

# HSMAI Meeting: The Value of Benchmarking your Marketing Data

**HSMAI Region Europe would like to invite you to join us for an educational afternoon and evening in London Tuesday July 25th from 6.30 PM – 8.00 PM followed by networking, drinks and snacks**

**Topic: The Value of Benchmarking your Marketing Data – London 4/5 Star Market**



Mark Forrester, Chairman of creative and digital agency 80 DAYS, specialists in the luxury hospitality and travel sectors, will share valuable insight into the marketing performance of the 4 and 5 star hotel markets in London from the first 6 months of 2017. This will include discussion of marketing metrics such as total website visits, traffic to booking engines, bounce rates, website conversion rates, average order values and the performance of desktop vs. mobile and tablets. Mark will

also cover the importance of benchmarking your marketing metrics on a regular basis and how best to use this data to help further your digital marketing activity and overall performance.

Its FREE to attend for HSMAI members. If this is your first meeting with HSMAI and you plan to become member now you can also attend for free

If you are a vendor/supplier the fee is 95 Euro ex VAT.

This afternoon event will take place from 6.30 PM to 8.00 PM followed by networking, drinks and snacks at the trendy CitizenM Tower of London. The address is 40 Trinity Square, London EC3N 4DJ.

Prior to this event we will have a planning meeting to set our calendar of events in London moving forward. The planning meeting will also take place at the CitizenM Tower of London on Tuesday the 25th of July at 5.00 PM to 6.30 PM. If you are interested to attend the planning meeting please send an email to Benedicte Gilroy Bøgh at [bgb@hsmmai.no](mailto:bgb@hsmmai.no)