

Weekly Insights Newsletter Overview

HSMAI builds direct connections by providing hospitality professionals with the tools, insights and expertise that fuel sales, inspire marketing, and optimize revenue.

The Weekly Insights newsletter achieves impressions with nearly 3,000 members from the Americas region with an above average open rate for association newsletters.

Sixty-two percent of HSMAI's hotel members are above property sales, marketing and revenue professionals from brands, management companies and ownership groups.

The remaining hotel members are unit-level associates at hotels and resorts. Membership also includes professionals from destination marketing organizations, industry service providers, faculty, and students.



Weekly sales, marketing and revenue optimization essentials for HSMAI members

Fueling Sales

Section sponsored by *GitGo*



Planning for Hospitality Sales Recovery

Reopening to your local markets and then to the broader market will put an emphasis on new skills and lines of communication. The following strategies will help you capture as much from the reopening process as possible.



Is Your Hotel Sales Team Ready For The Transition From Fishing For Inbound Leads To Sales Hunting?



As salespeople return from furlough, or for some salespeople, return from covering shifts at their front desk, they are finding an entirely new environment, requiring new sales processes.



Inspiring Marketing

Section sponsored by *TravelClick, an Amadeus Company*



Why Hotel Marketers Must Think "Backyard and Bundle" When Demand Returns



Travel isn't coming back tomorrow. But, it seems increasingly likely that your first guests will come from local and drive markets.

Optimizing Revenue

Section sponsored by *IDEaS Revenue Solutions*



ROC@Home Presenter Mohamed Abu Basha on the Middle East Economy

Mohamed Abu Basha, director and head of economics and research at EFG Hermes Holding, provides an overview of the Middle East economic outlook and his upcoming presentation.



Insights Newsletter - Shared Content

- Written or multimedia external content will be broadly distributed electronically throughout the industry weekly, free to HSMIAI members and industry at large
- HSMIAI will proactively highlight external content in a time appropriate edition of the weekly Insights newsletter
- HSMIAI reserves editorial review rights
- Partners are to distribute the content from their own website and provide link to HSMIAI which will be included in the Insights Newsletter
- Pricing Options:
 - 1 piece of content: \$1,000
 - 3 pieces of content: \$2,500
 - 10 pieces of content: \$7,500

