of interest within hospitality.

Our networking events attract approximately 100 delegates and members, all of which is subject to partner support. These events provide delegates with an optimal opportunity for peer networking and professional growth.

The HSMAI Revenue Optimisation Events (Mini-ROC) are unique half-day interactive forums for thought leaders and subject-matter experts in various aspects of revenue management. You'll learn about the latest trends and best practices in this important discipline. With the changing dynamic within the hospitality distribution chain and hierarchy, these events are becoming increasingly popular around the globe for HSMAI.