

# 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 Revinat 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!)



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## 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 HSMAI's events in Europe and we are glad he will join us in Paris as well.

## Preliminary programme for Paris

WHEN	WHAT	WHO

<p><b>16:00</b></p>	<p><b>Welcome</b>  By <b>Béla Nagy</b>, VP Revenue Management &amp; Pricing, AccorHotels  and  <b>Ingunn Hofseth</b>, President &amp; CEO HSMIAI Region Europe</p>	
	<p><b>Moderator:</b>  <b>Chevy Kelly</b>, MD, deckchair</p>	
<hr/>		
<p><b>16:20</b></p>	<p><b>Direct Website Bookings: The challenge of conversion.</b>  <b>Peter O'Connor</b>, Professor of Information Systems, Dean of Academic Programs, Essec Business School.</p>	
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**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><b>17:10</b></p>	<p><b>Mobile Dynamics: optimising your website for mobile booking and marketing</b></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><b>Rich Tuckwell</b>, VP of Sales and Marketing, Avvio</p>	
<hr/>		
<p><b>17:30</b></p>	<p><b>Speaker(s) and all the partners on stage together for Q &amp; A</b></p>	
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<p><b>18:00</b></p>	<p><b>Snacks and networking</b></p>	
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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](mailto:bgb@hsmi.no) and she will contact you directly.

## Our Partners in Paris:



# AVVIO

BE MORE DIRECT

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## [HSMIAI 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 HSMIAI Region Europe Sales Executive Advisory Board. He is very active within HSMIAI



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*

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## 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.”

The newly elected Vice Chair of the Advisory Board, Juliet Howie says: “I am very excited and feel honoured about my new role as Vice Chair on the Sales Executive Advisory Board for HSMIAI Region Europe and I look forward to continuing the work that HSMIAI Region Europe, Alexander and the advisory board members have done already, in addition to increasing the scope within the markets and other countries and developing some new projects. Also it will be a privilege to work with our new Chair Michael in collaboration with the other advisory board



members and develop a best in class approach toward sales within our profession. ”

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)
- **Juliet Howie**, Global Director – Strategic Accounts at NH Hotel group (Vice Chair)
- **Alexander Hoerner**, District Director, Bausparkasse Schwäbisch Hall
- **Brigitte T. Gruber**, Founder and Managing Director, Reburg & Partners
- **Kerstin Gibert**, Director International Sales, Robinson Club GmbH.
- **John Seaton**, Managing Director International, Cendyn
- **Roland Elter**, Group Commercial Director at Maritim Hotelgesellschaft GmbH
- **Antoine Asselin**, Founder, UpMail
- **Peter Schmidt**, Vice President Sales Germany at Accor Hospitality Germany GmbH

- **Christian Meissner**, Director E-Distribution at Deutsche Hospitality

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

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## [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 HSMAI?

**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.*

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## 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	MOD
18:00 – 18:15	Welcome Our hosts, <b>Birk Bremer</b> and <b>Ingemar Hulfaeth</b> will introduce the moderator of the afternoon, <b>Reay Hericks</b> , Vice President Marketing at Carlson Rezidor Hotel Group. <b>Birk Bremer</b> , President, Travel Industry Club	
	<b>Ingemar Hulfaeth</b> , President & CEO, HSMAI Region Europe	



16:10 – 16:30	<p><b>Latest Industry Status and Future Forecast with a focus on how Germany is performing</b>  <b>Sarah Duggan, Director of Account Management, STR Global</b></p>	
16:30 – 16:45	<p><b>The ever-changing Distribution Landscape</b>  <b>Romy Mercks, Vice President Marketing, Carlson Rezidor Hotel Group</b></p>	
16:45 – 17:15	<p><b>Big Data in Hospitality – What we can learn from global players</b>  <b>Stefan Purrerer, CEO, SnapShot</b></p>	
17:15 – 17:30	<p><b>Connection Break &amp; Exhibitor Showcases</b></p>	
17:30 – 17:55	<p><b>Roundtable discussions – Session 1</b>  Concurrent sessions held by specialists in their field.</p>	
	<p>1. <b>Revolution of pricing: Where will pricing go in the future?</b>  Will we still have fixed prices, or will we move on to a different pricing set up, focused on individual customers? <b>Joanna Schröder, Vice President Revenue Management, Steigenberger Hotels</b></p>	
	<p>2. <b>Experience in the new luxury: A good story is the key to attracting today's affluent guest.</b>  Take a closer look on how a positive Net Promoter Score can influence higher ADR, revenue and occupancies.  <b>Carole Stappeler, Vice President Global Operations, WorldHotels</b>  <b>Torsten Müller, Vice President Hotel Distribution &amp; Business Performance, WorldHotels</b></p>	
	<p>3. <b>Disruption in the hotel industry: How to prepare for the unexpected generation</b>  <b>Max Waldmann, CEO, ConLini</b></p>	
	<p>4. <b>Strategies to increase direct bookings</b>  <b>Frank Reewe, CEO and Co-Founder, Avisis</b>  <b>Rich Tuckwell, Vice President Sales and Marketing, Avisis</b></p>	
	<p>5. <b>Building a Revenue Culture in your Hotel/Organization</b>  <b>Tim Shuck, CVP Hospitality Solutions, Radisson</b></p>	
	<p><b>Ragim Mann, Senior Director Sales, Radisson</b></p>	
	<p>6. <b>How a destination strategy can help steer the growth of the hospitality sector</b>  <b>Haitian Nattar, Chief Executive Officer, Ras Al Khaimah Tourism Development Authority</b></p>	
17:55 – 18:20	<p>A repetition of the above mentioned roundtable session 1, in order to allow participants to cover topics of their own choice.</p>	
18:20 – 18:45	<p><b>Connection Break &amp; Exhibitor Showcases</b></p>	
18:45 – 19:30	<p><b>Panel Discussion: The ever-changing Distribution Landscape</b>  Moderated by <b>Romy Mercks, Vice President Marketing, Carlson Rezidor Hotel Group</b></p>	
	<p><b>Laura-Marie Arena, Hotel Ads Business Leader DMEA, Google</b></p>	
	<p><b>Michael Simon, General Manager – Distribution, DMEA &amp; ASPAC, Marriott</b></p>	
	<p><b>Joanna Schröder, Vice President Revenue Management, Steigenberger Hotels</b></p>	
19:30 – 19:55	<p><b>Wrap-up and summary</b></p>	
19:55 – 20:15	<p><b>Drinks reception and buffet</b></p>	

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:



## HSMAI Region Europe Gold Partners:



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

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## 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 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.



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:

[https://youtu.be/0exRMiu\\_tEY](https://youtu.be/0exRMiu_tEY)

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## **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 HSMIAI 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 HSMIAI Sales Event in Europe – first of which to be held in 2016
5. Support the growth of HSMIAI in Europe, and Germany in particular

Ingunn Hofseth, President and CEO of HSMIAI 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. HSMIAI 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 HSMIAI Region Europe events all over Europe. Sales will also be an area where HSMIAI Region Europe members will see even more dedicated activities to participate in.

*Photograph: Meeting. Stockphoto fra PhotoAlto™*

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## **11 January nomination and entry deadline for the HSMIAI European Awards**

**Help us recognise the brightest stars of hospitality in 2015 to be presented at the HSMIAI European Awards 2015.**

The HSMIAI European Awards 2015 will celebrate the **Top 20 Extraordinary Minds in Sales, Marketing and Technology**, as well as honour companies that have excelled in 2015, in the **Best in Class Marketing Awards**.

The deadline for submitting nominations and entries is **11 January 2016**.

The Awards Ceremony will be held at the Radisson Blu Portman Hotel in London from 6 pm to 10 pm on Wednesday 10 February 2016.

Read all about it here: [hsmaiawards.eu/for-entrants/](https://hsmaiawards.eu/for-entrants/)

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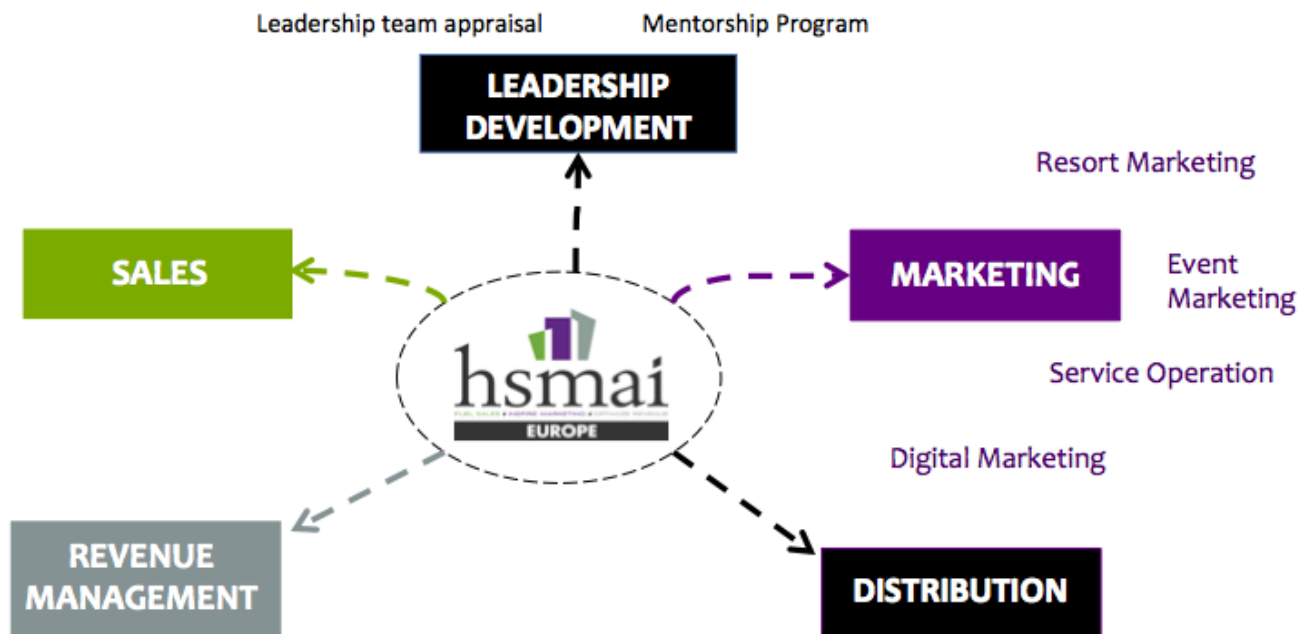
## **Call for advisory board members in Europe**

**The European HSMAI Advisory Boards are HSMAI Europe's advisors in order to become the leading meeting place for the hospitality and travel industry in Europe, while connecting its members with customers and vendors.**

HSMAI Europe aims to be the hospitality industry source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimization, marketing, and branding.

**Here are the key points of operation of HSMAI Europe:**





### Benefits for you:

- Raises your personal profile in the industry
- Commercial gain through being recognized as a thought leader
- Increased likelihood of being invited to speak at events

At least 60% of the Advisory Board members are working directly in the hotel and travel industry. We also have suppliers and vendors amongst the HSMAI Europe Advisory Board members. For all the advisory boards we are looking for motivated industry professionals who want to lift up the industry together and support each other and HSMAI Europe.

### Call for advisory board members in Europe for the following boards:

- HSMAI Europe Executive Advisory Board
- HSMAI Europe Sales Executive Advisory Board
- HSMAI Europe Service Operation Advisory Board
- HSMAI Europe Distribution Advisory Board
- HSMAI Europe Resort Marketing Advisory Board

If you are interested in learning more about the HSMAI Europe Advisory Boards, would like to get involved or seek information, please get in touch with Kaisla Saastamoinen at [ks@hsmi.eu](mailto:ks@hsmi.eu).

*Photo from HSMAI Europe 5th Annual Revenue Optimisation Conference by Gunnar Kopperud – [FotografGunnarKopperud.no](http://FotografGunnarKopperud.no)*