

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.



90-years old



7,000 members
worldwide



Non-profit
professional
society

SALES
MARKETING
REVENUE MANAGEMENT



ONLINE COURSES, CERTIFICATIONS
WORKSHOPS

Certificate of Revenue Management (Hospitality)

www.hsmaiacademy.org



10 courses

Developed by the Revenue Advisory Board

Converted by expert trainers

- **Fastrack for new RM Staff**
- **Pipeline for RM**
- **Great for Property level Executive teams**

COMING SOON



hsmai
ACADEMY

Certificate of Digital Marketing (Hospitality)

8-10 courses

Being developed by the senior hoteliers on our global Marketing Advisory Boards

Converted and reviewed by expert trainers

- Fastrack for new Digital Staff
- Perfect for your Marketing Agency to learn about Hospitality Digital
- Great for Property level Executive teams

Certifications



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