

WELCOME!



“I definitely would recommend HSMAI to anyone looking to stay on top of current market place dynamics and maintaining their competitive edge”.

Testimonial by:

Marty Milligan, Vice President Business Development, Brandywine CVB, PA

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hospitality sales & marketing association international

The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue.

hsmái regions:



americas ▶



europa ▶



asia pacific ▶



middle east ▶

☐ remember my location & always skip this page

A reminder of who HSMai is today

- Still the largest & most active hospitality marketing association in the world. “Your” professional career association.
- 87-year-‘new’ individual member professional association (Non Profit) with over 7000 members in 60 chapters in 31 countries, worldwide
- Chapter & subject matter expert based infrastructure
 - United States & Canada
 - Europe & Middle East
 - Asia Pacific
 - Mexico, Canada, South America



What we do for members?

Fuel Sales | Inspire Marketing | Optimize Revenue

...in a way that creates professional value for the individual and drives business for the company

MISSION

To grow the business of hotels
and their partners through fueling
sales, inspiring marketing and
optimizing revenue

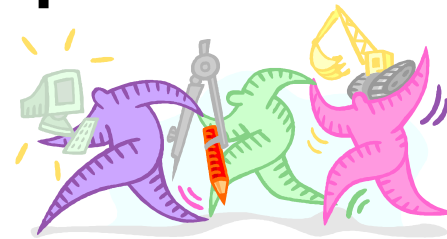
WHY BECOME A MEMBER?

Because ---

Your professional development



helps you accomplish your
business development





HSMai.ORG

FUEL SALES ■ INSPIRE MARKETING ■ OPTIMIZE REVENUE

www.hsmmai.org

Web browser window showing the HSMai website (http://www.hsmmai.org/home.cfm). The browser interface includes a search bar, navigation links (Facebook, Listen to music, Amazon, YouTube, Griffith, IN, News, Fun Games, Celebrity, E-mail, Word of the Day), and a sidebar with favorites (Microsoft Websites, MSN Websites, Websites for United States, Windows Live, ASUSTeK COMPUTER INC).

The website header features the HSMai logo and navigation links: about hsmmai, foundation, faq, contact us. Below the header is a green bar with links: knowledge center, my hsmmai, trends & research, career development, events, news, renew.

The main content area includes a section for "New HSMai and MPI Dual Membership" with a large MPI logo and HSMai logo. To the right is a "news & insights" section with articles: HSMai New York Chapter Revenue Management Insights 2012, HSMai Foundation Announces 2012 Recipients of Scholarship Program, InterContinental Hotels Group PLC announces Third Quarter Americas RevPAR Growth at Annual Conference for Hotel Owners. Below this is a "calendar" section with dates: October 30 - December 30, 2012 Revenue Management Webinar Series, January 28, 2013 Adrian Awards Gala 2013, January 28 - 27, 2013 Resort Best Practices Regional Meeting. A "hsmmai tweets..." section shows a tweet from @HSMaiMEET about MEETings Insights.

The footer features three columns: "fuel sales" (Strategic Negotiations For Sales Professionals, Urgent Memo To Hotel Sales Directors: It's Time To Return To Relationship Selling | By Doug Kennedy, Adrian Awards Gala 2013), "inspire marketing" (Online Satisfaction and Experience in the Hospitality Industry, EVEN Hotels Announces First Property Signing, Adrian Awards Gala 2013), and "optimize revenue" (HSMai New York Chapter Revenue Management Insights 2012, RateGain's Hotel Pricing Trends - EMEA (Oct - Dec 2012), 2012 Revenue Management Webinar Series).

FUELING SALES

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4. Educational Resources
5. Best Practices

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Tom Seaberg, Mystic Lake Casino & Hotel



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HSMAI'S

MEET

MEETINGS | EVENTS | EDUCATION | TECHNOLOGY



Moving your meetings and events forward.

WEST CONFERENCE

NATIONAL CONFERENCE

MEET IN THE NEWS

ABOUT HSMAI

ABOUT QUESTEX

What is HSMAI's MEET?

MOVING YOUR MEETINGS AND EVENTS FORWARD

HSMAI is evolving its series of MEET conferences to be managed under a strategic agreement with Questex Hospitality + Travel.

Building upon HSMAI's longstanding tradition with industry-leading education combined with Questex Hospitality + Travel's commitment as a leading producer of hosted buyer and appointment-based shows promises to make 2014 HSMAI's MEET conferences a Don't-Miss Industry event!

HSMAI's MEET serves an industry that takes pride in connecting people to people. Naturally, professional planners expect their own meetings and events to forge the most direct, most personal, and most profitable connections possible:

- **With fellow professionals** who share their interests.
- **With partners** who serve their businesses with properties, products, and services.
- **With experts** who inform every aspect of the planning profession.

[Register Now!](#)

WEST

June 16 - 17, 2014
Hilton San Diego Bayfront
San Diego, CA

NATIONAL

September 3 - 4, 2014
Omni Shoreham
Washington, DC

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in this section...

▼ fuel sales

[tools](#)[training](#)[vendors & suppliers](#)[► inspire marketing](#)[► optimize revenue](#)[► marketplace](#)[home](#) > [knowledge center](#) > [fuel sales](#)

fuel sales

Hurricane Sandy Could Severely Impact
Business Travel - GBTA

Urgent Memo To Hotel Sales Directors:
It's Time To Return To Relationship
Selling | By Doug Kennedy

How Stressed Are Business Travellers
Really? | Reuters

The Value of a Hybrid Show:
Exhibitors on HSMAI's MEET



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January 28, 2013
Adrian Awards Gala 2013

September 4 - 5, 2013
HSMAI's MEET National 2013

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Resources for sales professionals to fuel sales
in their organizations, including articles,
white papers, conference presentations, and
templates. Explore the tools and resources
via the links "in this section."

knowledge center search

keyword:

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Advertising
Branding
Channel management

resource type:

Article
Book
Education Resource

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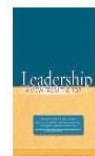


I found the Sales &
Marketing Plan Template

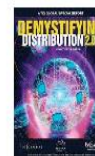
Tools for You



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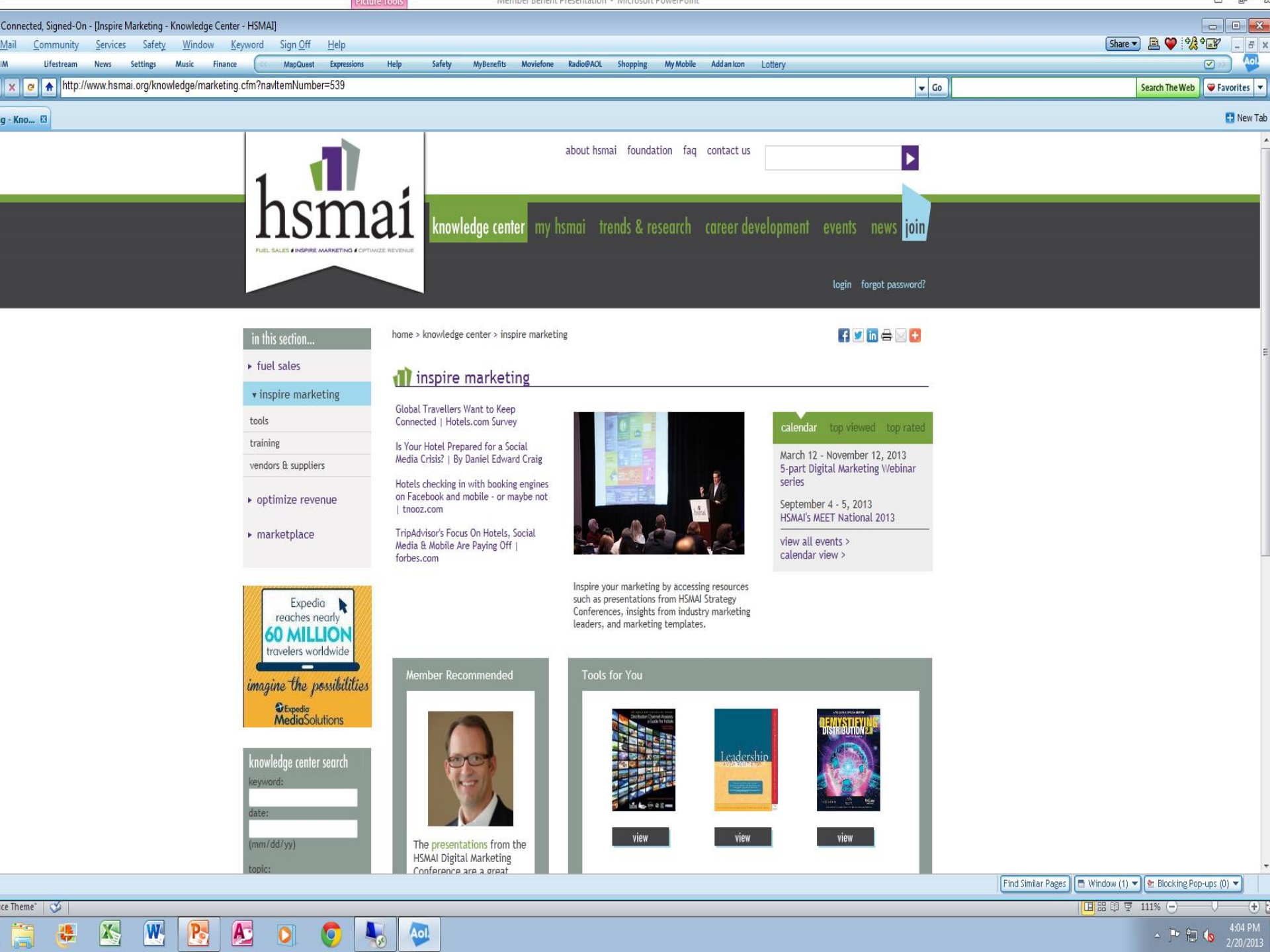
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INSPIRING MARKETING

HSMAI's education and resources have allowed me to successfully develop my professional skills, especially in creative marketing on a shoe string!

In addition to saving my employers training costs my membership has indirectly produced more than \$750,000 in corporate and leisure business that I would not have been able to book without the skillsets learned and connection with HSMAI. As long as I'm in hospitality sales and marketing, HSMAI membership is a "must have".

Testimonial by: Cheryl Street, CHSP, CHME, CTA, Director of Sales & Marketing, Hampton Inn & Suites, Surprise, AZ.



Adrian Awards

The world's largest and most prestigious
travel marketing competition

Honoring Excellence in Travel Marketing

Advertising

Digital Marketing

Public Relations

hsmiai

HSMIAI is committed to growing business for hotels and their partners by **fueling sales**, **inspiring marketing** & **optimizing revenue**.

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news & insights

Understanding the Federal Bid Process

Minnesota Chapter Named Chapter of the Year at HSMIAI Mike Leven Leadership Conference

U.S. Business Travel Lifted by Positive Economic Reports

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calendar

April 9 - De
10-part Revenue
series

April 21 - D
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April 23 - M
2014 HSMIAI
Webinar Series

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OPTIMIZING REVENUE

“Staying current with sales, marketing and revenue management trends is essential to my role as general manager. For over 20 years, my involvement with HSMAI has helped me to remain “in the know” and the hotels I’ve managed to be highly competitive.”

Testimonial by: John Murtha, CHA, General Manager, Omni Parker House, Boston, MA

Optimizing Revenue

- HSMai's Revenue Optimization Conference
 - June 23, 2014, Los Angeles, CA
- CRO Executive Roundtable
- HSMai Foundation's Revenue Management Publication
- CRME - Certified Revenue Management Executive
- HSMai's Revenue Management Advisory Board
- HSMai University's Revenue Management Webinar Series





HSMAl is committed to growing business for hotels and their partners by fueling sales, inspiring marketing & optimizing revenue.

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Be a ROC Star in LA, June 23

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April 9 - December 3, 2014
10-part Revenue Management series

April 21 - December 18, 2014
Government Insider webinar series

April 23 - November 12, 2014
2014 HSMAl Digital Marketing Webinar Series

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Member Benefit Presentation - Microsoft PowerPoint

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optimize revenue

- Business Acumen will Lead Hotels to Total Hotel Profit Optimization
- HSMAI New York Chapter Revenue Management Insights 2012
- Threat of a fiscal cliff dive is diminishing: Economic growth likely to be markedly stronger in 2013
- STR reports US Q3 2012 results

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October 30 - December 30, 2012 Revenue Management Webinar Series

June 24, 2013 2013 HSMAI Revenue Optimization Conference (ROC)

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HSMAI offers invaluable resources to optimize your revenue, including presentations from HSMAI's Revenue Optimization Conference (ROC), expert articles, and revenue management templates.

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2012 REVENUE MANAGEMENT WEBINAR SERIES

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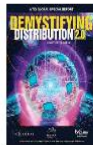


I refer to *Distribution Channel Analysis: A Guide For Hotels* on a regular basis, Elizabeth Cambra, CRME, Corporate Director, Pricing and Revenue Management, Outrigger Enterprises Group

Tools for You



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Current Trends & Information

The weekly *INSIGHTS* Newsletter
Original Content from HSM AI
*Latest News for Sales, Marketing
and Revenue Managers*



Insights

Weekly sales, marketing, and revenue optimization essentials for HSMAI members from the HSMAI Foundation's eConnect

Fueling SALES

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Industry Giants Panel on Today's Top Sales Challenges

Insights from the HSMAI Washington, D.C. Chapter's "Industry Giants - V.P. of Sales and Marketing Panel." The session covered a range of issues from social media to emerging trends to top challenges faced by the industry.

PDF Document, 225.07 KB



Sales teams feel pinch of short booking windows

Booking windows are as short as ever, leaving hotel sales teams to develop new strategies to cope with the pressures of this new normal.

Posted on [hotelnewsnow.com](#)



Business travel spending rises 6.3% in second quarter

Business travel spending totaled \$62.2 billion in the second quarter, rising 6.3% from a year ago despite headwinds facing the economic recovery, ...

Posted on [Hotel Check-in](#) | By Barbara DeLollis | [USAtoday.com](#)



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Inspiring MARKETING

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HSMAI Resort Best Practices Initiative Innovation Study: Mobile Platforms in Resorts

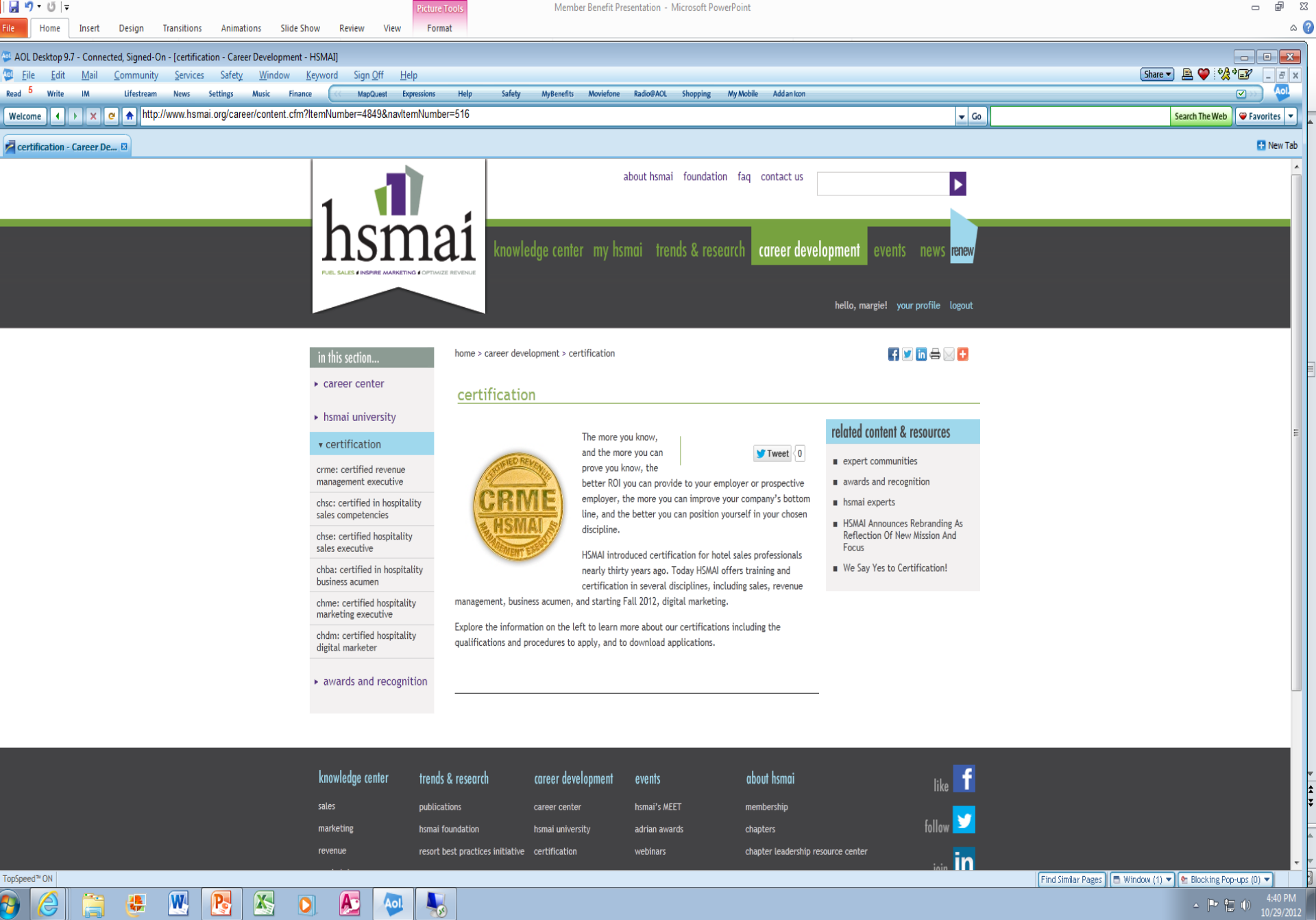
The HSMAI Resort Best Practices Initiative launched a new program in Fall, 2010 to evaluate and review sales and marketing technology with the objective to produce a series of Innovation Studies that document the trials. What is needed for successful implementation? What





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- **FREE** podcasts also available
- Archived webinars from two years to six months old are now **FREE** to members
- www.hsmaiuniversity.org



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- resort best practices initiative
- research reports

HSMAI foundation

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The HSMAI Foundation was established in 1983 to serve as the research and educational arm of the Hospitality Sales and Marketing Association International. The Foundation's mission is to expand and enhance the educational opportunities available to hospitality sales and marketing professionals and to increase the amount of in-depth research conducted on behalf of the profession. Today, and in the years ahead, the HSMAI Foundation plans to accelerate its research and publishing activities to contribute even more to the continuing education of those engaged in this fast-paced, increasingly demanding profession. In addition, the Foundation fuels the [HSMAI Knowledge Center](#), a one-stop portal to global information and resources on hospitality sales and marketing topics.

related content & resources

- HotStats MENA Chain Hotels Market Review - September 2012
- Canada Performance For Week Ending 20 October
- Is Hotel SEO Dead? Not by a Long Shot More Than Half of Your Website's Revenue Depends on It | By Max Starkov
- HTNG Releases New Technical Standards
- Is Hotel SEO Dead? Not by a Long Shot More Than Half of Your Website's Revenue Depends on It | By Max Starkov

The HSMAI Foundation's latest initiative is publishing the The American Hotel & Lodging Association (AHLA) and STR Special Report "Distribution Channel Analysis: a Guide for Hotels", which discusses the effects of channel mix on profitability and what the industry can expect in the near term in the distribution landscape.

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New HSMAI Government Insider Program

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Adds Real Value to your Membership

• Connect to your local sales & marketing professionals
Connect with your local sales & marketing professionals

Partner with your CVB, arrange packages with your suppliers, take overflow from your nearby hotel partner

Attend regular educational programs at member pricing

Be a speaker, a panelist, a sponsor

Get Involved - volunteer for a committee, find a passion, make a difference!

Partner with your CVB, arrange packages with your suppliers, take overflow from your nearby hotel partner

THANK YOU!

Your membership in HSMAI
Will/Does give you a competitive
Advantage!