

First national HSMAI Region Europe meeting in Amsterdam

You are invited to our first official national event in Amsterdam on January 29th from 16.00-19.00 at the [DoubleTree by Hilton Amsterdam CS.](#)

It is free for HSMAI members.

Program

16.00 – 16.30 Welcome & registration

16.30 – 17.30 How to innovate to catch up with future travel



Technology is changing the way we travel. Innovation is required to stay competitive in the hotel and travel industry. But how to spot and decide which technology and innovation may change the future of travel. We will be looking into some of today's hypes and digital opportunities for 2018.

Meet innovator Morten Rynning. He is Co- founder of [Aispot](#) and [CityQ](#). Aispot makes a mobile platform and shared apps for the travel industry. CityQ is a new electric vehicle and ride sharing service to reduce car traffic in cities.

17.30 – 19.00 New Years Drinks

How to register?

[Please follow this link to register for this event.](#)

Hope to see you there!

Cancellation Policy

Your attendance to this event is free of charge, but not entirely without obligation. If you register, we expect you to attend. If, for any reason, you are not able to attend please let us know by phone, text message or e-mail.

You can cancel your registration until 24 hours before the start of the event. After that and in case of no-show we will charge you € 95,- plus VAT. Thank you for your understanding.

HSMAI in USA and HSMAI Europe are presenting a new membership option

A new option for membership in HSMAI is available for 2018: Organizational Membership. With an Organizational Membership, the company will be the HSMAI member, and multiple corporate employees will have access to a wide-range of unique member benefits.

Organizational membership benefits

A voice in the development of content, insights, and educational programs that represent the voice of and advocate for sales, marketing, distribution, service operation, and revenue management.

Executives from Organizational Members will have the unique opportunity to share trends and predictions that will guide the priorities for the content and educational programs that will be produced by the association through a uniquely facilitated Curate – an HSMAI Executive Insights Forum event that will be held two times per year. It is a singular opportunity to connect with contemporaries around emerging issues and growing trends — resulting in invaluable insights that can help them and their companies lead through the most critical business concerns that the industry is, and will be, dealing with.

The first Curate will take place in Amsterdam on April 11th (The day after ROC & DOC) and in London on September 13th 2018.

Read more about the new membership options in Europe here:

[2018 Hotel & Travel Organizational Membership Prospectus](#)

[2018 Vendors Organizational Membership Prospectus](#)

For more information or questions, please contact us at postbox@hsmi.eu

HSMAI Region Europe Meeting and Event Exchange

HSMAI Region Europe Meeting and Event Exchange

MeetConnect

**Woensdag, 11 april 2018 – Hotel
Novotel Amsterdam City**

De HSMAI Meeting & Event Exchange is een concept dat in Noorwegen al tientallen jaren met veel succes wordt gehouden.

Voor de eerste keer zal HSMAI Region Europe in Nederland MeetConnect organiseren voor professionals die te maken hebben met events en conferentie inkopen en/of boekingen en administratie. De exposanten zijn hotels, ketens, destination companies en andere bedrijven met vooraf geboekte meetings.

Naast het functioneren als marktplaats voor inkopers en leveranciers van event producten, services en locaties, biedt HSMAI MeetConnect diverse rondetafeldiscussie en seminars.

De belangrijkste voordelen voor onze bezoekers:

1. Het is een efficiënte manier om veel leveranciers tegelijk te ontmoeten, zowel van de hotels, destination companies, conferentie- en evenementenlocaties als eventbureaus, en biedt daarnaast de mogelijkheid om te praten en netwerken met andere bezoekers.
2. Het zoeken naar goede aanbiedingen bij nieuwe (en wellicht zelfs bestaande) leveranciers en het ontmoeten

van nieuwe partners.

3. Het uitbreiden van het netwerk en inwinnen van informatie en kennis, die in de eigen werkzaamheden kan worden toegepast.
4. Het verkrijgen van kennis over de event industrie en ontmoeten van potentiële leveranciers
5. Het ontmoeten van aanbieders, op de hoogte gebracht worden van de laatste updates in trends en technologie en tenslotte, nieuwe hotels/conferentie locaties of nieuwe gerenoveerde meeting faciliteiten.

Expositie opties

Wij bieden vier verschillende opties voor de exposanten, inclusief bannerwand, verlichting, meubilair, toegang tot pre-booked meetings ('speeddate sessies'), lunch, professionele programma's en participatie in het samenkomen met de klanten in de nabespreking.

Ook exposeren? [Klik hier voor alle opties en prijzen](#)

Voor meer informatie of vragen kunt u vrijblijvend contact met ons opnemen.

Kathelijne Soydan
Project & Event Manager
HSMIAI Region Europe
Email: ksoydan@hsmiai.nl
Mobiel: +31 (0)6 2127 8062

Voorwaarden:

- Alle genoemde bedragen zijn exclusief 21% BTW
- Bovengenoemde early-bird prijzen gelden bij registratie vóór 15 februari 2018)
- Registreren kan per e-mail, via ksoydan@hsmiai.nl
- Registratie is bindend en kan niet worden terugbetaald.
- Uitzonderingen kunnen worden gemaakt indien geannuleerd 2 maanden voor het evenement, dan wordt 75% van het betaalde bedrag terugbetaald.

Free Report: The Great Unanswered Digital Questions Of Hoteliers – Traffic & Conversion

Is my hotel website conversion good? How much traffic should my website be receiving? What are the top converting international markets? Who should I be targeting with my online advertising to achieve the highest ROI? What are the industry averages?

Hospitality specialist digital and creative agency [80 DAYS](#) are using their free benchmarking product, [80 DAYS Benchmark](#), to help begin answering some of these burning questions in their latest report *The Great Unanswered Digital Questions of Hoteliers - Traffic and Conversion*.

This report will answer;

- *What is a good monthly website traffic for a hotel?*
- *What is a good website conversion rate?*
- *Does star rating affect conversion rate?*
- *Which international markets convert best?*
- *Does a website visitor's age/gender impact conversion rate?*
- *Does your TripAdvisor ranking affect conversion rate?*
- *And more!*

DOWNLOAD FREE REPORT

80 DAYS

BENCHMARK

Benchmark your hotel for free

We hope you enjoy the report and if you would like to receive a free monthly report to benchmark your 4/5 star hotel's website performance in the future, please [sign up here](#).

HFTP and HSMAI Region Europe to Co-locate European Conferences in April 2018

AUSTIN, TEXAS, USA (November 30, 2017) – [Hospitality Financial and Technology Professionals](#) (HFTP®) and [HSMAI Region Europe](#), the hospitality, sales and marketing association international, are pleased to extend their partnership and co-locate European conferences again in April 2018. HSMAI Region Europe will co-locate its [Revenue Optimization Conference \(ROC\)](#) and its [Digital and Distribution Optimization Conference \(DOC\)](#) and their other events with HFTP's [HITEC® Amsterdam](#).

HSMAI Region Europe's, [Annual ROC and DOC](#) conference will take place on Tuesday 10TH April 2018 at Hotel Novotel Amsterdam

City while HITEC Amsterdam will take place from 11-13 April 2018 at the nearby RAI Amsterdam Convention Centre.

The HSMIAI Region Europe's 10th April 2018 conference is with top experts and inspirational speakers, sharing their insights and tips. There will be opportunities to discuss technology changes, revenue management metrics and impact of customer centricity as well as the chance to network, also during the evening's Award Ceremony.

11th April, HSMIAI Region Europe, launches its new concept called [Curate](#) – An HSMIAI Executive Insights Forum. This event is by invitation only, and the attendees at Curate must be senior executives from the new Organizational Membership Companies providing unique opportunities for strategic conversations across all disciplines of, sales, marketing, distribution, revenue management as well as culture and people in customer centric environments.

Parallel to the above, on the 11th April, for the first time in Holland HSMIAI will organise The [MeetConnect](#) for professionals involved in events and conferences. In addition to serving as a marketplace for buyers and providers of events and venues, the HSMIAI MeetConnect offer numerous Round Table discussions and seminars.

HFTP's [HITEC](#) is an all-encompassing vehicle that showcases the most innovative hospitality technology products and services to the global industry, and provides attendees with an unrivaled one-stop access to education, networking and more. HSMIAI Region Europe's [ROC and DOC](#) are Europe's number one place for the latest trends and news in revenue optimization, digital marketing and distribution for the travel, hospitality and event industry.

“Co-locating HITEC Amsterdam with HSMIAI's ROC and DOC conferences and their other events will provide a collaborative environment for enhanced networking, education

and business exchanges among attendees,” said Frank Wolfe, CEO at HFTP. “This partnership is an example of HFTP’s strategic plan to add value for our members and industry professionals in the European region as the association continues to expand internationally.”

“HFTP has significant hospitality event expertise as well as a large network of regional industry experts,” said Ingunn Hofseth, president and CEO at HSMIAI Region Europe. “Joining forces will bring together experts across all spectrums of the hospitality market, and we are excited to provide an enhanced professional platform for attendees in Amsterdam this April.”

HFTP and HSMIAI Region Europe are recognized as global leaders in the hospitality industry. Both organizations provide hospitality professionals with access to world class educational opportunities, research, networking and solutions to industry problems.

For more information about HSMIAI Region Europe, please contact Benedicte Bøgh at bgb@hsmiai.no or +47 916 52 873. For more information about HITEC and HFTP’s other international activities, contact the HFTP Meetings & Special Events Department at education@hftp.org or visit www.hftp.org and www.hftp.org/hitec.

HITEC Amsterdam is the first of three [HITEC events](#) planned by HFTP for 2018, and will take place from 11-13 April 2018 – [online registration](#) is open now on the event website. The larger [HITEC Houston](#) will take place from 18-21 June 2018. [HITEC Dubai](#) will return in the fall of 2018.

Photo: *Ingunn Hofseth, President & CEO at HSMIAI Region Europe and Frank Wolfe, CEO at HFTP. New Orleans, Louisiana, working in partnership since 23rd June 2016.*

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?

HSMIAI 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

HSMAI: A must read for

digital marketers

Looking for some inspiration for your digital marketing strategy in 2018? There's a lot to think about and given all moving parts, it can be challenging to find the right mix of activities to do.

Our latest guide – [The Definitive Guide to Hotel Digital Marketing](#) – will give you all the insight you need to deliver a clear, cohesive strategy for 2018. It will help you put your marketing and sales strategy at the top of the agenda so you can get your most valuable guests booking, through the door and turning into loyal brand advocates.

[DOWNLOAD THE GUIDE](#)



CENDYN®

Join us in Amsterdam in April!

Every year a big group of HSMAI members and partners partake in our annual European conference concerning Revenue Management, Distribution and Marketing. All highly qualified within their field of expertise, who use the conference as a means to further development and in order to meet peers working within those fields.

The response has been very good, and this time we'll be an even larger group, and you are very welcome to join us at Europe's number one place for the latest trends and news in Revenue Optimization, Digital Marketing and Distribution for the travel, hospitality and event industry.

Tuesday 10 April and Wednesday 11 April 2018, at [Novotel](#), co-located with [HITEC Amsterdam 2018](#) – and you are very welcome to attend.

The combination of HSMIAI Region Europe events makes the occasion indispensable for leaders across various disciplines.

HSMIAI Region Europe's Annual Revenue Optimization Conference (ROC) and Digital & Distribution Optimization Conference 2018 (DOC) co-located with HITEC Amsterdam 2018.

Top experts and inspirational speakers, sharing their insights and tips on Revenue Optimization, Digital Marketing and Distribution. In the evening you are welcome to join us and enjoy great music, dinner, networking and our Awards Ceremony.

You can already sign up today to secure Early Bird rate!

Wednesday 11 April

We have developed a new concept called Curate – An HSMIAI Executive Insights Forum.

This event is by invitation only, and the attendees at Curate must be senior executives from the new Organizational Memberships Companies.

One of the unique aspects of the event will be the corporate attendee composition and conversation that is across all disciplines of sales, marketing, distribution, service operation, and revenue management, as well as company types represented in HSMIAI Organizational Membership.

Please contact us for more information at postbox@hsm.ai.eu

Our partnership with Accor Hotels is excellent, and the hotel will more or less be branded HSM AI throughout these two days. We can promise a fabulous programme!

We expect approximately 300 attendees.

You will find a designated Facebook event at [this address](#).

Meanwhile – have a great weekend!



Warm Regards,
Ingunn Hofseth
President & CEO
HSM AI Region Europe

Norwegian Reward Marks 10th Anniversary

NEW YORK, NOVEMBER 17, 2017 – Norwegian Reward, Norwegian’s award winning loyalty program, is celebrating its tenth anniversary, and to commemorate the occasion, the Reward team is revealing the top 10 tips travelers can use to avoid paying full fare for a Norwegian flight.

“As Norwegian Reward turns 10, we’re delighted to celebrate a decade of rewarding millions of loyal passengers, including the 550,000 members we now have in the United States,” says

Brede Huser, Managing Director of Norwegian Reward.

“It’s no secret that American consumers want more savings, so we’re revealing the 10 easiest ways for passengers to use our award-winning loyalty program to avoid paying full fares again. With a growing network of global routes, Norwegian continues to offer passengers affordable fares, a quality service and great opportunities for further savings.”

Photo: Norwegian Reward Marks 10th Anniversary. Photograph from Norwegian.

Swedavia awarded for use of bio fuel

Swedish airline Swedavia has been presented an award in recognition of their use of bio fuel. The award was presented during the *Airports Going Green* Conference in Dallas, Texas. Among other laureates were London Gatwick Airport and Chicago O’Hare International Airport.

On November 12-15, the Airports Going Green Conference was held in Dallas, Texas. During Tuesday, awards were presented for best sustainability initiatives during the past year and Swedavia was awarded for their use of sustainable aviation fuel. Since 2016 Swedavia annually purchases biofuel corresponding to the fuel consumption at the employees’ approximately 10,000 annual business flights.

The organizers of the conference raised both the climate value of the investment in their motivation, and the fact that Swedavia demonstrated leadership in the aviation industry’s pursuit of increased sustainability.

“The aviation industry will be an integral part of future transportation and the future of transports needs to be sustainable. Therefore, we need to find solutions to reduce the climate impact from the aviation industry. Biofuel is an important part of the solution and it is very pleasing that Swedavia’s commitment in this area is now also acknowledged internationally”, says Jonas Abrahamsson, President and CEO of Swedavia.

The aviation industry has made great progress in the past few decades to reduce fossil carbon dioxide emissions per passenger kilometer and in the last 40 years, the aviation industry has become 70 percent more fuel efficient. As travel increases, the industry needs to continue to develop to ensure a sustainable future.

By procuring biofuel for all their business flights, Swedavia wants to show decision makers, companies and producers that there is a market for renewable fuels in the airline. This can, in turn, contribute to large-scale production, a competitive price, and the aviation industry reaches the goal of a fossil-free domestic flight in Sweden in 2030.

Prize laureates in other categories included Chicago O’Hare International Airport, London Gatwick Airport and Vancouver Airport Authority.

The conference, with focus on sustainability in the aviation sector, was organized and hosted by the American Association of Airport Executives (AAAE), together with the Chicago Department of Aviation (CDA).

Photo: Refueling aircraft with bio fuel at Stockholm Arlanda Airport, January 2017. Photographer: Victoria Ström/Swedavia.