

HSMAI Region Europe in a 'Nutshell'

HSMAI Region Europe works to provide the Hospitality Industry a source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimisation, marketing, and branding.

Above you can see HSMAI Region Europe's key points of operation

Vision

The leading meeting place of the industry.

Mission

The Hospitality Sales and Marketing Association International (HSMAI) Region Europe is committed to growing business for the hotel, event and travel industry and their partners, and is the industry's leading advocate for intelligent, sustainable revenue growth on a local, national and European level. The association provides practical tools, insights, and cutting edge expertise to enable knowledge sharing and enhance professional development as well as fuel sales, inspire marketing, transform businesses digitally and optimise revenue.

Service Pledge

We pledge to provide transparent and neutral environments

We pledge to drive personal and professional growth

We pledge to be your industry point of reference

We pledge to provide you with cutting edge tools to grow your business

We pledge to go above and beyond to engage you

Values

engaging

enabling

connecting

HSMAI Region Europe has several Advisory Boards that provide the platform for the leaders of the industry to come together and work on unifying their field of expertise in Europe.

We work for the hospitality industry and our members come from all disciplines: Leadership Development, Sales, Digital marketing, Destination Marketing, Revenue Management, Service Operation, Distribution, and so on. We have events and activities for each of those areas as well as many that combine professionals from all disciplines – we are about connecting the industry and enabling knowledge sharing across the disciplines.

In the past couple of years we have grown rapidly all across Europe.



- Austria
- Belgium
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Greece
- Iceland
- Ireland
- Monaco
- Netherlands
- Norway
- Poland
- Portugal
- Spain
- Sweden
- Switzerland
- United Kingdom



What to expect when

Soon we will start the production of a completely new european website. Also there HSMAI Holland will have its own section where you will find a.o. all info regarding our Dutch activities including a new member profile each week.