

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](#).

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@hsmαι.no

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[®]

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.*

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."

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

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

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

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

Sign up today!

An important point: We will need the names of all delegates latest 48 hours in advance of the meeting. Otherwise the

reception security cannot admit you & we would hate to have people arrive who cannot come in.



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

Powered by Eventbrite





About ROCET:

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

Programme ROCET

WHEN	WHAT	WHO
09:00	Registration, networking and coffee	
09:30	Welcome by Thomas Adler, Vice President Global Revenue Strategy, Melia Hotels International and member of HSMIAI Region Europe Revenue Management Advisory Board	

09:50	<p>Latest Industry Status and Future Forecast with a focus on how UK is performing Aoife Roche, Director of Account Management – STR</p>	
10:35	<p>Navigating the changing distribution landscape How smarter data insights can help to optimise pricing and revenue strategies across online channels. James Parsons, Global Director – Customer Success & Operations, OTA Insight</p>	
11:20	<p>Coffee break and networking</p>	
11:50	<p>Communication: the next generation skillset for Revenue Managers; the leaders of tomorrow As the role of the Revenue Manager continues to evolve, where does the position sit within the organisation, what is the level of influence and how key is it to the success of the business? As Revenue Management becomes more strategically important, what skills do we need to develop to be able to fulfil the role. Janel Clark, Founder, NextGenRevenue</p>	
12:35	<p>Lunch and networking Special message to CRME candidates: This will be a working lunch for you together with the trainer Janel Clark</p>	
13:35	<p>Hotelier's Great Unanswered Questions Mark Forrester, Chairman, 80 Days</p>	

14:20	<p style="text-align: center;">Revenue Management versus Revenue Optimisation</p> <p>What are the differences between Revenue Management and Revenue Optimisation in a digital marketplace? We will discuss how these differences are critical to your sales, marketing and revenue strategies.</p> <p style="text-align: center;">Niels Mekenkamp, CRME, Director Hospitality PreSales – EMEA, Infor Hospitality and member of HSMIAI Region Europe Revenue Management Advisory Board</p>	
15:05	<p>Wrap-up by Thomas Adler, Vice President Global Revenue Strategy, Melia Hotels International and member of HSMIAI Region Europe Revenue Management Advisory Board</p>	
15:30	<p style="text-align: center;">Drinks and networking</p>	
16:00	<p style="text-align: center;">We are getting ready for the certification and the exam</p> <p style="text-align: center;">This is just for those getting certified (CRME)</p>	

About the Certified Revenue Management Executive (CRME)

The CRME designation is a recognition that you are:

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

Competent to develop an infrastructure to support revenue

management within the framework of an organisation.

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

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

Proficient at the art and science of revenue management.

Fees to attend ROCET only:

HSMIAI member from the industry: Free!

Non-member from the industry: EUR 95

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

Fees to attend ROCET and to take the CRME Certification:

CRME Application, Digital CRME Study Guide & Exam Fee.

HSMIAI member: EUR 695

Non-member: EUR 795

All prices are excl. VAT.

Sign up today!

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

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A big thank you to our Diamond Partner:



Marriott Digital Services partners with Avvio to deliver online excellence

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

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

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

"We're absolutely delighted to be working with the largest

hotel group in the world on such an amazing project. Both Marriott Digital Services and Avvio are forward-thinking and innovative companies that put the guest at the centre of everything, and deliver exceptional online experiences that produce results. As technology advances so do our possibilities and together, I think Avvio and MDS can provide guests with unmatched digital excellence,” says Rich Tuckwell, Global VP at Avvio.

More about Marriott Digital Services

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

More about Avvio

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

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

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

Scandic Hotels' Fiskers honoured with HSMAI Region Europe's Outstanding Leadership Award

Scandic Hotel's long-standing President and CEO Frank Fiskers is the first European travel and hospitality executive to be awarded HSMAI Region Europe's Outstanding Leadership Award.

Friday 16 June saw the celebration of Scandic Hotel's withdrawing Frank Fiskers, after more than seven years as the hotel chain's President and CEO – and a quarter of a century in leading positions in travel and hospitality.

Mr. Fiskers invited friends and colleagues to an after work gathering at the Scandic No 53 in Stockholm last Friday evening, including HSMAI Region Europe's President and CEO Ingunn Hofseth, who surprised the industry champion with HSMAI Region Europe's newly launched *Outstanding Leadership Award*.

The HSMAI Region Europe jury states the following reason for awarding Mr. Fisker the recently introduced prize:

HSMAI Region Europe is honoring Frank Fiskers as a visionary leader with great passion for the hospitality industry. His amazing achievements, positive energy and special gift for speaking publicly has made him well respected in the hotel and travel industry globally. He has held leadership roles in the hotel industry for 25 years across multiple countries throughout Europe and Africa. Frank Fiskers has held a number of top executive positions, in reputable hotel corporations such as Carlson Rezidor Hotel Group and Hilton Hotels Worldwide.

For more than 7 years he has been the President and CEO of

Scandic Hotels and led Scandic to world-wide recognition and multiple awards for its outstanding work within Sustainability. Scandic has almost doubled from 130 to 230 hotels under his leadership and he has raised the group to the strongest share price in the world among all listed hotel companies. He has also been a driver behind getting “accessibility” on the agenda of the hotel industry.

His ability to develop his leaders and empower them is exemplary and makes him a role model in the industry. He also understands the importance of helping out and giving back to industry associations, like our own HSMAI, in order for the industry as a whole to progress and thrive. Congratulations!

“I am profoundly honoured by this award from HSMAI. My journey with leading Scandic has been an amazing experience and I am of course delighted over it being recognised in this way,” Mr. Fiskers says, in response to the surprise.

“We are very thankful for Frank Fiskers’ commitment, both to the industry and to HSMAI over the years, and hope to see many years of continued cooperation, where ever he may land in the wake of his Scandic era,” says HSMAI Region Europe President and CEO Ingunn Hofseth, who caught Mr. Fiskers by surprise, as she presented the award in Stockholm last Friday night.

Photo: *Scandic Hotels’ departing president & CEO Frank Fiskers. Photograph from Scandic Hotels.*

10,000 customers will be

inspired to have better meetings: Scandic now launching new meeting concept

The value of a more effective meeting culture has long been known, but it is only this year that the industry is seeing a long-awaited change to make meetings better and more productive. Through certified meeting advisors, technical solutions, creative exercises and healthy food, Scandic's new meeting concept aims to change the way 10,000 customers plan and conduct meetings, according to a press release issued by the hotel chain.

The concept will be launched between 8 and 12 May, as 2,000 Scandic employees will meet close to 10,000 customers to inspire them to have better meetings. The companies have been invited to Scandic to test the new concept that has been created to meet the needs of Scandic's corporate customers.

In the hotel chain's work to develop its meeting concept, more than 2,000 customers and arrangers of meetings were asked what is important to them. More than half think that their meetings are ineffective today and nine out of ten managers consider meetings to be an important success factor for their organisations. There is also a demand for receiving support based on their meeting needs, achieving the right energy level in the meeting and making implementation easy. With this as a starting point, Scandic is now offering tailored solutions and advice from the planning phase, through execution and evaluation to improve customers' meeting culture.

"A meeting can create a big change – or be a waste of time. With our new concept and meeting advisors, we now have the opportunity to create the best conditions for effective, efficient and inspiring meetings. This big initiative has been

developed together with our customers which is why it's great to now be launching it in the Nordic region and Europe," says Thomas Engelhart, Chief Commercial Officer at Scandic Hotels.

In cooperation with Hyper Island Scandic is also now training meeting advisors on how to organise successful meetings. The ambition is to have a total of 500 meeting advisors at Scandic's hotels in the Nordic region and Europe by 2020. Meeting advisors will help companies have better meetings based on their purpose and goals: training, inspiration and innovation, among others.

In addition to advisors, the meeting concept includes a number of other new features and services designed to meet the needs of the future. A new food and beverage concept has been developed to suit everyone, regardless of allergies or preferences. There is also a Magic Box in each conference room for exercises to boost participation during meetings. Scandic has also implemented a variety of different technical solutions to communicate with participants already before the start of the meeting. The concept also allows customers to choose from various ancillary services such as broadcasting and gamification.

Rollout of the new meeting concept began in the spring and will continue throughout 2017. By the end of the year, the majority of Scandic hotels will offer the new concept.

Photo: A Scandic Hotels meeting advisor in action. Photograph from Scandic Hotels.

Scandic Hotels Introduces IDEaS G3 RMS Across its Estate of European Hotels

IDEaS Revenue Solutions just announced that it has expanded its long-standing partnership with Scandic Hotels with the planned implementation of IDEaS flagship G3 Revenue Management System (IDEaS G3 RMS) across its estate of more than 200 properties, according to a freshly issued press release.

IDEaS' technology will help Scandic futurecast demand for more than 40,000 rooms across seven European countries, creating tangible business results with advanced revenue management tools and expert resources.

"The hospitality sector is becoming increasingly sophisticated, so it's important that we invest in technology like IDEaS that delivers a competitive advantage and business results. Maximising revenue remains one of our key strategies to drive growth and deliver even better shareholder returns," says Jan Lundborg, Vice President of Revenue Management and Distribution for Scandic Hotels, adding: "Using IDEaS G3 RMS allows us to leverage its sophisticated futurecasting analytics, interactive dashboards and reporting tools to capture and analyse transactional data – and we can use those insights to make informed decisions for the future."

Powered by advanced SAS Analytics and IDEaS' nearly three decades of industry innovation, Scandic Hotels' entire portfolio will utilise IDEaS automated revenue management tools to make more strategic decisions for its properties. IDEaS G3 RMS offers the industry's most comprehensive pricing and inventory decisions, intuitive dashboards and reporting tools that deliver maximum revenue and occupancy impacts.

"Our partnership with Scandic exemplifies IDEaS' commitment to

revenue management excellence and innovation, and we are eager to see how our premier revenue management system will drive their business forward,” says Fabian Specht, EMEA managing director for IDEaS. “Hoteliers today are faced with a multitude of business challenges, and we believe our tools and industry expertise will serve up the actionable insights hotels need to make fully informed business decisions with confidence.”

Photo: Jan Lundborg, Vice President Revenue Management. Photo from Scandic Hotels.