

Petra Götting is new Vice President Sales & Marketing at Deutsche Hospitality

Petra Götting has taken up the position of Vice President Sales & Marketing with Deutsche Hospitality in November. In her new role, which is based at the company's head office in Frankfurt, she has overall responsibility for the global hotel business. She will work together with the sales team in Frankfurt as well as 14 international sales offices. In addition, she will be in charge of marketing for the Steigenberger Hotels and Resorts, Jaz in the City and IntercityHotel brands, according to a press release from Deutsche Hospitality.

The German and Swiss national has 30 years professional experience in the hotel industry. Following early operational roles, she focused increasingly on sales and marketing, an area she has now been working in for 25 years at well-known hotel groups and chains such as Hyatt, Kempinski, The Leading Hotels of the World, Raffles and, most recently, as Vice President Sales & Marketing Europe with Mövenpick. Her career path has led her to various locations including Frankfurt, Cologne, Vienna, Zurich and London.

Petra Götting reports to COO Thomas Willms, who is looking forward to working with her. "We have found an internationally experienced and committed leader for this important role. Ms Götting is joining our hotel business at an exciting time and will undoubtedly help us to continue to successfully navigate our growth."

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

In co-operation with HSMIAI Region Europe's close partner Hotelchamp, we are delighted to be able to invite you as partaker of the HSMIAI 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!](#)



Webinar: The hotel industry of 2020

Today's hotels are facing an increase in rapidly developing technology and ever more demanding customers. But what do we expect the *guest of 2020* to look like and what *technology system* do hoteliers need to have in order to keep up with the changing guest expectations?

[IDeaS](#) partnered with Revinate and SiteMinder and surveyed hundreds of leading hoteliers from across the world and asked their opinion on the future of hotel technology and what they thought the industry of 2020 would look like.

To present the research findings, a live webinar was hosted by **Dr. Peter O'Connor** of ESSEC Business School at the beginning of the year. You can now watch the on-demand version at your convenience [here](#).

A condensed summary of findings can also be seen in this cool infographic – [view here](#) (don't forget to zoom in!)



HSMAI Region Europe Roadshow in Paris

HSMAI Region Europe Roadshow in Paris Wednesday 10 May

HSMAI Region Europe and AccorHotels invites you to join us for an evening of trends, innovation and networking in Paris from 4 PM to 7 PM on Wednesday 10 May. This afternoon event, followed by networking and snacks, is FREE for both HSMAI members and non members if you are working in the hotel and travel industry. [Sign up today!](#)

The event take place at AccorHotels new head office:

[AccorHotels Head Office](#)




Tour Sequana
82, rue Henri Farman
92445 Issy-les-Moulineaux
France

The event will be educational, and [Peter O'Connor](#), Dean of Academic Programs at ESSEC Business School, will be the local

speaker. The topic for his presentation is: **Direct Website Bookings: The challenge of conversion.**

For many years Peter has been a valued speaker in many of HSMIAI's events in Europe and we are glad he will join us in Paris as well.

Preliminary programme for Paris

| WHEN | WHAT | WHO |
|-------|---|---|
| 16:00 | Welcome By Béla Nagy , VP Revenue Management & Pricing, AccorHotels and Ingunn Hofseth , President & CEO HSMIAI Region Europe |  |
| | Moderator: Chevy Kelly , MD, deckchair |  |
| 16:20 | Direct Website Bookings: The challenge of conversion. Peter O'Connor , Professor of Information Systems, Dean of Academic Programs, Essec Business School. |  |

16:50

Shifting revenue share from OTA to direct – Strategies to increase direct bookings

Even shifting just a few rooms per day from OTA bookings to direct bookings can make a big impact to your hotel's profits. But how can hotels implement a successful direct booking strategy? There is more to it than simply setting up a hotel website. In this roundtable, we'll talk about key strategies that hotels need to know to boost direct bookings. Specifically, we'll cover website and booking engine optimization, and how to use the same tactics that OTAs use on their own websites to increase bookings. We'll also discuss how digital marketing plays an important role in the sales cycle and how to use it to direct traffic to your own site instead of OTA sites.

John Power, VP of EMEA Sales at Travel Tripper.



| | | |
|---------------------|---|---|
| <p>17:10</p> | <p>Mobile Dynamics: optimising your website for mobile booking and marketing</p> <p>Digitalisation has brought choice to consumers. Hoteliers have had to develop multi-channel distribution strategies. The biggest players have developed omni-channel strategies to ensure their customers enjoy a seamless and consistent experience whether they book online through mobile, tablet, desktop or offline in a store or over the phone. This interactive presentation will explore more about how digital technology has changed the way hotel brands connect with guests through a 24/7 relationship both in and out of stay, and from finding a hotel, to checking in, during the stay and after departure.</p> <p>Rich Tuckwell, VP of Sales and Marketing, Avvio</p> |  |
| <hr/> | | |
| <p>17:30</p> | <p>Speaker(s) and all the partners on stage together for Q & A</p> |  |
| <hr/> | | |
| <p>18:00</p> | <p>Snacks and networking</p> |  |
| <hr/> | | |

There might be some changes to the programme.

Address :



ACCOR HOTELS

Feel Welcome

AccorHotels Head Office

Tour Sequana
82, rue Henri Farman
92445 Issy-les-Moulineaux
France

Enter at the main entrance of the building, and go to the Auditorium. It is located directly behind the reception.

HSMAI Region Europe Roadshow

HSMAI Europe, in partnership with Nor1, OTA Insight, Hotelchamp, Lodgiq, Travel Tripper and other partners will visit many of the European cities focusing on Digital Marketing, Distribution and Revenue Management. Our partners will vary from city to city.

We will visit the following cities:

| CITY | WEEKDAY | DATE |
|----------------------|-----------|--------|
| | | |
| Paris | Wednesday | 10 May |
| | | |
| Frankfurt – Pre-IMEX | Monday | 15 May |
| | | |
| Barcelona | Wednesday | 31 May |

| | | |
|----------------------------|-----------|---------|
| | | |
| Madrid | Thursday | 1 June |
| | | |
| Helsinki | Tuesday | 6 June |
| | | |
| Copenhagen | Wednesday | 7 June |
| | | |
| Stockholm | Thursday | 8 June |
| | | |
| London | Tuesday | 13 June |
| | | |
| Dublin (breakfast meeting) | Wednesday | 14 June |
| | | |
| Oslo | Tuesday | 20 June |
| | | |
| Amsterdam | | Autumn |
| | | |
| Brussels | | Autumn |
| | | |
| Berlin | | Autumn |
| | | |

It is **FREE** to attend for people working in the hotel and travel industry.

[Sign up for free here](#)

If you are interested to participant but you are not working in the travel industry please contact Benedicte Gilroy Bøgh bgb@hsmi.no and she will contact you directly.

Our Partners in Paris:



AVVIO

BE MORE DIRECT

HSMAI Region Europe Profile: Michael Simon from Marriott International

Michael Simon
General Manager Distribution, EMEA & APAC
Marriott International

Michael is the newly elected Chair of the HSMAI Region Europe Sales Executive Advisory Board. He is very active within HSMAI

Region Europe both in the Advisory Board as well as a speaker and advisor on many HSMAI Region Europe events, including activities in Germany.

Q: What does a day at work consist of for you?

A: Customers, Conference Calls, E-Mails, Meetings... When in the office and due to time zones, my day usually starts with calls with Asia – lately mostly China – in the morning, moves on to the Middle East, and then to US when they are up from 2pm onwards. Being a single parent, I try to get out of the office relatively on time to spend time with my teenage son.

Q: What's the best part of your job?

A: Distribution is a dynamic segment that impacts all parts of the hotel business.

Q: Do you have anyone you've looked up to?

A: My parents.

Q: Do you have any nice traditions at your office?

A: I'm afraid, with the travelling to Asia, Middle East and the US, I am hardly there...

Q: How long have you been a member of HSMAI?

A: I have been a member of HSMAI Region Europe since 2014, and a member of the HSMAI Region Europe Sales Executive Advisory Board since the start of its operation in 2015.

Q: What do you think is the best thing about HSMAI?

A: I think HSMAI Region Europe is a great platform for Education and Networking within the Hospitality Industry. Being a pan-European association it brings together industry experts with diverse backgrounds on all disciplines in Hospitality.

Q: Are there any activities or projects you think HSMIAI should start up?

A: HSMIAI Region Europe has grown rapidly in the past couple of years and has successfully started activities in many new markets in Europe. Now I look forward to the many educational programmes and initiatives under development.

Q: Describe your perfect weekend.

A: Quality time with my children.

Q: If you were trapped on a desert island, what would you take with you, if you could choose one thing?

A: Satellite telephone or more realistically a knife or axe.

Q: What is the title of the book about your life?

A: Life is a journey not a destination.

Q: What is your next travel-destination?

A: Besides the usual business travel with Marriott, actually a couple of my latest trips have been to attend HSMIAI meetings and events with the Distribution & Marketing Strategy Conference in Stockholm and the HSMIAI Region Europe Sales Executive Advisory Board meeting and Connect with HSMIAI event in Frankfurt. Next I will travel to Paris.

Q: Do you have any special hobbies?

A: I used to play European handball and still like watching the game, but my favourite activity has become downhill skiing.

Q: Thank you for your time. Do you have any personal comments?

A: I would like to thank the HSMIAI Region Europe team and the HSMIAI Region Europe Sales Executive Advisory Board for their trust and support. The Hospitality Industry is constantly

changing and the Sales discipline in a dramatic transition at the moment. Therefore this is an exciting time to chair the Sales Executive Advisory Board. I believe that the combination of Juliet Howie and myself, of Sales and Distribution, fits perfectly to the dynamic environment of the industry. I look forward to working together with this group of renowned experts in the industry in order to find topics and solutions to induce the Sales talent of the future. With an international reach, HSMAI Region Europe is the perfect platform to bring that knowledge and support to the Sales force in the field.

Photo: Michael Simon, General Manager Distribution EMEA & APAC, Marriott International

Michael Simon from Marriott International elected as HSMAI Region Europe Sales Executive Advisory Board Chair

On Monday 5th December the HSMAI Region Europe Sales Executive Advisory Board met at the Steigenberger Frankfurter Hof to discuss further competitive and strategic steps for the group as well as to elect the new Chair and Vice Chair of the Advisory Board.

Alexander Hoerner, the previous chair of this Advisory Board had with great regret to step out of this position due to a change in his career. Formerly the Vice President Sales at

Steigenberger Hotel Group, Alexander is now engaged as District Director for Bausparkasse Schwäbisch Hall but will still continue as an advisor for the HSMIAI Region Europe Sales Executive Advisory Board moving forward. HSMIAI Region Europe would like to thank Alexander for his valuable and continuous support.

The new Chair of the HSMIAI Region Europe Sales Executive Advisory will be Michael Simon, General Manager Distribution EMEA & APAC at Marriott International. The Vice Chair will be Juliet Howie, Global Director Strategic Accounts at NH Hotel Group.

“I would like to thank the HSMIAI Region Europe team and the HSMIAI Region Europe Sales Executive Advisory Board for their trust and support,” Michael Simon says, continuing: “The Hospitality Industry is constantly changing and the Sales discipline in a dramatic transition at the moment. Therefore this is an exciting time to chair the Sales Executive Advisory Board. I believe that the combination of Juliet and myself, of Sales and Distribution, fits perfectly to the dynamic environment of the industry. I look forward to working together with this group of renowned experts in the industry in order to find topics and solutions to induce the Sales talent of the future. With an international reach, HSMIAI Region Europe is the perfect platform to bring that knowledge and support to the Sales force in the field.”

As the HSMIAI Region Europe Sales Executive Advisory Board continues to expand by adding more industry thought leaders as its members, Ingunn Hofseth, the President and CEO of HSMIAI Region Europe shows great enthusiasm towards the decisions taken during this meeting. “My team and I are very much looking forward to working together with two such committed and actively supporting members as Michael and Juliet. I am confident about the ambitious input and knowledge they will bring to this Advisory Board,” she says.

The Sales Executive Advisory Board will continue to work on enabling knowledge sharing and connecting the industry. Amongst other things the Advisory Board will focus on the growingly important Event Agencies and MICE segment also in the form of adding representatives from that part of the industry to the Advisory Board.

The Sales Executive Advisory Board currently consists of:

- **Michael Simon**, General Manager Distribution EMEA & APAC, Marriott International (Chair)
- **Alexander Hoerner**, District Director, Bausparkasse Schwäbisch Hall
- **Brigitte T. Gruber**, Founder and Managing Director, Reburg & Partners
- **Per Griwell**, Commercial Director, Thon Hotels
- **Kerstin Gibert**, Director International Sales, Robinson Club GmbH.
- **John Seaton**, Managing Director International, Cendyn
- **Antoine Asselin**, Founder, UpMail
- **Peter Schmidt**, Vice President Sales Germany at Accor Hospitality Germany GmbH
- **Christian Meissner**, Director E-Distribution at Deutsche Hospitality
- **Anant Vithlani**, Vice President Sales, Nordic Choice Hotels

More advisory board members will be added in the near future.

HSMAI Region Europe Profile:

Dean Bannon

Dean Bannon
Director of Sales
Grand Hôtel Stockholm

Q: What does a day at work consist of for you?

A: I am normally up early around 06h00 out with the dog (it's a Golden Retriever called Tim!) and checking emails. As a real wake up I generally bike into the office all year round, no matter what the weather. If I am not travelling somewhere then I always start the day with a morning meeting with the leadership team and the Sales Team to have a chat, catch up on what is happening that day or any other pressing events. The rest of the day will be catching up with customers and partners, spending time with my various teams, attending meetings and reading/researching on all things hotel related.

Q: What's the best part of your job?

A: When I feel that I have made a difference and contributed.

Q: Do you have anyone you've looked up to?

A: Mandela for the tenacity of the human spirit. I also lived in South Africa when he had just become president but unfortunately I never had the chance to meet him.

Q: Do you have any nice traditions at your office?

A: Yes, we always have ice cream in the staff canteen on Fridays!

Q: How long have you been a member of HSMIAI?

A: We joined earlier this year.

Q: What do you think is the best thing about HSMAI?

A: I am always looking to develop, learn and network with peers. I was attracted to HSMAI as it covers all the areas I am responsible for in the hotel and has some fantastic members with great experience.

Q: Are there any activities or projects you think HSMAI should start up?

A: As a new member I am not in a position to answer that, but give me time...

Q: Describe your perfect weekend.

A: Recording a really quick time in a triathlon followed by a long lazy lunch outdoors in a warm climate with friends, family and great food and wine.

Q: If you were trapped on a desert island, what would you take with you, if you could choose one thing?

A: Hmm, that's a hard one – bucket or spade? I'll go with the spade.

Q: What is the title of the book about your life?

A: Love Refuge – people always ask me why I ended up in Sweden and that's why.

Q: What is your next travel destination?

A: France

Q: Do you have any special hobbies?

A: I do a lot of multisport such as triathlon, duathlon and swim-run.

Photo: Dean Bannon, Director of Sales. Grand Hôtel Stockholm.

12 July: HSMAI Region Europe and Travel Industry Club Germany in Frankfurt









Tuesday 12th July 2016

from 4pm – 9.15pm

Kempinski Hotel Frankfurt Gravenbruch

On Tuesday 12 July 2016 HSMAI Region Europe is holding an afternoon event in cooperation with the Travel Industry Club in Germany. An event full of excellent presentations and discussions focusing on direct booking, revenue management, marketing challenges and opportunities driven by the speed of digitalisation awaits you.

Programme

| TIME | TOPIC | WHO |
|---------------|---|--|
| 16:00 – 16:15 | <p>Welcome</p> <p>Our hosts, Birk Bremer and Ingemar Hofsaeth will introduce the moderator of the afternoon, Romy Herckx, Vice President Marketing at Carlson Rezidor Hotel Group. Birk Bremer, President, Travel Industry Club</p> |   |
| 16:15 – 16:30 | <p>Latest Industry Status and Future Forecast with a focus on how Germany is performing</p> <p>Sarah Dolgan, Director of Account Management, STR Global</p> |  |
| 16:30 – 16:45 | <p>The ever-changing Distribution Landscape</p> <p>Romy Herckx, Vice President Marketing, Carlson Rezidor Hotel Group</p> |  |
| 16:45 – 17:15 | <p>Big Data in Hospitality – What we can learn from global players</p> <p>Stefan Turetzky, CEO, Stayfish</p> |  |
| 17:15 – 17:30 | <p>Connection Break & Exhibitor Showcase</p> |  |
| 17:30 – 17:45 | <p>Roundtable discussion – Session 1</p> <p>Concurrent sessions held by specialists in their field.</p> |  |
| | <p>1. (Re)evolution of pricing: Where will pricing go in the future?</p> <p>Will we still have fixed prices, or will we move on to a different pricing set up, focused on individual customers? Denise Schröder, Vice President Revenue Management, Steigenberger Hotels</p> |  |
| | <p>2. Experience is the new luxury: A good story is the key to attracting today's affluent guest.</p> <p>Take a closer look on how a positive Net Promoter Score can influence higher ADR, revenue and occupancy.</p> <p>Carina Stappeler, Vice President Global Operations, Worldhotels Tarvaka Kukka, Vice President Hotel Distribution & Business Performance, Worldhotels</p> | |
| | <p>3. Disruption in the hotel industry: How to prepare for the unspooling generation</p> <p>Max Waldmann, CEO, Conclis</p> |  |

| | | |
|---------------|---|---|
| | <p>4. Strategies to increase direct bookings Frank Barwa, CEO and Co-founder, Avista Rich Tscholl, Vice President Sales and Marketing, Avista</p> |  |
| | <p>5. Building a Revenue Culture in your Hotel/Organization Tim Oudek, COO Hospitality Solutions, Radisson</p> |  |
| | <p>Rogier Mann, Senior Director Sales, Radisson</p> |  |
| | <p>6. How a destination strategy can help steer the growth of the hospitality sector Mathias Pottner, Chief Executive Officer, Ras Al Khaimah Tourism Development Authority</p> |  |
| 17:00 – 18:00 | A repetition of the above mentioned roundtable session 3, in order to allow participants to cover topics of their own choice. |  |
| 18:00 – 18:45 | Connection Break & Exhibitor Showcases |  |
| 18:45 – 19:30 | <p>Panel discussion: The ever-changing Distribution Landscape Moderated by Romy Merzke, Vice President Marketing, Carlson Rezidor Hotel Group</p> |  |
| | Laura-Maria Arens , Hotel Ads Business Leader, DEMA, Google |  |
| | Michael Simon , General Manager – Distribution, DEMA & ADPA, Marriott |  |
| | Joanna Schröder , Vice President Revenue Management, Steigenberger Hotels |  |
| 19:30 – 19:55 | Wrap-up and summary |  |
| 19:55 – 21:00 | Drinks reception and buffet |  |

The discount code **HSMIAI@TIC** is still available and now offers the reduced pricing at € 89 for HSMIAI Region Europe and TIC members.

Register now!

Thank you to the sponsors of this event:



HSMIAI Region Europe Gold Partners:



This as well as our other events can be seen in our HSMIAI Region Europe Activity Plan 2016 [here](#).

Whitepaper in pipeline following HSMAI Region Europe's Think Tank on the Future of Sales

See the video report from HSMAI Region Europe's first by-invitation-only Think Tank on Future of Sales at the Sofitel Berlin Kurfürstendamm last week. The Think Tank resulted in in-depth discussions on a number of interesting topics.

The subject aligns very well with HSMAI Region Europe's growing collaboration with a number of European universities and business schools, which is set to continue and expected to result in a whitepaper reporting the outcome, to be released at the HSMAI Region Europe Leadership Day taking place in the end of September. **Text continues below photographs (clickable for larger versions). See also video below.**



Discussions during HSMAI Region Europe's by-invitation-only Think Tank

on Sales in Berlin, March 2016.



Discussions during HSMIAI Region Europe's by-invitation-only Think Tank on Sales in Berlin, March 2016.



Discussions during HSMIAI Region Europe's by-invitation-only Think Tank on Sales in Berlin, March 2016.

These top notch professionals partook in the by-invitation-only Think Tank:

Alexander Hoerner, Vice President Sales at Steigenberger Hotel Group and Chair HSMIAI Region Europe Sales Executive Advisory Board

Kerstin Gibert, Director International Sales at Robinson Club GmbH

Roland Elter, Group Commercial Director at Maritim Hotelgesellschaft mbH

Juliet Howie, Commercial Director Global Sales Force at NH Hotel group

Peter Schmidt, Vice President Sales Germany at Accor Hospitality Germany GmbH

Brigitte T. Gruber, Founder and Managing Director, Reburg & Partners

Brita Moosmann, Managing Director at HotelPartner Yield Management

Brita Segger, CEO at SOCIETY RELATIONS & Communications

Katja Porsch, Sales Expert, Author at SOCIETY RELATIONS & Communications

Ralf Denke, Vice President E-Business at Steigenberger Hotel Group

Dirk Fuehrer, CEO at Worldhotels

Carsten Hennig, Editor in Chief at Gastronomie & Hotellerie

Hedwig Wassing, Owner at Annacom

Nacerine Rebia, Customer Success Manager at UpMail

See Hotelier TV's "televised" report

Carsten Hennig, editor-in-chief of Gastronomie & Hotelliere, as well as Hotelier TV, broadcasted his Think Tank report on YouTube last week:

HSMAI Region Europe Sales Executive Advisory Board in Operation

On Friday 18 January 2015 HSMAI Region Europe Sales Executive Advisory Board officially started its operation with a very successful first meeting.

The Chair of the HSMAI Region Europe Sales Executive Advisory Board Alexander Hoerner, Vice President of Sales at Steigenberger Hotel Group together with the rest of the Advisory Board members defined the top 5 priorities for the Advisory Board for 2016:

1. Set up Advisory Board Sales with high profile individuals from our industry as well as externals
2. Create profile of "Hospitality Sales Manager 2020" – Decide which skills will be necessary in the future
3. Develop and offer training for future sales people
4. Establish an annual HSMAI Sales Event in Europe – first of which to be held in 2016
5. Support the growth of HSMAI in Europe, and Germany in particular

Ingunn Hofseth, President and CEO of HSMAI Region Europe, is very satisfied with this group of experienced and motivated individuals:

"We are very happy to witness the ideas and drive of this extremely competent and inspired group of high level sales

professionals. HSMAI Region Europe is already strong in many sectors of the hospitality industry in Europe, and we are looking forward to an even greater 2016.”

The current Sales Executive Advisory Board members are:

Alexander Hoerner, Vice President Sales at Steigenberger Hotel Group (Chair)

Michael Simon, General Manager Distribution, EMEA & APAC, Marriott International

Brigitte T. Gruber, Founder and Managing Director, Reburg & Partners

Kerstin Gibert, Director International Sales, Robinson Club GmbH EMEA

Roland Elter, Group Commercial Director at Maritim Hotelgesellschaft mbH

Juliet Howie, Commercial Director Global Sales Force at NH Hotel group

Peter Schmidt, Vice President Sales Germany at Accor Hospitality Germany GmbH

With more advisory board members to be added in the near future.

2016 will bring many new HSMAI Region Europe events all over Europe. Sales will also be an area where HSMAI Region Europe members will see even more dedicated activities to participate in.

Photograph: Meeting. Stockphoto fra PhotoAlto™