

[HSMIAI Region Europe Roadshow in Madrid Thursday June 1st](#)


HSMIAI Region Europe would like to invite you to join us for an educational afternoon and evening in Madrid Thursday 1 June from 4 PM to 7 PM.



The event will take place at Meliá Madrid Princesa. The address is: Calle de la Princesa, 27, 28008 Madrid.

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Its FREE to attend for both HSMIAI members and non-members if you are working in the hotel and travel industry.

Programme for Madrid 1 June:

| WHEN | WHAT | WHO |
|-------|---------------------------------|---|
| 16:00 | Welcome by HSMIAI Region Europe |  |
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| <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 Concurrent sessions held by specialists in their field.</p> |  |
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1. The Emotive Booking Path: Leveraging emotion to grow direct

Digitalisation has brought choice to consumers. But how can you ensure that your guests have an emotional connection to your hotel, even before they stay with you? You can start by creating a seamless and consistent experience, which can often be a challenge in itself. Through compelling storytelling and creating a personalised experience, you're making more of a connection with your potential guests. This interactive presentation will explore more about how digital technology has changed the way hotels connect with guests by rewarding loyalty.

Rich Tuckwell, VP of Sales and Marketing, Avvio



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.

Nati Pérez, Business Development Manager, OTA Insight





3. 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



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| | <p style="text-align: center;">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. With a majority of people booking hotels online, technology has become the ultimate disruptor where hoteliers need to align their strategy to compete fairly. 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 style="text-align: center;">Marco van Velzen, Account Manager Spain, Hotelchamp</p> |  |
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| <p>18:05</p> | <p style="text-align: center;">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 style="text-align: center;">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> |  |
| | | |

18:45

Snacks and networking



There might be some changes to the programme.

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