



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



11th-12th May 2023

MARINA BAY SANDS **SINGAPORE**

HSMAI 2023 **AT**

REVENUE OPTIMIZATION CONFERENCE



Glen Grosic
Managing Director SEA
HSMAI Asia Pacific



Juli Jones
Senior Vice President
HSMAI Americas & Global

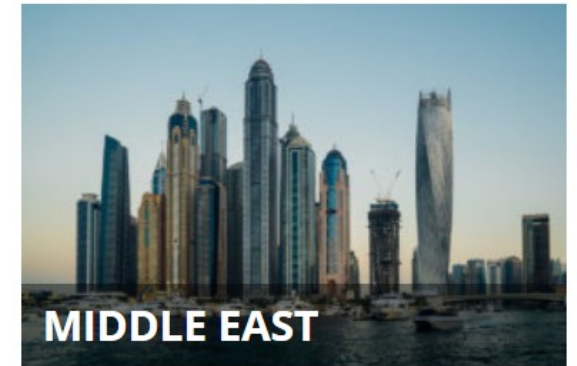
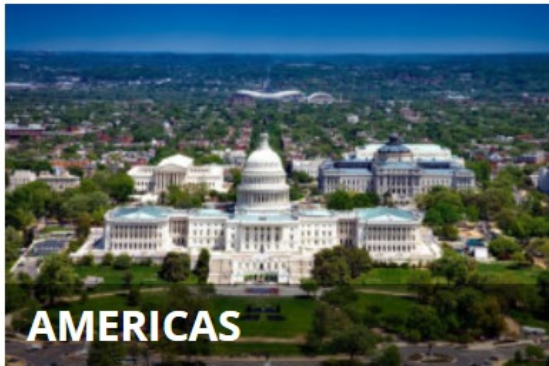
11th-12th May 2023

MARINA BAY SANDS SINGAPORE



FUEL SALES | INSPIRE MARKETING | OPTIMIZE REVENUE

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL



The Hospitality Sales and Marketing Association International (HSMAI) 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.

OPERATING COMMITTEE



Sonia Singh
MD INDIA



Jackie Douglas
PRESIDENT



Glen Grosic
MD SEA

CHAPTER PRESIDENTS & COUNTRY BOARD (8-14 HOTEL INDUSTRY PROFESSIONALS)



Sunny Yu
Thailand



Huilian Duan
Greater China



Joey Kang
Singapore



Bilal Chamsine
Indonesia



Stefan Wolf
South Korea

Circa 1-Year Since ROC 2022



Last 12 Months Reflection – Asia Pacific



WEBINAR SERIES

3 series/ 16 webinars

THE BRAVE NEW WORLD OF HOTEL DISTRIBUTION

FREE WEBINAR
11th MAY 2022

hsmai
ASIA PACIFIC

ROC@WORK **hsmai**

REVENUE OPTIMIZATION CONFERENCE – Webinar Series “Watch @ Work”

22nd JUN	APAC Tourism Economic update and latest Demand Insights
29th JUN	Post-pandemic Sales mindset, strategies & challenges
6th JUL	Role of Digital Marketing thru the Customer Journey
20th JUL	The Metaverse explained
27th JUL	Attribute-based pricing
10th AUG	Using Consumer data in an integrated way to drive decisions

RateGain THE HOTELS NETWORK CENDYN amadeus duetto cvent

SOURCING TRENDS ON THE FUTURE OF MICE **hsmai**

Corporate groups and meetings webinar series

HONG KONG | 23rd August, 12 - 1pm
INDIA | 24th August, 10:30am - 11:30am
CHINA | 25th August, 12 - 1pm
JAPAN | 8th November 12 - 1pm
SOUTH EAST ASIA | 9th November, 12 - 1pm

Free Admission
REGISTER NOW

Last 12 Months Reflection – Asia Pacific



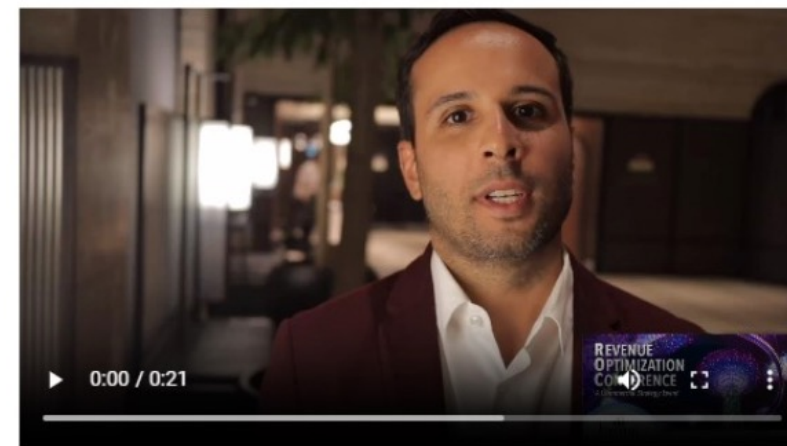
ROUNDTABLES – Commercial x 13



Last 12 Months Reflection – Asia Pacific



ROUNDTABLES – Commercial x 13



Last 12 Months Reflection – Asia Pacific



ROUNDTABLES – General Managers x 4



Launched New Digital Marketing Conference



INCREASE REVENUE
OPTIMISING YOUR
ONLINE STRATEGY
A DIGITAL MARKETING CONFERENCE

13TH SEPTEMBER 2022
BANYAN TREE PHUKET, THAILAND
2-5:30PM, NETWORKING 5:30-6:30PM

FREE ENTRY FOR MEMBERS
NON-MEMBERS: FROM 500 BAHT

PRESENTED BY



**REVENUE &
DIGITAL
TRAINING
WORKSHOP**
for hotels and resorts

14th & 15th September 2022
2 Full Days
Phuket, Thailand

REGISTER NOW



Digital Marketing Conference - Phuket 2022



150+ delegates, 90% hoteliers, resort focused



Restarted In-Person Training Courses & Certifications



Upskilling and Certifications for Hoteliers



hsmai ACADEMY

3 CERTIFICATIONS
20+ ONLINE COURSES
2 CERTIFICATE PROGRAMS

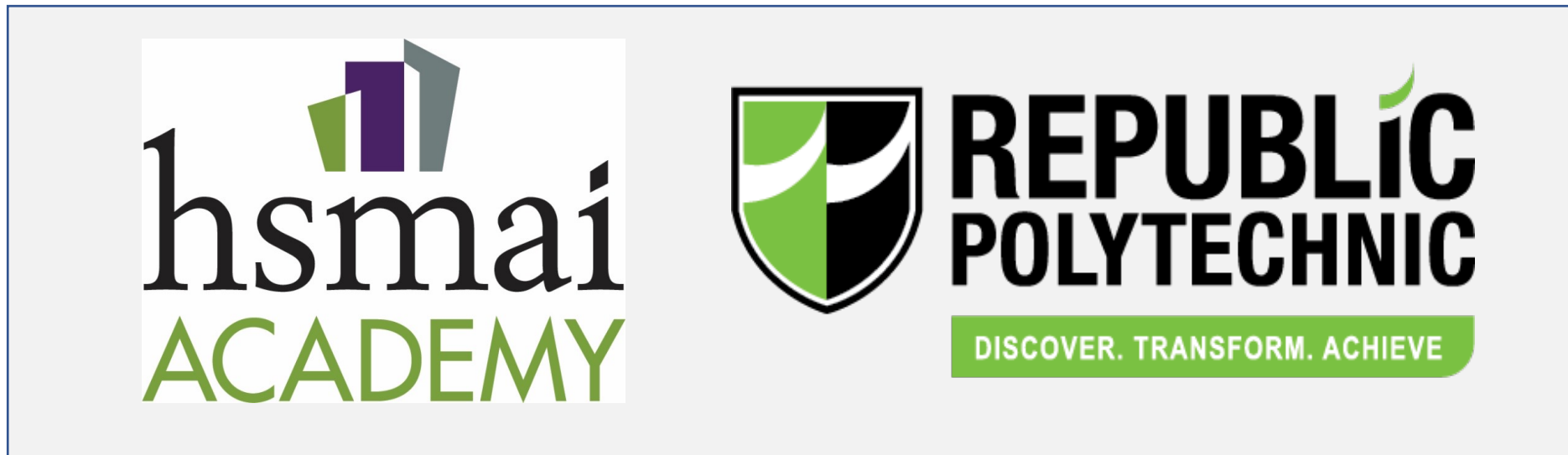
[LEARN MORE](#)



While on Training & Certifications



We are confirmed signing **MOU** tomorrow with Singapore Republic Polytechnic to develop e **Total Revenue Management Training Program** for hotels.



We're also working with **Singapore Institute of Hospitality** to develop some face-to-face training for the Singapore market.

Launched South Korea Country Chapter



Launched South Korea Country Chapter



Rolled Out 'Commercial Society' Power Up Networking Events



Find Your Pack

Local Commercial Hoteliers

Meet

Share & Learn

Unwind

Friday Arvo, Free Flow Drinks
End Q1 Wrap, Fireside Chat, Prizes

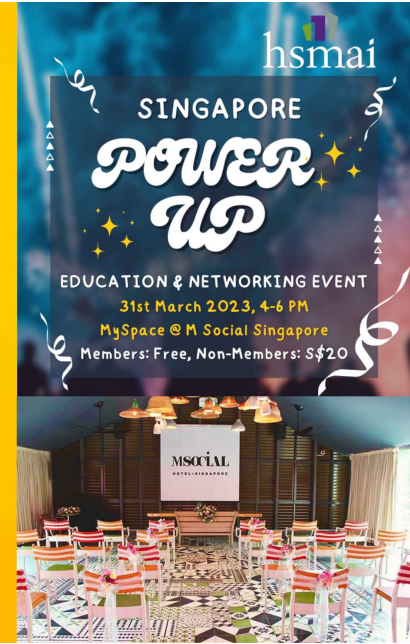


Get Here



Whichever way you roll...!

Special event for Singapore
Hotels Commercial Teams



- ✓ Aim to create a fresh, relaxed, quarterly learning & networking opportunity, for both experienced & young.
- ✓ Specifically, for 'Commercial Hotelier' community, who want to meet their same city peers, hence "Find Your Pack".
- ✓ Intention to proactively address the anxiety of networking, by implementing intentional crowd mixer games.

New 'Commercial Society' PowerUp Networking Event Series



- ✓ Event structure was based on previous QTR Macro Trends (but bit quirky and quiz based), Ted Talk style presentation by local market legend, and ice-breaking networking games aimed at everyone meet everyone!



Forward to End 2023

Looking Forward to end December 2023 – Asia Pacific



The 1st Conference of its type in market.

**COMMERCIAL
STRATEGY
CONFERENCE**

Elevate your Revenue Optimization Skills

hsmaroc
23rd June 2023

LOTTE HOTEL, SEOUL KOREA

The banner features a vibrant nighttime cityscape of Seoul, Korea, with the Lotte Hotel as the central focus. The sky is a mix of purple, blue, and orange, and the city lights are reflected in the water in the foreground. The text is overlaid on the left side of the image.

Looking Forward to end December 2023 – Asia Pacific



HSMAI's ROC Event heads to India!

**COMMERCIAL
STRATEGY
CONFERENCE**
Elevate your Commercial Skills



21st July 2023

NEW DELHI INDIA

The banner features a photograph of the India Gate monument in New Delhi, India, set against a sunset sky. The text is overlaid on the left side of the image. The HSMAI logo is positioned in the bottom left corner of the banner, and the date '21st July 2023' is below it. The location 'NEW DELHI INDIA' is written in bold purple letters in the bottom right corner.

Looking Forward to end December 2023 – Asia Pacific



In Collaboration with PHA / Expanded in its 2nd Year to include Hotel Tech Expo

**DIGITAL
MARKETING
CONFERENCE**

+ Hotel Tech XPO

hsmaroc PHUKET HOTELS ASSOCIATION

21st August 2023 | PHUKET THAILAND

The banner features a scenic background of palm trees and a beach at dusk. The text is overlaid on the left side, with the main title in large white letters and the event name in a black box with red and white text. The logos and date are positioned at the bottom of the banner.

Looking Forward to end December 2023 – Asia Pacific



5 x Power Up Education & Networking Events Bangkok, Singapore, Bangalore, Seoul, New Delhi



Find Your Pack

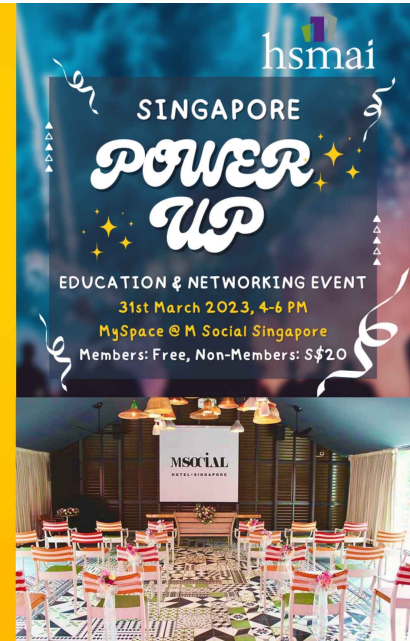
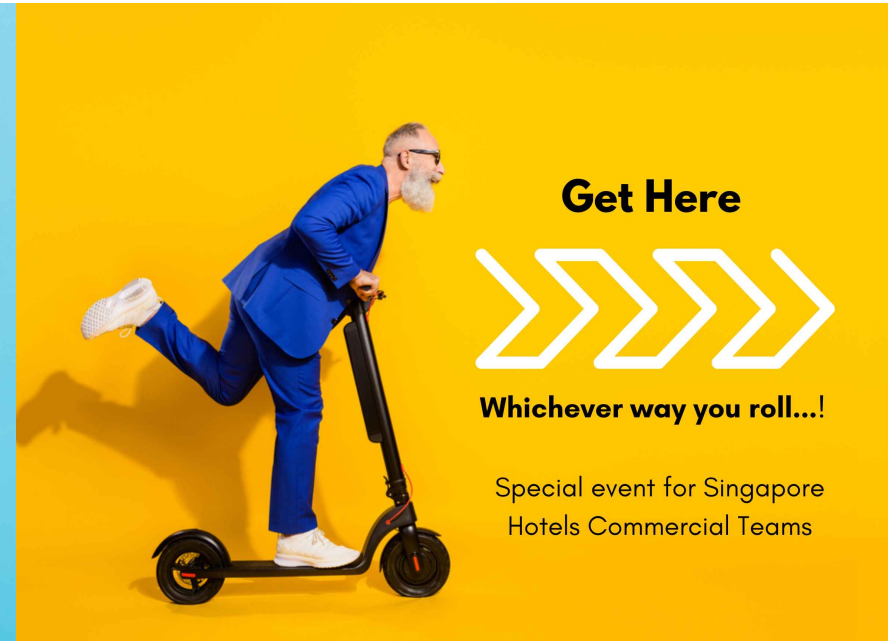
Local Commercial Hoteliers

Meet

Share & Learn

Unwind

Friday Arvo, Free Flow Drinks
End Q1 Wrap, Fireside Chat, Prizes



Looking Forward to end December 2023 – Asia Pacific



- **7 Roundtables**

Commercial, Revenue, Sales & Marketing, Global Distribution, GM

- **9 Training Workshops**

7 tomorrow at Day 2 of ROC, plus Revenue training in India, and Digital Marketing training in Thailand

How can I plug in?



Join

- Organizational Membership: For companies
- Individual Membership: For individuals (hoteliers and partners)

Learn online through the HSMIAI Academy

Participate in Live Events

- Attend
- Partner

Get your speciality's certification

Volunteer

- Advisory Boards
- Chapters
- Special projects

HSMAI Foundation Global Collegiate Marketing Case Competition 2022

