

Seasons greetings

We wish to extend our heartfelt gratitude for everything we've shared in the year about to end, looking forward to continuing our work on behalf of our members, also in 2018 – and to the many good and impassioned debates, and much, much more.

Our sincerest greetings to you and your nearest and dearest, for the festive season.



Warm Regards,
Ingunn Hofseth
President & CEO
HSMIAI Region Europe

Top photo: Christmas tree. Photographer: Johnny Lai/Flickr.

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

AUSTIN, TEXAS, USA (November 30, 2017) – [Hospitality Financial and Technology Professionals](#) (HFTP®) and [HSMIAI Region Europe](#), the hospitality, sales and marketing association international, are pleased to extend their partnership and co-locate European conferences again in April 2018. HSMIAI 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 HSMAI 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, HSMAI Region Europe, launches its new concept called [Curate](#) – An HSMAI 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 HSMAI 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 HSMAI 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. HSMAI 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[®]

Karpaz Gate Marina: Karpaz Gate Marina Announces 2018 Berthing Benefits

Award-winning marina's unique packages and full-service capabilities are attracting increasing numbers of boat owners to new sailing destination North Cyprus, according to a press

release from Saltwater Stone.

Karpaz Gate Marina in North Cyprus has announced its 2018 berthing campaign as it strengthens its status as one of the East Mediterranean's leading full-service facilities.

Celebrating its most successful season since opening six years ago, the Five Gold Anchor-rated TYHA International Marina of the Year 2017 is stepping up its mission to draw more sailors to North Cyprus with a range of unique packages, incentives, and attractive servicing and berthing rates.

Effective from the end of 2017 and for 2018, annual berth-holders who renew their contracts will now be rewarded with a special renewal discount on the published yearly rate.

The marina is also extending a unique and popular package for boat owners offering free haul out, hull wash, anti-fouling application and 14 days hard standing included in the annual price. Alternatively, annual berth holders can choose the option of up to a 40% discount instead of the haul out.*

Additional VIP packages include a Frozen Contract, which offers discounted annual mooring with the right to freeze an annual contract for up to 3 months at one time only during the contract period. Special care, winterising and de-winterising packages are also offered to check equipment and clean exterior and interior areas in the owner's absence.

Deniz Akaltan, Karpaz Gate Marina Harbour Master, said: "We believe our 2018 packages and rates provide outstanding value for money for the full-service capability, stunning location and attention to detail we can offer our berth-holders. We are a one-stop shop for boat owners, with a capable technical service centre, safe and hassle-free mooring, 24/7 security and first-class leisure facilities, all set in an untouched and peaceful location on the Karpaz Peninsula. We are really excited to welcome old friends and new clients to Karpaz Gate Marina next year."

Available to view now on www.karpazbay.com, the 2018 berthing and services rates offer boat owners exceptional value for money for annual and short-term mooring and technical work throughout the year. In addition, special summer and winter campaign prices are available on request. Before any special campaign discounts, an annual berth at Karpaz Gate Marina for a monohull boat with an LOA of 12m to 14.99m will cost €3,741 with the free haul out option, while a one-year berth for a boat between 15m and 17.99m is priced at €6,880. The marina also offers special rates for catamarans and can safely haul out boats up to 10.5m beam.*

Tax-free Karpaz Gate Marina is ideal as a low cost, long-term base for all yacht owners seeking a safe, secure home for their boat in the East Mediterranean. The marina is also an unmissable destination for a short to medium-term visit for boat owners from nearby Turkey, and for sailors or charter companies cruising in the region who are interested in exploring the beautiful Karpaz Peninsula and other North Cyprus attractions.

In addition, the first modern marina in North Cyprus and official Port of Entry offers a convenient facility for boat owners in the region who require repair or maintenance work to be carried out or who need to fill up with fuel. The boatyard features a 300-ton capacity travel lift and 18,000 square metre dry dock and can execute or organise any scope of project and specialist work.

Karpaz Gate Marina caters for yachts up to 60m, with leisure facilities including the exceptional Karpaz Gate Marina Beach Club, with 33m infinity pool and watersports centre, and Hemingway's Resto-Bar.

*Terms and Conditions apply. All Berthing Rates are subject to change without prior notice at the discretion of Karpaz Gate Marina.

Photo: Karpaz Gate Marina in North Cyprus, featuring Beach Club, 300-berth marina and dry dock. Photo from Saltwater Stone.

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 HSMAI Region Europe events makes the occasion indispensable for leaders across various disciplines.

HSMAI 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 HSMAI 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 HSMAI Organizational Membership.

Please contact us for more information at postbox@hsmi.eu

Our partnership with Accor Hotels is excellent, and the hotel will more or less be branded HSMAI 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

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.

LOT Polish Airlines to launch Singapore-Warsaw Service

SINGAPORE, 17 November 2017 – Changi Airport Group today welcomed the announcement by LOT Polish Airlines of its intention to launch services between Singapore and Warsaw (Poland) on 15 May 2018[1].

LOT Polish Airlines, a new airline to Changi Airport, will launch 3x weekly services, which will increase to 4x weekly from July 2018. It will use a 252-seat B787-8 aircraft in a three-class configuration offering economy, premium economy

and business cabins. This translates to 1,008 one-way weekly seats.

With this new service, Singapore is now linked to Poland directly for the first time. Passengers will also have onward connections to other Polish cities as well as Central and Eastern Europe via LOT's strong network from Warsaw Chopin Airport. This is also the Polish carrier's new air link to Southeast Asia, with LOT's passengers able to access 47 city links in Southeast Asia and Southwest Pacific from Changi Airport.

Changi Airport Group's (CAG) Managing Director of Air Hub Development, Mr Lim Ching Kiat said, "We are delighted to welcome LOT's new service to Warsaw. CAG has been actively growing Changi's connectivity to Europe, and this new link is a fruit of our collaboration with LOT. Countries in Eastern Europe like Croatia, the Czech Republic and Hungary are becoming more popular with Asian travellers and LOT's new service from Singapore will bring greater convenience and new options to our passengers to reach these countries. This also opens up more opportunities for both business and leisure travel between the two regions."

CEO of LOT Polish Airlines, Mr Rafal Milczarski, said "We are more than happy to announce a new direct service between Singapore, one of the most developed business centres in the world and a travel mecca for many tourists, and Warsaw placed in the very heart of Central and Eastern Europe. We are certain that thanks to the new connection, many Poles and other passengers from our region will use the opportunity of convenient travels to Southeast Asia. On the other hand, we do believe that the new direct connection will be an incentive for residents of Singapore who would like to take the advantage to visit Poland and get to know us better. Our offer will also appeal to all passengers travelling either for business or leisure who appreciate the comfort and the top quality product offered on board the most modern state-of-the-

art Boeing 787 Dreamliners.”

The flight schedule^[2] of LOT’s new service is as follows:

Time Period	Days of Operation	Flight No.	Route	Scheduled Departure (Local Time)	Scheduled Arrival (Local Time)
From 17 May 2018	Monday, Thursday, Saturday	L068	Singapore-Warsaw	00:05	06:15
From July 2018	Monday, Tuesday, Thursday, Saturday	L069	Singapore-Warsaw	00:05	06:15

For the first ten months of 2017, over 3.6 million passengers travelled between Singapore and Europe^[3], a robust year-on-year increase of 7.8%. Since 2016, three new European city links – Athens, Dusseldorf and Stockholm – have been added to Changi Airport’s network. By mid-2018, 12 airlines will offer direct services from Singapore to 18 cities in 14 European countries.

Tickets for this new service are now available. For more information, please visit www.lot.com.

[1] Inaugural WAW-SIN flight departs 15 May 2018, inaugural SIN-WAW flight departs 17 May 2018

[2] Launch of service is subject to regulatory approval

[3] Passenger movements at Changi Airport

Photo: LOT Polish Airlines aircraft. Photo from LOT Polish Airlines.

Scandic Hotels named Denmark's Best Workplace

The leading hotel chain in the Nordic region is now also Denmark's best workplace. When Great Place to Work conferred its prestigious awards this evening, Scandic Hotels received the honor of being named 'Denmark's best workplace with over 500 employees.'

The event took place at the annual Great Place To Work awards ceremony held in the Cirkus building in Copenhagen. And it is thanks to Scandic Hotels' employees that the company secured the top spot in an anonymous survey of well-being and culture carried out by analytics company Great Place to Work. A total of 91 percent of Scandic employees participated in the survey.

This is the third consecutive year that Scandic Hotels has participated in the survey. In the first year, the company won fourth place and last year it placed second.

"This is truly the most important award a company can win and I am immensely proud of our team in Denmark. To nurture a passionate, dedicated and curious mindset takes time and effort. But it brings great rewards – a caring and professional team with a focus on inspiring and supporting each other every day. Last year, we won in Finland and this year in Denmark – a true validation of our Scandic culture," says Even Frydenberg, President & CEO of Scandic Hotels.

"To see Scandic Hotels win this award makes me both proud and happy. With almost 100 different nationalities, Scandic has an extremely diverse workforce and we're very pleased that our significant and constant focus on inclusion and well-being has paid off. The job satisfaction, pride and togetherness we feel

as a team helps us create great hotel experiences for our guests,” says Jens Mathiesen, CEO at Scandic Hotels Denmark.

“We know from countless measurements that well-being and performance are inextricably linked. Employees who feel respected and recognized, who are proud of their work and who trust the management deliver better results. It requires focus and dedication to create a great workplace with infectious job satisfaction and here, Scandic has achieved the best results,” says Ditte Vigsø, CEO of Great Place to Work in Denmark.

Growing in Denmark

Scandic currently operates 24 hotels in Denmark and is growing rapidly in the Danish market. Next year, Scandic Kødbyen will open in Copenhagen and in 2019, the company will open the doors of the fully renovated Scandic Falkoner in Frederiksberg. Just over a month ago, Scandic announced that it would open a new airport hotel in 2020.

In addition, the company will open Scandic Spectrum at Kalvebod Brygge in 2021, which will be Scandic’s largest hotel. The following year, a large-scale hotel and conference center designed by the world-famous Danish architectural firm BIG-Bjarke Ingels Group will open in the new port area in Aarhus.

These five new hotel projects will add more than 2,000 new rooms in Denmark to Scandic’s hotel portfolio. In connection with the massive growth, the company expects to create 800 jobs, a significant addition to the already 1,200 people currently working at Scandic Hotels in Denmark.

About Great Place to Work

Great Place to Work is an analysis and consulting company that works to create a better society by helping workplaces improve. The Danish office was established in 2001 and this is

the 17th time that Great Place to Work has recognized Denmark's best workplace. A total of 31,000 employees in 134 Danish companies participated in the survey this year. All participating companies chose to be measured on the well-being of their employees and their work environment by Great Place To Work and to participate in the competition to be Denmark's Best Workplace.

Photo: *Scandic Hotels named Denmark's Best Workplace. Photo from Scandic Hotels.*