

HSMIAI Americas Partner Directory

Our partners support HSMIAI in markets, regionally and globally.

Below are partner companies who are interested in finding ways to connect with our chapters and members across the Americas region.

Included below is more information about each partner, as well as topics and ideas for how partners can support you!

Amadeus powers more personalized and authentic travel experiences. Our solutions are designed to enrich every stage of the traveler journey and help hospitality providers acquire, service, and retain guests by profitably driving demand and converting them into loyal fans. Backed by over 30 years of experience, we design open, cutting-edge software to provide the most efficient, trusted, and reliable systems for our customers. With experts in 190+ countries, we have a deep understanding of the hospitality industry and a desire to enable our hotel partners to create memorable guest experiences. To find out more about Amadeus, visit www.amadeus-hospitality.com.

Contact: Anna Ransom anna.ransom@amadeus.com

Topics for Participation at Chapter Events:

Topic #1: Develop data driven strategies, including leading travel indicators, to effectively drive profitable demand.

Topic #2: Optimize distribution strategies to capture the right audience with the right offer on the right channel at the right time.

Topic #3: Increase operational efficiency and deliver the ideal experience to ensure guest return for future stays.

Founded in 1996 in Amsterdam, **Booking.com** has grown from a small Dutch startup to one of the world's leading digital travel companies. Part of Booking Holdings Inc. (NASDAQ: BKNG), Booking.com's mission is to make it easier for everyone to experience the world. By investing in the technology that helps take the friction out of travel, Booking.com seamlessly connects millions of travelers with memorable experiences, a range of transport options and incredible places to stay - from homes to hotels and much more. As one of the world's largest travel marketplaces for both established brands and entrepreneurs of all sizes, Booking.com enables properties all over the world to reach a global audience and grow their businesses.

Contact: Nicholas Doble nicholas.doble@booking.com

Topics for Participation at Chapter Events:

Topic #1: Cyber Security

Topic #2: Sustainability

Topic #3: Diversity and Inclusion

Topic #4: Enabling Partners for Growth

Google has a corporate mission is to organize the world's information and make it universally accessible and useful

Contact: Nelson Boyce nboyce@google.com

Topics for Participation at Chapter Events:

Topic #1: Artificial Intelligence (A.I.)

Description: Using AI as Your Business Multiplier

IDeaS, a SAS company, is the world's leading revenue management software and services provider. Combining industry knowledge with innovative data analytics technology, IDeaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. With more than 30 years of expertise, IDeaS delivers revenue science to more than 30,000 properties in 154 countries. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.

Contact: Emily Walsh emily.walsh@ideas.com

Topics for Participation at Chapter Events:

Topic #1: Revenue Roundtables

Description: We can customize an interactive roundtable session to incorporate topics your audience will find most useful. We can also suggest topics.

My Digital Office (MDO) serves more than 7,000 hotels with a robust hotel data platform, which centralizes and stores critical performance and financial data for hotel ownership, management groups, and asset managers. Through integrated data feeds, document workflow management, and data visualization dashboards, hoteliers are able to reach greater levels of profitability by operating more efficiently, better serve customers, improve budgeting and forecasting, and reduce their environmental impact.

Contact: Shelby Walsh shelby@mydigitaloffice.ca

Topics for Participation at Chapter Events:

Topic #1: Data-Driven Hospitality: Unveiling the Power of AI, BI, and Performance Management

Description: Examine the impact of real-time data analytics, artificial intelligence, and automation across your hotels, and how these technological advancements will shape the future of the hospitality sector. Explore the potential benefits, challenges, and implications for corporate staff, property-level staff, and how data impacts the guest experience.

Topic #2: Shifting Your Strategy to Total Profit Optimization

Description: How hotel commercial leaders and data analysts can broaden their revenue management strategies to include focus on all the revenue-generating areas in a hotel, and then measure the flow through of each of those outlets to make smarter decision and determine optimal profitability.

MMGY Global is the world's leading integrated marketing company specializing in the travel, tourism and hospitality industry representing multiple agency brands with one goal: to inspire people to go places. Our communications practice is composed of multiple best-in-class brands including Travel Intelligence, TCI Research, Grifco, Hills Balfour, Lieb, MMGY, the company's flagship integrated marketing agency, Myriad, NJF, NextFactor, Origin and Wagstaff. Together, we represent more than 600 travel and tourism marketing experts across the globe.

Contact: Whit Bones wbones@mmgyglobal.com

Topics for Participation at Chapter Events:

Topic #1: Comparing Outbound Travel Intent and Trends Across the Top Global Markets

Description: In this session, we unpack the current international outbound traveler trends and projections across major global markets - giving destination organizations insight into top markets of interest, consumer messaging preferences and trends in travel trade by market. Leveraging proprietary research from MMGY Global, Craig Compagnone will moderate a session with international outbound marketing experts from the following markets: UK, Germany & Benelux, India, China, South America and North America

Topic #2: Research into Action: Translating Data into Destination Marketing Strategies

Description: In an era where data is king, understanding and utilizing travel research effectively is crucial for destination marketing success. MMGY Global presents a compelling session, "Research into Action," featuring Chris Davidson, Managing Director of MMGY Travel Intelligence, and Trey Williams, VP of Strategy at MMGY.

Topic #3: What PR Is & Isn't, A Deep Dive Into Putting PR Front and Center in Your Organization

Description: This session will focus on how to use public relations and PR people to best support you and help your organization reach its goals. We'll dispel the notion that PR is reactive only, highlight proactive strategies and make the case for putting PR front and center in your marcomm efforts.

Sabre Hospitality is the leading technology provider in the hospitality industry, serving hotels, resorts, and chains for their demand generation, retailing, distribution, and fulfillment needs. Sabre Hospitality enables hoteliers to Go Beyond. To Go Beyond means surpassing limits, solving daily challenges, and outpacing the competition. With the full power of SynXis, hoteliers can drive innovation, streamline connections, and focus on what matters most – the guest – all from a reliable, cloud-hosted commerce and distribution platform.

Contact: Scott Pusillo Scott.Pusillo@Sabre.com

Topics for Participation at Chapter Events:

Topic #1: How retailing is enabling hoteliers to drive total revenue

Description: What if you could easily drive more spend through merchandising to your guests at the time of booking, while delivering on the preferences and add-ons each unique traveler wants? Selling more relevant ancillary products has been shown to drive higher booking conversion. For hoteliers, having a successful merchandising strategy results in higher guest satisfaction, greater revenue, and strategic differentiation from competitors in an evolving industry. But what does it take to get there? How far are you willing to get out of your comfort zone? Learn how retailing and merchandising is changing hospitality as hoteliers drive revenue beyond the room.

Topic #2: Expand your reach with a successful distribution strategy

Description: What if you could build a true connection with travelers? Whether you are looking to reach leisure or business travelers, having a consistent connection through your website, GDSs, and indirect channels including OTAs, and Tour Managers is the key to success. Find out how you can extend your reach to potential guests easily and efficiently, creating more growth opportunities.

Topic #3: Stand out from the crowd with GDS Media campaigns

Description: Hoteliers need to find strategic ways to maximize their return on investment when it comes to advertising. Budgeting for GDS advertising is one way to do that. The GDS is the highest yield channel for many properties, but those with standard GDS participation can get buried in the search results. Learn how to stand out from competitors by providing a set of targeted advertising offers to travel agents within the GDS.

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism, hospitality, convention, trade association, venue management, experiential marketing, sports and entertainment industries. We specialize in C-Level and Director level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies and associations.

Contact: John Brich, CEO

brich@searchwideglobal.com

Sojern is a leading travel marketing platform designed to boost growth and profitability for the travel industry. The Sojern Travel Marketing Platform is a comprehensive set of easy-to-use software and services that delivers unrivaled traveler insight, intelligent audiences, multichannel activation and optimization, and a connected guest experience—all in one place. More than 10,000 travel marketers rely on our platform annually to find, attract, convert and engage travelers. Founded in 2007, Sojern is headquartered in San Francisco, California with teams in the Americas, Europe, Middle East and Africa, and Asia Pacific.

Contact: Ashley Edwards ashley.edwards@sojern.com

Topics for Participation at Chapter Events:

Topic #1: Navigating the Future of Data and Travel Marketing

Description: The digital landscape will look a lot different without 3rd party cookies, but this shift offers more opportunities for travel marketers. Through people-based marketing, diversifying channels, and utilizing alternative sources of data, marketers will see the positive impacts now and in the future. Where do you start? Ashley Edwards, Sojern's Sr. Director of Hotel Property, will talk through implementing new strategies and how they will result in better personalization and measurement.

Topic #2: Supercharge Your Direct Booking Strategy

Description: The pandemic has changed booking trends, hotel marketers have dealt with many challenges since then and are still feeling the lingering effects of it today. The hospitality industry is still over-reliant on OTAs, which handle more than 50 percent of room reservations. In this session, we'll talk about how has the travel digital landscape changed and what are other challenges that hotels are currently facing; Why give priority to direct bookings; How critical it is to activate a loyalty program data strategy moving forward, Why digital should be at the forefront of your marketing strategy, and more.

STR is the leader in data benchmarking, analytics, and marketplace insights for the global hospitality industry. STR is part of CoStar Group (NASDAQ: CSGP), a leading provider of online real estate marketplaces, information, and analytics in the property markets.

Contact: Nick Miner nminer@str.com

Topics for Participation at Chapter Events:

Topic #1: State of the Industry

Description: Gain hotel performance insights for the cities and regions that matter to your chapter. Our expert presenters draw on the complete benchmarking solution of STR and CoStar with top-line historical metrics, P&L intelligence, forward bookings, forecasts, transactions, inventory and pipeline, and more.

Topic #2: Benchmarking with STR and CoStar

Description: STR's new benchmarking solution, powered by CoStar technology, is transforming the way the industry consumes and actions its performance intelligence. Our presenters will demo the property- and portfolio-level functionality and show how sales & marketing teams will be synced with their entire organizations in making smarter decisions in real-time.

Tambourine is an award-winning digital marketing firm driving demand, revenue, and brand awareness for the hospitality world since 1994. The company continues to shake up the industry with custom-integrated marketing solutions for hotels, resorts, and destinations worldwide. Tambourine's emergence as the market leader for both branded and independent hotels is a testament to its core values: putting customer service center stage, setting the standards for hotel website design, and making performance digital marketing easier and more profitable for its valued partners. Visit tambourine.com for more information.

Contact: Thomas McDermott Tom@Tambourine.com

Topics for Participation at Chapter Events:

Topic #1: The Unseen Forces Impacting Hotel Websites

Description: In this session, we'll tackle how state and international regulations like ADA are impacting hotel websites. We'll discuss the impact of privacy on tracking and analytics. And finally, we'll discuss the security threats impacting hotel websites every single day.

Topic #2: Marketing's Role In Commercial Strategy

Description: In this session, we'll discuss how marketing can take a more proactive approach in generating new revenue across group, F&B, Spa & Golf.

Topic #3: It's Time To Re-imagine Social Media For Hotels & Resorts

Description: The cost of social media marketing is on the rise, but what about revenues? In this session, we'll deep dive on how social media got this far and dare to imagine another way?

ZS is a management consulting and technology firm that works side by side with companies from health care and pharmaceuticals to travel and hospitality, retail, consumer goods, and more to help develop and deliver products that drive customer value and company results. We leverage our deep industry expertise, leading-edge analytics, technology and strategy to create solutions that work in the real world. With more than 37 years of experience and 12,000-plus ZSers in 35 offices worldwide, we're passionately committed to helping companies and their customers thrive. To learn more, visit www.zs.com or follow us on Twitter and LinkedIn.

Contact: Kelly McGuire Kelly.McGuire@zs.com

Topics for Participation at Chapter Events:

Topic #1: Story Telling with Data

Description: How to craft a story around your data-heavy content

Topic #2: The Future of Revenue Management

Description: As RM emerges heroically from pandemic, for driving rates and recovering cash flow, what opportunities and challenges are ahead

Topic #3: Leading a Digitally-Enabled Sales Team:

Description: As buying decisions continue to move into digital channels how can hospitality sales teams adapt