



Tomorrow Starts Today with HSMAI Thailand

Helping Hotels restart
successfully

30 November 2021 | 12pm to 1pm

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Agenda

- Welcome to the Webinar by Jackie Douglas and [Sunny Yu Grosic](#)
- Up-to-the-minute Demand data for the Thailand markets – who is looking, who is booking, when are they coming? by [Passaverrkorn Trakulkongsmut \(Niw\), Business Development Manager](#) for OTA Insight (Thailand, Myanmar & Cambodia)
- How to use demand data to better forecast and plan – by [Nicolas Durand, Vice President Revenue & Distribution](#), S Hotels and Resorts
- Sales & Marketing focus – what should hotels in Thailand be doing to reconnect to international markets and leveraging domestic? What about Corporate, is it coming back? by [Ollie Ansell, Director of Commercial, Accor](#)
- Making Total Revenue Optimisation a Reality by [Sandy Wee, CRME, Regional Director of Sales](#), IDeaS Revenue Solutions

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL



The Hospitality Sales and Marketing Association International (HSMIAI) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue.



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REVENUE OPTIMIZATION CONFERENCE
9 & 10 JUNE 2022 | SINGAPORE

Current Thailand market landscape

Passaverrkorn Trakulkongsmut
(Niw)
Business Development Manager
OTA Insight



In partnership with

The global leader in providing
data to the hospitality industry.



OTA INSIGHT

Using Demand Data to improve results

Speaker:

Nicolas Durand

Vice President Revenue & Distribution

S Hotels and Resorts

Summary

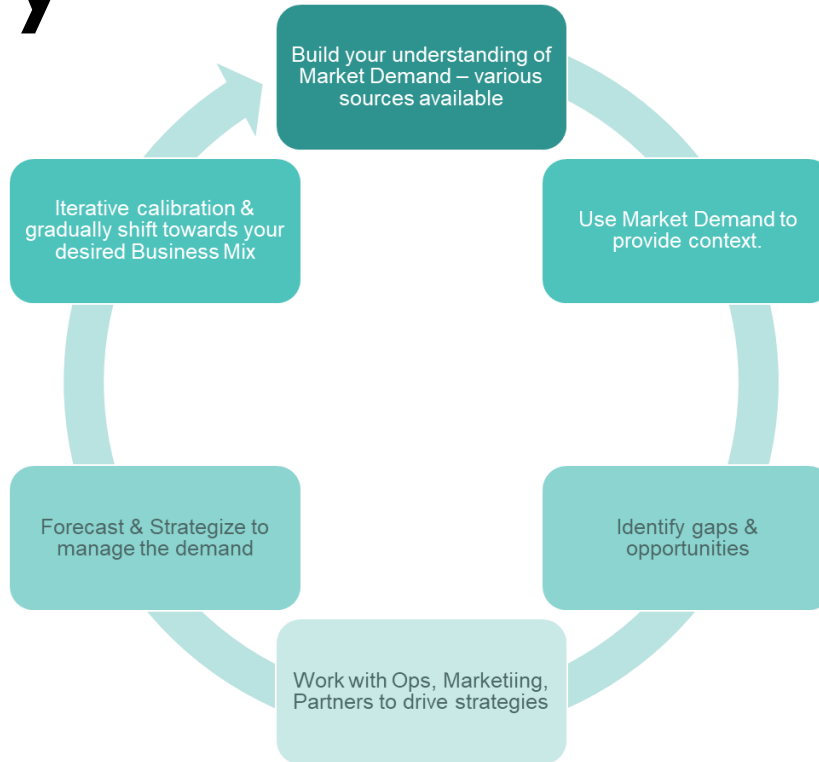


Chart Source: Melinda Yeoh, The Ascott Limited

Making Total Revenue Optimisation a Reality

Sandy Wee, CRME
Regional Director of Sales
IDeaS Revenue Solutions



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