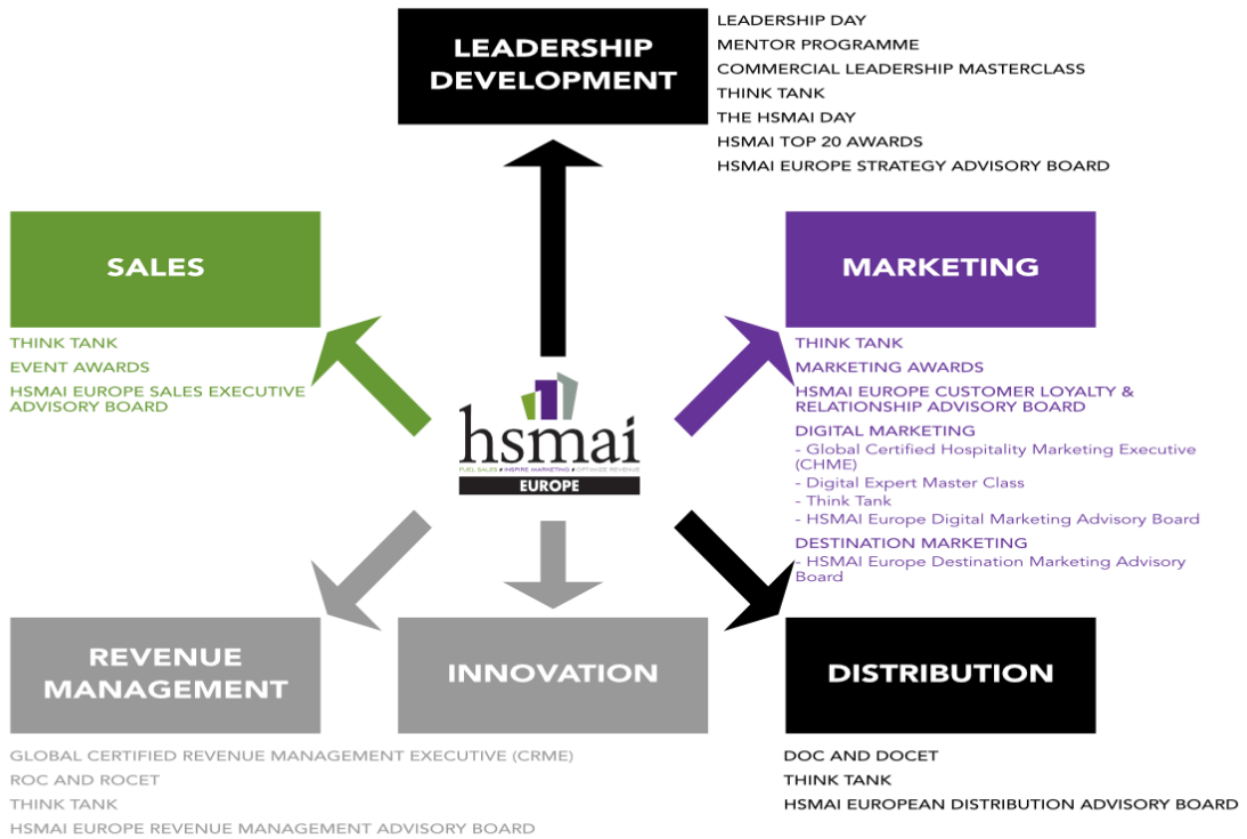


# Membership

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**HSMIAI offers a wide range of membership benefits outlined in these following (clickable) main categories:**

**[HSMIAI Region Europe Membership for hotels, airlines, destination companies, cruise lines, tour operators, restaurants, event agencies etc.](#)**

**Press the above link to sign up and pay for membership**

## **HSMAI Region Europe Associated Membership For suppliers and vendors**

**Press the above link to sign up and pay for membership**

### **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

## About membership in HSMAI Region Europe

**Our aim is to be the leading meeting place of the industry, and to achieve that we organise many events all over Europe throughout the year.**

HSMAI Region Europe also 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. Read more about our Advisory Boards here:

[We keep the industry up-to-date on Digital Marketing trends.](#)  
[We educate and unify the field of Revenue Management in Europe.](#)

[We gather together the industry experts on Sales.](#)

[We also have an Advisory Board on Distribution.](#)

[We are also starting a European Advisory Board on Customer Loyalty and Relationship Management.](#)

To fully cover the different disciplines of the industry, we are now setting up an Advisory Boards on Resort Marketing and Service Operation.

**As a HSMAI member your key member benefits are:**

**Tools & Insights:** Members-only access to the HSMAI webinars focusing on Revenue Management, Digital Marketing, Sales, Service, Distribution, Resort Marketing, Event Marketing and Leadership.

**Marketing Intelligence:** Best practices and case studies from the industry's top marketers.

**Industry Discipline-Specific Education:** Exclusive access to extensive online Knowledge Centre resources.

**Peer Network:** National, European and Global contacts.

**Newsletter:** Weekly newsletter excluding summer and holidays.

**Breakfast or afternoon meetings per year in major cities in Europe:** Amsterdam, Barcelona, Berlin, Copenhagen, Dublin, Frankfurt, Helsinki, London, Madrid, Oslo, Paris, and Stockholm, with more to come.

**Significant savings:** As an HSMIAI member you get special member pricing (30% discount) on all HSMIAI programmes and events, and can take part in our activities together with other industry leaders:

Conferences within Revenue Management, Sales, and Digital Marketing (30% off as a member).

Visiting many cities in Europe with globally recognised certification on Revenue Management and Digital Marketing.

Think Tanks on Revenue Management, Digital Marketing, Sales, Distribution, Service Operation, Customer Loyalty & Relationship Management, Event Marketing, as well as Executive Think Tanks.

Awards.

Please note that we have a member only section at [www.hsmai.org](http://www.hsmai.org).

Let us know what part you want to play to shape the future of the industry.

Visit us at [www.hsmai.eu](http://www.hsmai.eu).

Please contact us for further details:

[postbox@hsmai.eu](mailto:postbox@hsmai.eu)

*Associated members have no right to vote at the national General Assembly*