

Invitation to vendors to participate in the Revenue Management solutions Roadshow for independent hoteliers

What is the Revenue Management Solutions Roadshow and why is this new initiative essential to independent hoteliers and vendors?

HSMAI Europe's Revenue Management Advisory Board, which is made up of senior representatives from the hospitality industry, has launched a new initiative to support independent hoteliers in the identification and selection of the most suitable revenue management tools and applications available on the market today,

This half day event will afford hoteliers with a cost and time effective opportunity to meet recognised vendors servicing key areas of revenue management: Market benchmarking, Rate shopping, Upselling and CRS / Distribution / Channel management and assist them in selecting suitable solutions with greater confidence.

Each **vendor** will have the opportunity to deliver a short presentation on the value of their solution to the audience followed by scheduled 'meet the vendors' appointments. A vendor may supply and staff a small exhibition stand (closed during the vendor's presentation).

The road show will visit key European cities at the **end of February, early March 2018**, initially three*. As a recognised supplier of solutions in one or more of these revenue

management fields, the HSMAI Revenue Management Board would like to ascertain your interest in participating.

The **cost** to independent hoteliers is free.

- The cost to HSMAI member vendors is 500 euros per presentation with appointments.
- The cost to non member vendors is 1000 euros per presentation with appointments.
- New start up companies or small, local solution vendors introductory cost of 300 euros for stand only (no presentations and no scheduled appointments).

***Three cities selected from (based on vendor interest): Munich, Cologne, Hamburg, Berlin; Madrid, Manchester, Stockholm, Oslo or Copenhagen.**

HSMAI Region Europe's intention is to share knowledge with the industry with no partial interest in any particular providers, tools or solutions.

If you are interested in participating and want to learn more please contact HSMAI Region Europe, Benedicte Gilroy Bøgh on bgb@hsm.ai