



Tomorrow Starts Today with HSMAI Maldives

Helping Hotels restart
successfully

6th December 2021 | 12PM to 1PM

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Agenda

- Welcome, Agenda and About HSMIAI by [Sonia Singh, Managing Director, HSMIAI India](#)
- About HSMIAI by [Jackie Douglas, President Asia Pacific](#)
- Up-to-the-minute Demand data for the India markets – who is looking, who is booking, when are they coming? by [Sachin Koshe, Business Development Indian Subcontinent, OTA Insight](#)
- How to use demand data to better forecast and plan – [Heidi Gempel, Managing Partner, HGE International](#)
- Sales & Marketing focus – [Christophe Victor, Cluster Director Sales & Marketing Pullman Maldives Maamutaa and Mercure Maldives](#) – what should Resorts in Maldives be doing right now to maintain visitor numbers? Who is coming now? Marketing focus and more..

Expert speakers



Sachin Koshe,
Business Development
Indian Subcontinent,
OTA Insight



Heidi Gempel,
Managing Partner,
HGE International



Christophe Victor,
Cluster Director Sales &
Marketing Pullman
Maldives

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL



The Hospitality Sales and Marketing Association International (HSMIAI) 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.

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- Maldives

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Provide hoteliers
with tools, insights
and expertise they
need to grow their
careers in sales,
marketing &
revenue
management

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