

Singapore Hotel Market update

Helping Hotels restart
successfully



18th May 2022 | 12PM to 1PM

Free Admission

REGISTER NOW



Agenda

- Welcome Note & HSMAI events coming up: Jackie Douglas, President HSMAI Asia-Pacific
- Up-to-the-minute Demand data for the Singapore markets – who is looking, who is booking, when are they coming? by Ashley Yeo, Business Development Manager, OTA Insight
- What should hoteliers be working on now? Hear practical tactics from a local hotel Revenue leader by Angeline Hon, Park Hotels Group.
- Sales & Marketing focus – what should hotels in Singapore be focussing on now? More tips from Heidi Gempel, Managing Director, HGE International.

Thanks to OTA Insight for the great data!

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.

www.hsmaiasia.org



Events in 8 markets

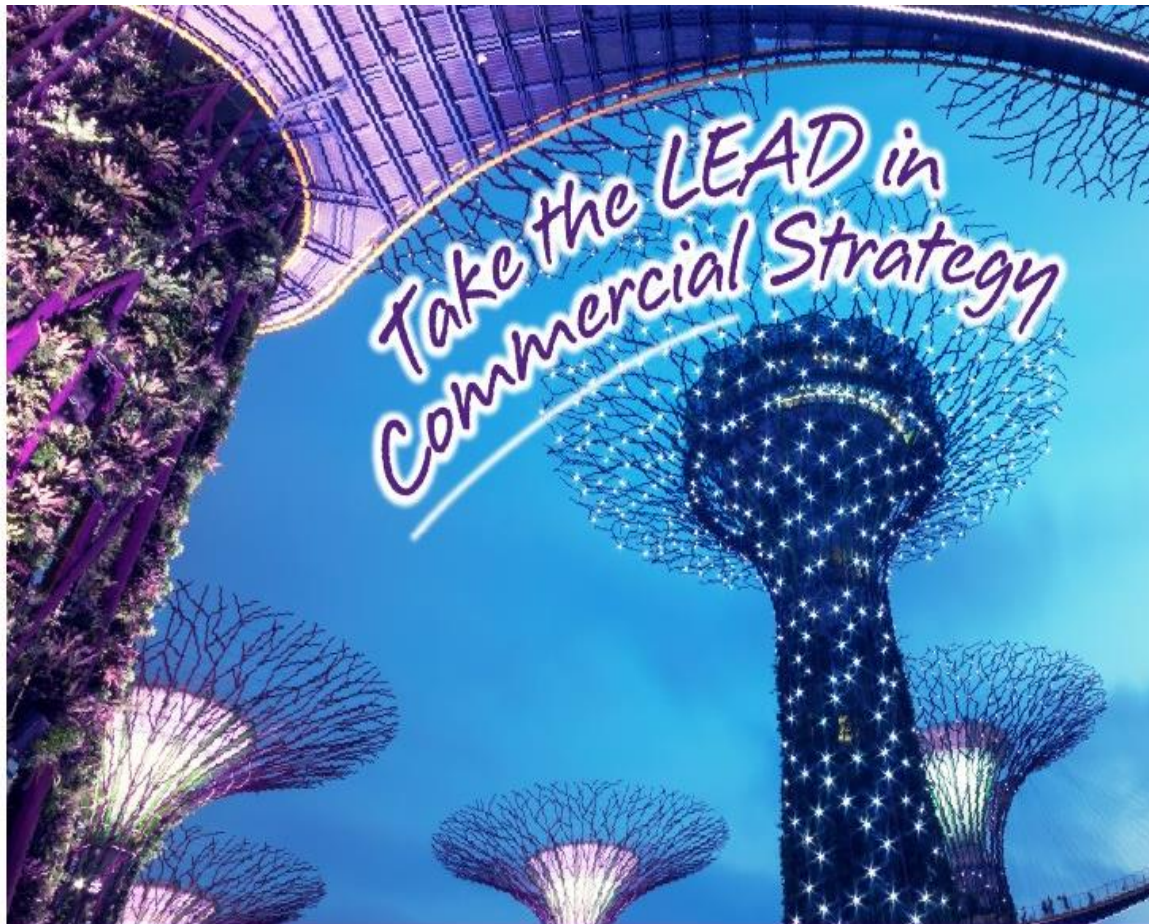
New chapter for India & Maldives in 2022



Events in Asia Pacific

- Singapore
- Greater China
- Thailand
- Australia/ Pacific
- Indonesia
- India
- Japan
- Maldives

REVENUE OPTIMIZATION CONFERENCE



9th-10th June 2022

SINGAPORE

hsmat

**REVENUE OPTIMIZATION
CONFERENCE**

9TH JUNE

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**ROUNDTABLE:
COMMERCIAL LEADERS**

10TH JUNE

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**MASTERCLASS:
BUILDING YOUR
COMMERCIAL
ACUMEN**

10TH JUNE

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**MASTERCLASS:
USING CONTENT TO
MAXIMISE SALES**

10TH JUNE

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**HOSPITALITY TECH
INNOVATION SHOW**

10TH JUNE

hsmat

**MASTERCLASS:
TOTAL REVENUE
MANAGEMENT**

10TH JUNE

Coupon code: ????



ATTEND ALL 3
MASTERCLASSES
& SAVE



Save 25%

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Save the dates - Singapore

- 1) 9th June, Singapore, Revenue Optimization Conference
- 2) 10th June, Singapore, 3 Masterclasses + Tech Innovation Show
- 3) August – Webinar – Topic suggestions welcome
- 4) 18th October – Chief Commercial Officers Roundtable
- 5) 18th October – Masterclasses – topic suggestions welcome
- 6) November 9th – Webinar on Meetings, Events and Groups

Your HSMAI contact

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HSMAI South East Asia
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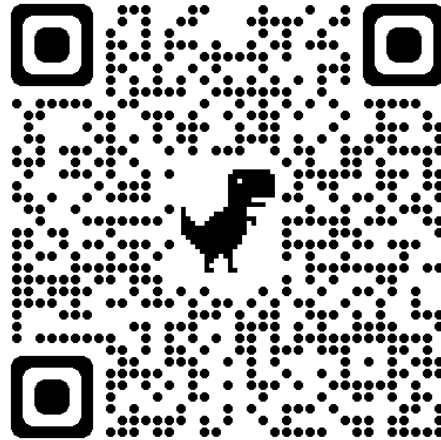
2-days, 5 events

HSMAI Members

US\$275

Save 25%

US\$207



Other Hoteliers

US\$375

Save 25%=

US\$281

<https://bit.ly/REV2022>

1-day: Masterclasses & Tech Show

US\$150

Save 25%

US\$113

Includes:

- 3 Masterclasses
- Morning/Afternoon tea,
- Lunch
- Tech Innovations Show



<https://bit.ly/REV2022>

Coupon code: WEB18MAY



ATTEND ALL 3
MASTERCLASSES
& SAVE



Save 25%: valid until 19 May

ANY
QUESTIONS
?

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<https://linkin.bio/hsmasiapacific>

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