



Certified Revenue Management Executive (CRME) Certification Application

The CRME is a prestigious, globally-recognized certification in revenue management from the Hospitality Sales and Marketing Association International (HSMAI). The certification confirms professionals’ knowledge, experience, and capabilities in the field.

The study guide for the exam, *Evolving Dynamics: From Revenue Management to Revenue Strategy*, is included in the application & exam fee. The book is regularly updated by HSMAI’s Revenue Optimization Advisory Board.

The CRME’s Benefits

The CRME designation is 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 organization
- Able to maximize revenue opportunities and optimize profits by managing revenue
- Capable of making informed decisions to accept or reject pieces of business to meet overall organizational goals
- Proficient at the art and science of revenue management

Become a CRME

The CRME certification is a two-part process. First you must complete the CRME application to demonstrate your eligibility. Eligibility is determined through the application, which requires a minimum of 50 points.

Once your application is approved, you may take the online exam at a time of your choosing, as long as it is within twelve (12) months of having your application approved.

Applications must be submitted in English. You may apply at any time.

Fees

Fees are non-refundable and non-transferable.

| | <i>HSMAI Members</i> | <i>Non-Members</i> |
|------------------------|--|--------------------|
| Application & Exam Fee | \$450 USD | \$625 USD |
| CRMA Discount | <i>Exclusively for those who have earned the Certified Revenue Management Analyst (CRMA) certification, save \$100 on the CRME application & exam fee.</i> | |
| Re-Examination Fee | \$45 USD | \$45 USD |

The CRME Exam

The CRME exam is online. You will have sixty (60) minutes to answer fifty (50) questions. All questions are based on the study guide, *Evolving Dynamics: From Revenue Management to Revenue Strategy*.

Keep Your CRME Current: Recertification

CRMEs are required to renew their certification every three years.

To be recertified, there is NO exam! However, a minimum number of points for continuing education and industry involvement are required. All points must have been earned since the date of your initial CRME certification or last renewal.

Certifications expire on December 31, three years from the year of your original certification (e.g., if you certified in 2020, regardless of which month of the year, your certification is due for renewal by December 31, 2023).

Reminders to recertify are emailed throughout your renewal year. Those reminders will guide you through the recertification process.

[Learn more](#) about recertification.



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I. APPLICANT INFORMATION

| | |
|--------------------------------------|---|
| Date of Application | |
| Full Name | |
| Job Title | |
| Employer | |
| Mailing Address | |
| City, State/Province | |
| Zip/Postal Code | |
| Country | |
| Phone | () |
| Email | |
| LinkedIn Profile Address | |
| Years Worked in Hospitality Industry | |
| How did you hear about the CRME? | <input type="checkbox"/> My boss or a co-worker <input type="checkbox"/> Local HSMAI chapter <input type="checkbox"/> Email promotion <input type="checkbox"/> Social media <input type="checkbox"/> Other: _____ |

II. PROFESSIONAL EXPERIENCE – 2 points minimum | 10 points maximum

You must have a minimum of one (1) year of verifiable experience in a dedicated revenue management position. Revenue management experience may include holding positions such as, but not limited to, revenue manager, director of revenue management, director of revenue optimization, director of pricing and revenue, or director of sales or general manager responsible for revenue management functions.

- First 1 year of experience – 2 points
- Each additional year of experience – 1 point

| Job Title | Employer | Dates of Experience | Points |
|--------------------------------|----------|---------------------|--------|
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| Total Experience Points | | | |

III. ON THE JOB RESPONSIBILITIES – 3 points minimum | 25 points maximum

Candidates must have had some on-the-job responsibilities in revenue management **in the last three (3) calendar years**. Points may be earned through as many of the following responsibilities as are applicable to the candidate.

Annual Revenue Responsibilities...Responsible for:

- Annual total revenues under \$10m – 3 points
- Annual total revenues between \$10m - \$25m – 6 points
- Annual total revenues between \$25m - \$40m – 9 points
- Annual total revenues over \$40m – 12 points

Property Size Responsibilities...Responsible for:

- Property size under 250 rooms – 3 points
- Property size between 250 - 500 rooms – 6 points
- Property size between 501 - 1000 rooms – 9 points
- Property size over 1000 rooms – 12 points

Property Number Responsibilities...Responsible for:

- 2 - 4 properties – 6 points
- 5 - 9 properties – 9 points
- 10 or more properties – 12 points

Management Responsibilities...Responsible for:

- Multiple revenue streams (e.g., F&B, golf, gaming, ski, etc.) – 10 points
- 1-3 revenue managers/analysts – 6 points
- 4 or more revenue managers/analysts – 9 points

| Responsibility | Dates of Responsibility | Points |
|--------------------------------------|-------------------------|--------|
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| Total Responsibilities Points | | |

IV. INDUSTRY SUPPORT ACTIVITIES – No minimum | 10 points maximum

A. Membership in an Industry Association

- Member of HSMIAI – 2 points per year
- Member of another hospitality industry association – 1 point per year

| Association Name | Dates of Membership | Points |
|--------------------------------|---------------------|--------|
| | | |
| | | |
| Total Membership Points | | |

B. Leadership in an Industry Organization

- Member of HSMIAI Executive Committee or Board at the Regional or Global level – 10 points
- President of an HSMIAI professional chapter – 10 points
- President of an HSMIAI collegiate chapter – 5 points
- Other officer or director of an HSMIAI chapter – 5 points per year served
- HSMIAI chapter committee member – 2 points per year served
- HSMIAI Advisory Board member – 5 points per year served
- Officer or committee chair of another hospitality industry association – 1 point per year

| Association Name | Your Role | Dates of Service | Points |
|--------------------------------|-----------|------------------|--------|
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| | | | |
| Total Leadership Points | | | |

C. Published Articles

- Author a published article on revenue management – 1 point per article
- Be published in an academic, peer-reviewed journal – 3 points per article

| Article Title | Publication | Date of Publication | Points |
|--------------------------------|-------------|---------------------|--------|
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| | | | |
| Total Publishing Points | | | |

D. Presentations at Industry Programs/Meetings

- Present at industry programs and meetings – 1 point per presentation

| Presentation Title | Program/Meeting Name | Date of Program/Meeting | Points |
|------------------------------|----------------------|-------------------------|--------|
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| Total Speaking Points | | | |

V. EDUCATION – 20 points minimum | No maximum

A. Higher Education Coursework

- Post-graduate Hospitality or Business Administration degree (e.g., MA, MBA, MS, PhD) – 30 points
- Post-graduate degree, other than Hospitality or Business Administration – 20 points
- Bachelor’s degree in Hospitality Administration – 40 points
- Bachelor’s degree, other than in Hospitality Administration – 30 points
- Associate’s degree in Hospitality Administration – 20 points
- Associate’s degree, other than in Hospitality Administration – 10 points
- College-level professional development revenue management course – 1 point per completed course
- Certified Revenue Management Analyst (CRMA) certification – 15 points

| Degree or Course Name | Institution | Dates of Study | Points |
|--------------------------------------|-------------|----------------|--------|
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| Total Higher Education Points | | | |

B. Professional Development

You may claim points for actual clock time of qualifying professional development coursework up to 8 credits per day. For example, 1½ hours of qualifying education equals 1.5 CRME credits.

All professional development education is acceptable as long as it is directly related to revenue management, revenue optimization, and/or related subject matter (e.g., digital marketing, data and analytics) as defined by the CRME study guide. It must also meet the guidelines below.

Acceptable professional development education include conferences, workshops, seminars, or classes offered by:

- HSMAI
- Brands or management companies
- Other hospitality industry-specific organizations (e.g., HEDNA, HFTP)
- Other revenue management education providers (e.g., Google, TripAdvisor, service providers)

The following are NOT eligible for CRME application or recertification credit:

- General software/training courses
- Expo hall hours
- Networking receptions
- Breaks between educational sessions
- Product-specific promotional demonstrations

Find point-earning non-academic coursework opportunities at:

- <https://global.hsmi.org/events/>

- <https://global.hsmi.org/education/>
- <https://americas.hsmi.org/events/conference-videos/>
- <https://americas.hsmi.org/membership/chapters/>

| Professional Development Course Name | Presenting Organization | Date(s) | Points |
|--|-------------------------|---------|--------|
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| Total Professional Development Points | | | |

VI. ADDITIONAL CERTIFICATIONS – No minimum | No maximum

You may claim points for other certifications that you hold within the hospitality industry including:

- [Certified Hospitality Digital Marketer \(CHDM\)](#) – 5 points
- [Certified in Hospitality Business Acumen \(CHBA\)](#) – 5 points
- [Certified Revenue Management Analyst \(CRMA\)](#) – 5 points
- Certified Meeting Professional (CMP) – 5 points
- Certified Hotel Administrator (CHA) – 5 points

| Certification | Date Awarded | Points |
|-----------------------------------|--------------|--------|
| | | |
| | | |
| Total Certification Points | | |

VII. POINT TOTALS

Enter your point totals from each section above. You must have a minimum of 50 points to submit this application.

| Section | Points Per Section |
|---|--------------------|
| Professional Experience | |
| On-the-Job Responsibilities | |
| Membership in an Industry Organization | |
| Leadership in an Industry Organization | |
| Published Articles | |
| Presentations at Industry Programs/Meetings | |
| Higher Education Coursework | |
| Professional Development | |
| Additional Certifications | |
| Total Cumulative Points | |

PAY THE APPLICATION & EXAM FEE

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|------------------------|--|---------------------------|
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SUBMISSION INSTRUCTIONS

To pay by credit card:

Send the completed application via email to ktindell@hsmiai.org. Kathleen Tindell will send you instructions for paying online.

To pay by check, mail your application and check to:

HSMIAI
7918 Jones Branch Dr
Suite 300
McLean, VA 22102
USA

To pay by wire transfer, contact Kathleen Tindell for instructions:

Kathleen G. Tindell, HSMIAI University Program Director
703-506-2010 | ktindell@hsmiai.org