



## MONTHLY NEWSLETTER

**DON'T MISS OUT ON OUR NEXT EVENT!**

### **Optimizing Your Distribution Channels**

**Thursday | July 25  
1:00pm - 3:00pm**

Embassy Suites by Hilton Charlotte  
4800 South Tryon Street  
Charlotte, NC 28217

The increasing complexity of the online distribution landscape and the ever-changing behavior of consumers presents new challenges every year. How do you find the optimal channel mix for your hotel? How can you ensure that you're making the most out of each channel? And what data should be driving your decision making?

Experts from Travel Tripper & Pegasus and OTA Insight will present a deep dive into how to optimize your distribution mix, including important strategies for managing OTA, metasearch, and direct booking channels. You'll learn about:

- Driving bookings more effectively through price monitoring and management
- Using smarter analytics to optimize channel performance across OTAs and metasearch sites
- Optimizing your website to compete effectively for direct bookings
- Developing geographic marketing strategies
- The importance of content and rate parity
- Developing the right attribution models to measure success

[REGISTER NOW](#)



## HSMAI INSIGHTS

### **Competencies Checklist for Hotel Sales Managers**

This checklist can be used by hotel sales leaders, general managers, HR professionals, and others to assess the skills and knowledge required to perform the role of Sales Manager — as well as key behaviors and abilities that contribute to strong performance in this role.

[Click Here to Read the Article](#)

### **The Next Big Things in Hotel Revenue Optimization**

As part of their ongoing visioning activities, members of our advisory boards recently told us the big issues on their radar for 2019. Below are the top five responses from our Revenue Management Advisory Board

[Click Here to Read the Article](#)

## EXPLORE MEMBERSHIP

While you do not need to be a member of HSMIAI to attend our events, membership does offer many benefits including free access to HSMIAI University & Knowledge Center, special member pricing on events, and free access to HSMIAI NC's Leadership Energizer Series.

[CLICK HERE TO LEARN MORE!](#)

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