

Ingunn Weekly: A Thank You!

We have got valuable advices from our members on the european Sales Advisory Board on our newly developed HSMIAI Region Europe Event Trend Barometer. All the questions are now completed and I have to say it has become very good.

Next week

We have been collecting email addresses to corporate buyers (MICE) in several countries in Europe and a big thank to the members that has helped us. The survey will start next week but if you reach out to us by early next week you are still able to help out.

HSMIAI and our members from the **hotel, event and travel industry** (www.hsmiai.eu) are reaching out to them about a survey we are conducting about events. More and more companies use events, from smaller meetings to larger conference/congresses, to build their culture and as part of their marketing strategy. HSMIAI Region Europe have decided to get more involved in the event industry by starting the HSMIAI Event Awards, and now the new Event Trend Barometer – an annual barometer for the developments in the event market.

The survey should only take 10 minutes, and their responses are completely anonymous and will be collated with others by HSMIAI, with the aim to find out how to advance the event industry. The final result will be presented in HSMIAI's own channels, i.e. online, at our events, magazines, and through appropriate external channels. **From all who complete the survey HSMIAI will draw 5 participants who will get a stay at a hotel for a weekend for two persons included breakfast at an**

optional destination in Europe.

HSMIAI – Hospitality Sales and Marketing Association International – **is a global organization founded in the US in 1927.** The Hospitality Sales and Marketing Association International (HSMIAI) Region Europe is the European arm of the organisation. HSMIAI 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.

If you have any questions about the survey and/or want to help us to reach out to your customers, please email us: postbox@hsmiai.eu

We really appreciate your help!

Have a wonderful weekend



Warm Regards,
Ingunn Hofseth
President & CEO
HSMIAI Region Europe