

HSMAI signs agreement with TripAdvisor

FRANKFURT, Germany – This week HSMAI Europe signed an agreement to feature TripAdvisor news and insights across HSMAI channels, as part of a joint effort to expand knowledge-sharing within the European hospitality and travel industry.

As part of the collaboration, TripAdvisor industry news and content will be added to the HSMAI.eu website for HSMAI Europe members and other visitors, and TripAdvisor branded features will be included in a number of HSMAI Europe's newsletters throughout the year.

TripAdvisor will participate and exhibit in several HSMAI Europe events, including this week's HSMAI Europe Leadership Day, just held in Frankfurt, as well as the 4th HSMAI Europe's Digital Marketing Conference in London at the World Travel Market on 5 November and HSMAI Europe Annual Revenue Optimisation Conference and awards ceremony in London on 10 February. The agreement also grants HSMAI Europe corporate membership for a number of TripAdvisor's employees.

"We are very happy to have landed this agreement," says HSMAI Europe President and CEO Ingunn Hofseth," adding: "We have a long-standing cooperation with TripAdvisor that we felt a need to consolidate and formalise, in order for both parties to benefit even better."

"One of the positive effects of this partnership will be the expert know-how TripAdvisor brings to our membership – and the organisation as such. We are confident that it will go both ways" she says.

Also, TripAdvisor's Global Director of Industry Relations, Helena Egan, will join the HSMAI Europe Digital Marketing Advisory Board.

“We are pleased to be expanding our cooperation with HSMIAI Europe to engage with the hospitality industry and drive awareness of the benefits of working with TripAdvisor,” says Helena Egan. “Research shows that hospitality businesses who increase their levels of engagement on TripAdvisor perform better on the site, with increased page views, higher rankings and more booking enquiries. We’re delighted to have the opportunity to share these insights with HSMIAI members through our presence at events and TripAdvisor industry content on the HSMIAI Europe website.”

Photo: Helena Egan, Global Director of Industry Relations, TripAdvisor, and Ingunn Hofseth, President & CEO, HSMIAI Europe, meeting in Frankfurt. Photographer: Benedicte Gilroy Bøgh.