

Join HSMAI's ROCET in Paris on Thursday 9 November

Sign up today for a full day programme on Revenue Management, called HSMAI ROCET. Afterwards there will be a possibility for you to get globally certified as a Certified Revenue Management Executive (CRME).

We start at 9 am, and the programme will last until 4 pm, followed by an hour of digital certification for those completing their CRME exam, shortly followed by networking and drinks.

Venue TBA!

Sign up today!

It's free for HSMAI members working directly in the hotel industry:

Powered by Eventbrite

About ROCET:

Fuel your revenue management future with this fast-paced one-day conference from HSMAI, producer of the annual industry-leading Revenue Optimization Conference (ROC). ROCET will deliver tactical, strategic, and leadership insights for hotel revenue managers. Recommended also for the full hotel executive team to help develop a collaborative total hotel revenue strategy. This event is tailored to meet the national needs for them that prefer not to travel. HSMAI and our partners will do the travelling and join you in your city so you will save the travel costs.

Programme ROCET

WHEN	WHAT	WHO
09:00	Registration, networking and coffee	
09:30	Welcome by Thomas Adler , Vice President Global Revenue Strategy, Melia Hotels International and member of HSMIAI Region Europe Revenue Management Advisory Board	
09:50	Latest Industry Status and Future Forecast with a focus on how France is performing Sarah Duignan , Director of Client Relationships – STR	
10:35	Navigating the changing distribution landscape How smarter data insights can help to optimise pricing and revenue strategies across online channels. Lea Chlebowsky , Business Development Manager- France, OTA Insight	
11:20	Coffee break and networking	
11:50	Hotelier's increasing challenge – too many systems, too much data Mark Forrester , Chairman, 80 Days	

12:35	<p align="center">Lunch and networking</p> <p>Special message to CRME candidates: This will be a working lunch for you together with the trainer Janel Clark</p>	
13:35	<p align="center">Communication: the next generation skillset for Revenue Managers; the leaders of tomorrow</p> <p>As the role of the Revenue Manager continues to evolve, where does the position sit within the organisation, what is the level of influence and how key is it to the success of the business? As Revenue Management becomes more strategically important, what skills do we need to develop to be able to fulfil the role.</p> <p align="center">Janel Clark, Founder, NextGenRevenue</p>	
14:20	TBA	
15:05	<p>Wrap-up by Thomas Adler, Vice President Global Revenue Strategy, Melia Hotels International and member of HSMIAI Region Europe Revenue Management Advisory Board</p>	
15:30	Drinks and networking	
16:00	<p align="center">We are getting ready for the certification and the exam</p> <p align="center">This is just for those who is getting certified (CRME)</p>	

About the Certified Revenue Management Executive (CRME)

The CRME designation is a recognition that you are:

A professional in the field of revenue management and clearly conversant with its intricacies and importance.

Competent to develop an infrastructure to support revenue management within the framework of an organisation.

Able to maximise revenue opportunities and optimise profits by managing revenue.

Capable of making informed decisions to accept or reject pieces of business to meet overall organisational goals.

Proficient at the art and science of revenue management.

Fees to attend ROCET only:

HSMIAI member from the industry: Free!

Non-member from the industry: EUR 195

HSMIAI members that are suppliers, vendors and technology partners: EUR 195

Fees to attend ROCET and to take the CRME Certification:

CRME Application, Digital CRME Study Guide & Exam Fee.

HSMIAI member: EUR 695

Non-member: EUR 795

All prices are excl. VAT.

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A big thank you to our Diamond Partner:



[Photos from Dubai October 2017- 2nd HSMAI Middle East Strategy Conference](#)

Photos from Bob Gilbert's and Ingunn Hofseth's visit to Dubai this week. Press on the photos to make them bigger.



Bob Gilbert, President HSMIA & Ingunn Hofseth CEO & President HSMIA Region Europe



View



2nd HSMIA Middle East Strategy Conference



10 Extraordinary Minds. Seema, Commercial Director for Kempinski Hotels and Ingunn Hofseth



Mrs Sahiti Gaddam from TAJ Dubai is one of the Top 10 Extraordinary minds surrounded by the TAJ team and Bob and Ingunn



10 Extraordinary Minds



Advisory Board meeting in Dubai



Dinner with Bela Nagy from Accor, Bob Gilbert, Ingunn Hofseth and Kate Walsh from Accor



Chris A.Riga, Ingunn Hofseth and Bob Gilbert

**Join HSMAI's ROCET at
TripAdvisor's HQ in London on
Wednesday 8 November**

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Management Executive (CRME).

We start at 9 am, and the programme will last until 4 pm, followed by an hour of digital certification for those completing their CRME exam, shortly followed by networking and drinks.

The event will take place at [TripAdvisor](#)'s HQ in London. The address is 7 Soho Square, London, W1D 3QB

Sign up today!

An important point: We will need the names of all delegates latest 48 hours in advance of the meeting. Otherwise the reception security cannot admit you & we would hate to have people arrive who cannot come in.

It's free for HSMIAI members working directly in the hotel industry:

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<p>14:20</p>	<p>TBA</p> <p>Niels Mekenkamp, CRME, Director Hospitality PreSales – EMEA, Infor Hospitality and member of HSMAI Region Europe Revenue Management Advisory Board</p>	
<hr/>		
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A big thank you to our Diamond Partner:



[Call for Nominations HSMAI Region Europe](#)

Dear members of HSMAI Region Europe

Nominations are now being accepted for seats on the Board of Directors for HSMAI Region Europe, starting 2018. All

nominations must be received no later than October 2nd in order to be considered by the committee. The ballot will be voted upon by the National Advisory Boards on October 12th in Amsterdam. Board positions are for two-year terms and normally 2-3 Board meetings are held each year. Elected candidates will attend their first Board meeting in January of 2018 for the 2018 and 2019 term. An executive committee will be established amongst the board members, in order to ensure continuity and long-term predictability.

During the last 2 to 3 years HSMAI in Europe has moved away from the chapter model and have become a Pan European organization. We want to have Board members from all our key markets in Europe to reflect this new situation. We are looking for candidates that believe in HSMAI, our Vision and Mission and our role in the industry. The ideal candidates have;

- A current employment in the hotel and travel industry
- A passion for the industry beyond the company they are working for
- A pan European background, preferably from top management

If you are interested in more information please contact us at postbox@hsmi.eu

Have a good day!

Best Regards,

- Martin Jørgensen, Independent advisor
- Michael Nowlis, Associate Dean, School of Management, Cornell University
- Hans Poortvliet, Managing Director HSMAI Netherlands

About HSMAI Region Europe

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

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 and Hotelchamp webinar on Personalisation and Persuasion, the key to increase direct bookings

In co-operation with HSMAI Region Europe's close partner Hotelchamp, we are delighted to be able to invite you as partaker of the HSMAI and Hotelchamp webinar on *Personalisation and Persuasion, the key to increase direct bookings*, held between 4 PM and 5 PM CET (please check your local time on [registration page](#)) on Thursday 19 October 2017.

Around the world, hotels are searching for solutions to increase sales through their direct channels and improve their digital guest experience. With the majority of guests now booking online, technology has completely disrupted the traditional hotel distribution model, forcing hoteliers to revise their strategy in order to compete in this new digital ecosystem.

But by combining intuitive personalisation and tailored persuasion techniques, it is now possible to provide your website visitors with the same unique and individual experience that your hotel is famous for. Learn how to engage and interact with potential guests and optimise your direct channels to regain control of your revenue, profitability, customer engagement and data!

Speakers :

Hotelchamp: Jess Enright

Positioner: Fabian Messer

Welcome, one and all!

[Register today!](#)



Marriott Digital Services partners with Avvio to deliver online excellence

Marriott Digital Services (MDS), Marriott International's comprehensive in-house digital services solution for hotels, has partnered with leading hotel technology provider – and close partner to HSMIAI Region Europe for three years – Avvio, to deliver online excellence for its partner hotel clients.

Avvio is now providing outsourced partner services for the MDS team to support the world's largest hospitality company in its quest to provide hotel partners with a digital experience unmatched by any other organisation of its size.

As digitalisation advances and travelers increasingly expect enhanced and dynamic online interactions with hotels, Avvio and Marriott Digital Services are working together to continue exceeding these expectations.

“We're absolutely delighted to be working with the largest hotel group in the world on such an amazing project. Both Marriott Digital Services and Avvio are forward-thinking and innovative companies that put the guest at the centre of

everything, and deliver exceptional online experiences that produce results. As technology advances so do our possibilities and together, I think Avvio and MDS can provide guests with unmatched digital excellence,” says Rich Tuckwell, Global VP at Avvio.

More about Marriott Digital Services

Marriott Digital Services (MDS) is Marriott International’s comprehensive in-house digital services solution for hotels. Originally founded in 2008 under the name Emerge, the programme was an industry first: an in-house, cost-recoverable service providing website management, linked collaboratively managed and sourced search engine optimisation exclusively for Marriott International’s hotel partner websites.

More about Avvio

Avvio is the premium booking platform and digital agency for hotels and serviced apartment providers. Founded in 2002, Avvio has grown year-on-year by developing cutting-edge technologies that enable accommodation providers to drive outstanding growth in direct bookings, while reducing their dependence on online travel agency channels. A leader in the marketplace, Avvio is the only booking platform provider to offer new partners a guarantee that they will grow their direct bookings by at least 25% within 12 months when they switch to using the Avvio booking engine and supporting services.

To find more about switching your booking platform to Avvio, contact Rich Tuckwell at rich@avvio.com.

Photo: *Marriot signs deal with Avvio. Photomontage: The HSMAI newsdesk.*

Ingunn Weekly: A Thank You!

We have got valuable advices from our members on the european Sales Advisory Board on our newly developed HSMAI 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.

HSMAI and our members from the **hotel, event and travel industry** (www.hsmai.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. HSMAI Region Europe have decided to get more involved in the event industry by starting the HSMAI 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 HSMAI, with the aim to find out how to advance the event industry. The final result will be presented in HSMAI's own channels, i.e. online, at our events, magazines, and through appropriate external channels. **From all who complete the survey HSMAI 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.

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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

Welcome to HSMAI Region Europe first event in Brussels

You are invited to join us for an educational afternoon in Brussels, from 2 pm to 6:30 pm on Tuesday 10 October.

The event will take place at [Thon Hotel Brussels City Centre](#), Avenue du Boulevard 17, 1210 Bruxelles, Belgium.


It is FREE to attend for both HSMAI members and non-members if you are working directly in the hotel, event and travel industry.

For vendors the price is EUR 150.


You can sign up here!

Powered by Eventbrite



Program

WHEN	WHAT	WHO
14:00	Registration, networking and coffee	

<p>14:30</p>	<p style="text-align: center;">Welcome</p> <p style="text-align: center;">Ingunn Hofseth, President & CEO HSMIAI Region Europe.</p> <p>HSMIAI Region Europe is launching a number of new pan-European activities and entering new European markets. Brussels is one of the new markets for HSMIAI. The world is becoming more accessible through increased use of social media, forcing companies to compete on a number of platforms, against a growing number of competitors. This is where we believe HSMIAI plays a valuable role within the industry. Through sharing knowledge and experience we encourage companies to learn from one another and share their skills to help the industry reach its true potential and overcome the new challenges hiding behind the next corner.</p>	
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<p>14:40</p>	<p>HSMIAI Region Europe Event Trend Barometer Survey 2017</p> <p>Great corporate culture doesn't happen on its own accord and more and more companies use events to build their culture, and also more companies use events as part of their marketing strategy. HSMIAI Region Europe have worked out an annual barometer for the developments in the event market – the HSMIAI Event Trend Barometer – and the survey will now take place in several countries, in close cooperation with local and international partners. Per Griwell will update you on how Belgium is performing followed by Q&A Per Griwell, Vice President, Commercial, Thon Hotels. Per is an experienced Commercial Vice President with a long history of working in the hospitality industry. Skilled in Food & Beverage, Front Office, Hospitality Management, Business Travel, and Customer Service. Strong real estate professional with a Scandinavian Airlines Systems focused in Marketing & Sales from Scandinavian Airlines Marketing & Sales.</p>	
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<p>15:10</p>	<p>The service for unique value- service and loyalty in the digitale age</p> <p>Larry Hochman is one of the most popular keynote speakers in the world (540 speeches in 72 countries) and a former European Business Speaker of the Year. He is one of the world's most influential advisors on building organisations that deliver an exceptional customer experience. Before beginning his speaking career Larry was a Director at the loyalty management company Air Miles. His roles included Director of Customer Service and separately Director of People and Culture- Larry being the very first person in Europe to ever have this role and title, which became a benchmark for re-inventing HR departments all over the world. He was also a pioneer of corporate mentoring in Europe and has been the personal mentor to many top executives. Originally from America, Larry has lived in Europe for the past 26 years and currently resides in both London and Venice. His best-selling book 'The Relationship Revolution', focused on customer loyalty in the digital age, was published in 2010.</p>	
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<p>16:10</p>	<p>Coffee break and networking</p>	
<hr/>		
<p>16:40</p>	<p>OTA Insight – Navigating the changing distribution landscape</p> <p>Using Smarter data insights to optimise pricing and revenue strategies across online channels.</p> <p>Meet our Diamond Sponsor OTA Insight</p> <p>Thierry Collard, Business Development Manager Benelux & Nordic Countries, OTA Insight</p>	
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17:00	<p>Omni-channel 2.0 -“Optimise for PEOPLE not for search engines”</p> <p>Raul Alvarez Barrera, Director Digital Product & Omnichannel UX, Carlson Rezidor.</p> <p>Raul has over 17 years of online work experience with great specialization in eCommerce developments, optimization and digital transformations. Along his career he has been in charge of managing highly demanding projects that require strategic, technical and operational planning. As a result, his technical acumen has evolved in breadth and has been supplemented with marketing and business strategy knowledge.</p>	
17:30	<p>Drinks and networking</p>	

Sign up today!

It is **FREE** to attend for both **HSMAI** members and non-members if you are working directly in the hotel, event and travel industry.

For vendors the price is EUR 150.

Powered by Eventbrite

A big thank you to our Diamond sponsor



A big thank you to our host for
this event



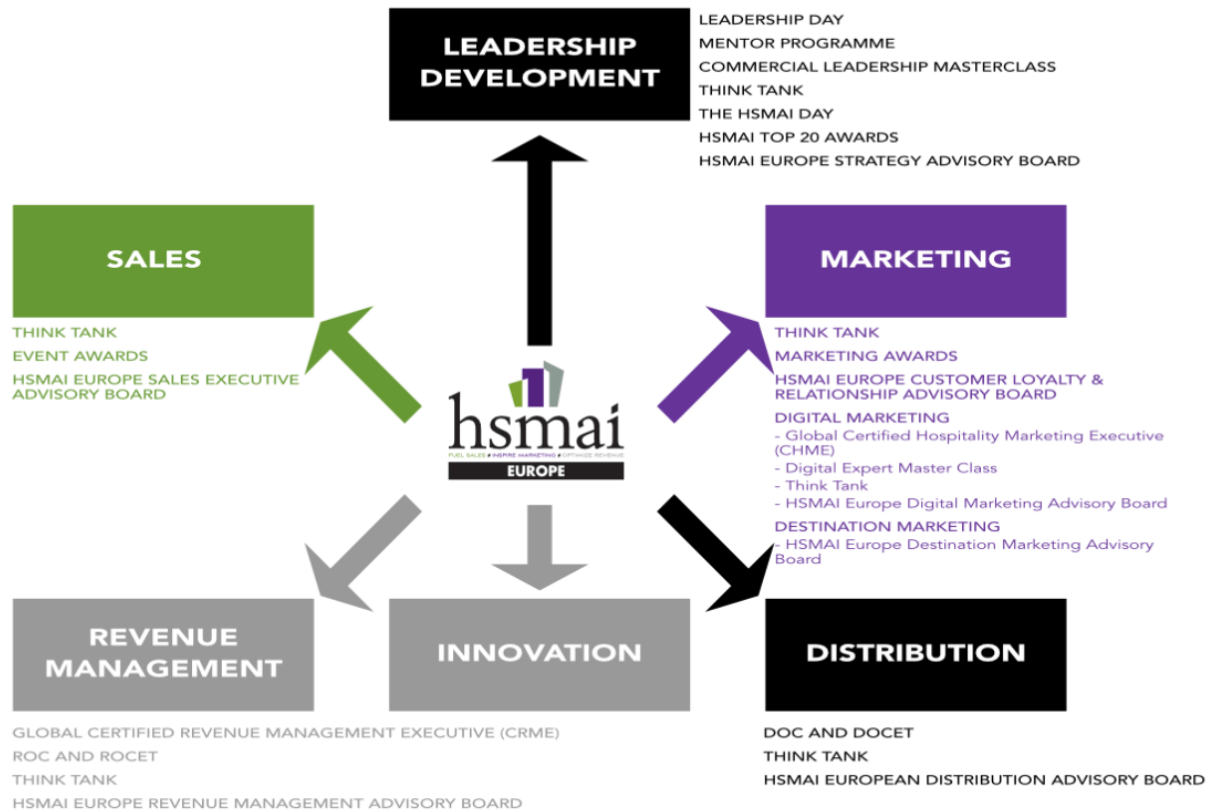
A rewarding week – and HSMAI America's 90th anniversary

What a week it has been for us in HSMAI, starting off with the Norwegian HSMAI Day in Oslo! We would like to take the opportunity to thank all those who contributed, as speakers and panelists – and, of course, the participants. Simultaneously an Oslo meeting took place, gathering corporate customers as advisors, with the 10 January HSMAI Meeting and Event Exchange in mind.

Last Tuesday morning we set off to Frankfurt, in preparation of the following day's HSMAI Region Europe Leadership Day, consisting of loads of updates and discussions, attended by a great number of our many Advisory Boards' members.

Among other things the various Advisory Boards held separate meetings for several hours, working on their respective definitions and visions for the year 2020. We are preparing for the future with a strong focus on the following:

HSMAI Region Europe 2018



We have managed to create a sound corporate culture, in which everybody contributes, among whom many with high level of qualifications, on a European as well as a global level. They enjoy getting involved in HSMAI and to meet like-minded colleagues, and where they can contribute to the further development of the industry.

On Thursday we co-hosted a conference in Frankfurt with our German partners Travel Industry Club (TIC), where we also reported on the outcome of our Leadership Day.

It has in fact been less than three years since we started working exclusively pan-European, including countries such as Germany, and we already work closely with many of the most prominent companies in Europe. We are thankful. We will continue to work with our many Advisory Boards to drive the industry forward.

The first pan-European Leadership Day took place in Frankfurt in September 2015. Last September it was held on the French riviera. This year we returned to Frankfurt, but next year will be somewhere else in Europe.

Bob Gilbert (American and Global HSMAI President & CEO) and I are soon meeting again, to determine how we together can cooperate in order to create more global synergies, while retaining national and regional proximity.

This week HSMAI in the US celebrated its 90th anniversary. We congratulate and salute them! We are so proud of our mutual history. I am sorry that I wasn't able to attend the celebration, but luckily I was able to show this six-minute-long video in last Thursday's Frankfurt conference:

Have a good weekend, and hope to see you soon!



Warm regards,
Ingunn Hofseth
President & CEO
HSMAI Region Europe

Photo: From HSMAI Region Europe and Travel Industry Club's joint Frankfurt conference on Thursday 7 September 2017.

[HSMAI Region Europe welcomes TripAdvisor onto three new Advisory Boards](#)

HSMAI Region Europe today announced that TripAdvisor has

joined three new advisory boards: *Service Operation*, focusing on HSMIAI Region Europe's newly-developed "Winning for Customers – The Service Pledge" programme; the *Customer Loyalty & Relationship Advisory Board*; and the *Destination Marketing Advisory Board*. TripAdvisor, the world's largest travel site, is already an active member of the *Digital Advisory Board*.

TripAdvisor will be attending HSMIAI Region Europe's leadership day in Frankfurt in early September, and the 2017 agreement also sees a number of TripAdvisor employees joining HSMIAI Europe as corporate members.

"We are very happy to continue the partnership with TripAdvisor and to have them active on our Advisory Boards," says HSMIAI Europe President and CEO Ingunn Hofseth," adding: "In business today it's all about the customer experience. Everything is getting more and more transparent, booking and search engines become more professional. Margins for errors are so small. Together with highly educated professionals HSMIAI Region Europe has worked out a generic method and process to build a service quality strategy for change management and relation management and we are now hosting educational programmes for candidates who would like to become HSMIAI-certified Executive Coaches for our new programme, Winning for Customers – The Service Pledge. TripAdvisor is the perfect partner for us."

Helena Egan, TripAdvisor's Global Director of Industry Relations, adds "We are pleased to be expanding our cooperation with HSMIAI Europe to engage with the hospitality industry and drive awareness of the benefits of working with TripAdvisor."

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About TripAdvisor

TripAdvisor, the world's largest travel site, enables travellers to unleash the full potential of every trip. With more than 535 million reviews and opinions covering the world's largest selection of travel listings worldwide – over 7 million accommodations, airlines, attractions, and restaurants – TripAdvisor provides travellers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat. TripAdvisor also compares prices from more than 200 hotel booking sites so travellers can find the lowest price on the hotel that's right for them. TripAdvisor-branded sites are available in 49 markets, and are home to the world's largest travel community of 415 million average unique monthly visitors,** all looking to get the most out of every trip. TripAdvisor: Know better. Book better. Go better.*

TripAdvisor, Inc. (NASDAQ:TRIP), through its subsidiaries, manages and operates websites under 20 other travel media brands:

*www.airfarewatchdog.com, www.bookingbuddy.com, www.citymaps.com,
www.cruise critic.com, www.familyvacationcritic.com, www.flipkey.com,
www.thefork.com (including www.lafourchette.com, www.eltenedor.com,
www.iens.nl and www.dimmi.com.au), www.gateguru.com,
www.holidaylettings.co.uk, www.holidaywatchdog.com, www.housetrip.com,
www.jetsetter.com, www.niumba.com, www.onetime.com, www.oyster.com,
www.seatguru.com, www.smartertravel.com, www.tingo.com,
www.vacationhomerentals.com and www.viator.com.*

**Source: comScore Media Metrix for TripAdvisor Sites, worldwide, May 2017*

****Source:** TripAdvisor log files, Q1 2017

Photo: *HSMAI and TripAdvisor. Montage: The HSMAI newsdesk.*