

**ITB China**  
**The Marketplace for China's Travel Industry**  
**16 to 18 May 2018**

**PRESS RELEASE**

**ITB China and HSMAI partner to build education and professional development in the hospitality industry**  
**ITB China 教育与招聘日联手 HSMAI 推出酒店专业培训项目**  
**New Education & Job Day at ITB China on 18 May including interactive HSMAI training workshop and preview of HSMAI education platform**

即将到来的第二届 ITB China，将于论坛第三天举办“教育与招聘日”，期间将联手 HSMAI 推出互动式培训项目和 HSMAI 在线课程预热。

*Berlin/Shanghai, 17 April 2018* – The Hospitality Sales and Marketing Association International (HSMAI) and ITB China have joined together to promote education and professional development in the hospitality industry. Founded in 2005, HSMAI is a federation of regions with more than 7,000 members committed to growing business for hotels and their partners and has recently recruited Asia's top hotel revenue managers to join forces to produce a training program that underpins a new online industry education platform. Appropriately, ITB China, taking place from 16 to 18 May in Shanghai, is holding a dedicated Education & Job Day on 18 May at the ITB China Conference focusing on the exchange of educational knowledge and the promotion of career opportunities of current and future talents of the Chinese travel industry. 即将于 5 月 16 日-18 日在上海世博展览馆举办的 ITB China 2018，将联手国际酒店市场营销协会（HSMAI）推动酒店业的教育和职业发展。

HSMAI 成立于 2005 年，是一个拥有 7000 多名会员的酒店营销专业人士组织，专注于为酒店及其合作伙伴拓展业务。HSMAI 最近聘请了多位亚洲顶级酒店收益管理经理共同制定培训计划，打造新的在线行业教育平台。

ITB China 第三天（5 月 18 日）是“教育与招聘日”，当天的交流活动将聚焦旅游教育和培训，并为中国旅游业人才提供职业发展和就业机会。

HSMAI will be conducting an interactive training workshop in the presentation hub on 18 May 2018 starting at 11.10 a.m. which is based on the Rooms Forecasting Course and suitable for all hotel staff. This is part of HSMAI's Certificate in Revenue Management (Hospitality) launched in 2017 and created by the senior leaders of Revenue Management in hotels around the world. It is a unique opportunity to preview the online course which is available to the HSMAI Academy at <https://hsmaiacademy.org/certificate-in-revenue-management-hospitality/>. The session is free for all ITB China attendees.



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5月18日上午，HSMAI将在ITB China演讲中心举办互动式培训，其中一个环节将探讨酒店客房收益预测课程（Rooms Forecasting Course），适合所有酒店从业人员。所有ITB China参会人员均可免费参与此交流环节。

HSMAI于2017年推出了由全球酒店收益管理资深专家团队统一认证的HSMAI酒店收益管理证书。而此次HSMAI联手ITB China的交流互动，亦为酒店专业人员提供了解HSMAI酒店收益管理证书在线课程的难得机会。

点击浏览 HSMAI 学院提供的在线课程。 <https://hsmaiacademy.org/certificate-in-revenue-management-hospitality/>

**David Axiotis, General Manager ITB China** says: "I am excited about the opportunities our partnership with HSMAI will provide in promoting education in the hospitality industry. HSMAI's session at ITB China fits in perfectly with the portfolio of our newly launched Education & Job Day."

The comprehensive 10-course program of HSMAI's education platform combines a series of practical exercises and fast-track learning chapters that examines all key aspects of revenue management from forecasting, distribution, pricing, market segmentation, to data analysis, business intelligence and marketing. ITB China 总经理 David Axiotis 表示：“很高兴能与 HSMAI 建立合作伙伴关系，促进酒店业教育发展。HSMAI 与 ITB China 举办的专业交流活动和我们的新推出的‘教育与招聘日’完美契合。”

HSMAI 的酒店教育平台综合了 10 门课程，结合了一系列实践应用和快速学习章节，可以考察收益管理所有关键方面，包括预测、分销、定价、市场细分、数据分析、商业智能和市场营销。

**"The Revenue Director role is evolving quickly and they are taking on extra responsibilities such as digital marketing, meeting space and food & beverage but until now there hasn't been a cost-effective training option," says Jackie Douglas, President HSMAI Asia Pacific.**

One of the course creators, Puneet Mahindroo, Senior Director of Hotel Marketing & Revenue Management, APAC, Four Seasons Hotels & Resorts, and Chair of the HSMAI Asia Pacific Revenue Advisory Board, urged his industry colleagues to get behind the project. "All Revenue Directors should use this program to fill their revenue staffing pipeline by enrolling sales, reservations, front desk staff to discover who has the talent and skills for revenue management."

**Ms. Douglas says Revenue Management offers excellent career opportunities and is becoming increasingly diverse. "This course was developed by hoteliers for hoteliers, who have been struggling to fill positions in their fast-growing**

**Commented [J1]:**  
微信只有一个外部链接，建议仅保留 ITB China 的链接？  
TD 中英文网站则无妨。

revenue management teams with properly trained employees.”

HSMAI 亚太区总裁 Jackie Douglas 表示：“收益管理总监的角色正在迅速发展，他们承担着更多的责任，如数字营销、会议和餐饮管理等，但直到目前尚未有一个高效便捷并且价格合理的培训方案。”

Jackie Douglas 认为，收益管理提供了良好的就业机会，而且如今已变得越来越多样化。“这门课程是酒店人专门为酒店人设立，帮助酒店员工在经过适当培训后，加入快速增长的收益管理团队。”

该课程的一位联合创始人之一，即四季酒店集团亚太区酒店营销及收益管理高级总监兼 HSMAI 亚太区收益管理顾问委员会负责人 Puneet Mahindroo 也敦促同业人士参与此项目：“建议收益总监借助此项目培训销售、预订及前台人员，组建专业收益管理团队。”

HSMAI provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing and optimize revenue and is an individual membership organisation, comprising members in 31 countries and 60 chapters worldwide, including the Asia Pacific region.

HSMAI 由全球 31 个国家和地区的成员和 60 个分会组成。该组织为酒店业专业人士及其合作伙伴提供系统工具、专业知识，帮助酒店促进销售、推动营销和优化收入。

**Trade visitors can register for ITB China 2018 at [reg.itb-china.com](http://reg.itb-china.com).**

You can obtain your **accreditation** for ITB China at [reg.itb-china.com/portal/?lng=en](http://reg.itb-china.com/portal/?lng=en) now.

#### **About ITB China and the ITB China Conference**

ITB China 2018 will take place from Wednesday to Friday, 16 to 18 May, at the Shanghai World Expo Exhibition and Convention Centre in Hall 1. ITB China is a three-day business to business travel trade fair that focuses exclusively on the Chinese travel industry. The ITB China Conference will take place parallel with the show and is co-organized by the leading conference organizer TravelDaily ([www.traveldaily.cn](http://www.traveldaily.cn)).

More details are available at [www.itb-china.com](http://www.itb-china.com)

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#### **Commented [J2]:**

这段和上上段，都是 Jackie 说的话，但中间却夹杂了一个 Puneet 说话，很乱。

建议把 Jackie 的话统一讲完，再放 Puneet 的话。

## About HSMAI Asia Pacific

The Hospitality Sales and Marketing Association International (HSMAI) Asia Pacific is a region of the global organisation, HSMAI which is a federation of regions committed to growing business for hotels and their partners. It is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing and optimize revenue. HSMAI is an individual membership organisation, comprising more than 7,000 members in 31 countries and 60 chapters worldwide, including the Asia Pacific region, where there are chapters in Greater China, South East Asia and Australia.

Founded in 2005, HSMAI Asia Pacific's mission is to be the leading source for sales and marketing information, tools, insight, business development, and networking for professionals in the region. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for hotel sales, marketing and revenue management disciplines. Activities are held across the region. For additional information, refer to our website at [www.hsmaiasia.org](http://www.hsmaiasia.org)

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