


HSMAI Region Europe in Barcelona Wednesday May 31st



HSMAI Region Europe would like to invite you to join us for an educational afternoon and evening in Barcelona Wednesday May 31st from 4 PM to 7 PM.

The event will take place at Melia Barcelona Sky. The address is Carrer de Pere IV, 272, 08005 Barcelona.

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Programme for Barcelona Wednesday May 31st:

WHEN	WHAT	WHO
16:00	Welcome by HSMAI Region Europe Simon Finne , HSMAI Region Europe Supporter and CEO at Loopon	

<p>16:15</p>	<p>In today's technology-driven age, customers expect digital communication at every stage of their journey and tailored to themselves individually.</p> <p>Travel operators across the globe are stepping up their game when it comes to expanding to new markets and reaching their current and future target demographics.</p> <p>Niklas Schlappkohl, HSMAI Europe Digital Marketing Advisory Board Chairman, will be covering strategic localization opportunities in new emerging markets.</p>	
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<p>17:45</p>	<p>Roundtable discussions – Session 1</p> <p>Concurrent sessions held by specialists in their field.</p>	
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1. Shifting revenue share from OTA to direct – Strategies to increase direct bookings

Even shifting just a few rooms per day from OTA bookings to direct bookings can make a big impact to your hotel's profits. But how can hotels implement a successful direct booking strategy? There is more to it than simply setting up a hotel website. In this roundtable, we'll talk about key strategies that hotels need to know to boost direct bookings. Specifically, we'll cover website and booking engine optimization, and how to use the same tactics that OTAs use on their own websites to increase bookings. We'll also discuss how digital marketing plays an important role in the sales cycle and how to use it to direct traffic to your own site instead of OTA sites.

John Power, VP of EMEA Sales at Travel Tripper



2. Channel Optimisation– Finding the right channel mix to drive future revenue.

Join us for a discussion on how to effectively optimise your channels to maximise revenue.

Marina Vicente, Director of Business Development – Spain, Portugal and LATAM, OTA Insight



3. Mobile Dynamics: optimising your website for mobile booking and marketing

Digitalisation has brought choice to consumers. Hoteliers have had to develop multi-channel distribution strategies. The biggest players have developed omni-channel strategies to ensure their customers enjoy a seamless and consistent experience whether they book online through mobile, tablet, desktop or offline in a store or over the phone.

This interactive presentation will explore more about how digital technology has changed the way hotel brands connect with guests through a 24/7 relationship both in and out of stay, and from finding a hotel, to checking in, during the stay and after departure.

Rich Tuckwell, VP of Sales and Marketing,
Avvio



	<p>4. The Future of Direct Revenue</p> <p>The future of direct revenue and the role of smart technology in the hospitality industry are two of the hottest topics this year. Globally, hotels are searching for solutions to improve sales through their direct channels along with guest experience.</p> <p>With a majority of people booking hotels online, technology has become the ultimate disruptor where hoteliers need to align their strategy to compete fairly.</p> <p>Through this roundtable, Marco van Velzen will share his experience and expertise on the landscape and future of direct revenue and guest engagement by using smart technology.</p> <p>Marco van Velzen, Account Manager Spain, Hotelchamp</p>	
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<p>18:05</p>	<p>Roundtable discussions – Session 2</p> <p>A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.</p>	
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<p>18:25</p>	<p>Roundtable discussions – Session 3</p> <p>A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.</p>	
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18:45

Snacks and networking



There might be some changes to the programme.

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**A big thank you to our partners in
Barcelona:**



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h Hotelchamp

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