



Welcome to Future Proofing Your Hospitality Business

GLEN GROSIC

**Managing Director
HSMIA Asia**

FUTURE PROOFING YOUR BUSINESS WITH



Main Stage | 6 March 2024, Wednesday
2:00PM - 4:00PM (GMT+7)



ALEXANDER EATON

*Co-Founder & Director –
Resolute Hotels & Resorts*

How to Increase Revenue
& Profit from your
Restaurant



DR KIM SUNGSOO

*Associate Professor,
Singapore Institute of
Technology*

Software is Eating the
Hospitality Operation



GLEN GROSIC

*Managing Director
HSMAI Asia*

Commercial Education for
Hotels and Restaurants



NICK DAY

*Hospitality Brand &
Marketing Consultant*

Top 10 Reasons Why Your
Restaurant Marketing
Strategy Isn't Working

Register here:



About HSMAI

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

Founded in 1927 in the US, 97 years young, serving the Hotel Industry for near a century



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.

Mission



HSMAl is committed to **growing** business for hospitality by fuelling **sales**, inspiring **marketing**, optimizing **revenue**, and assisting professionals working in these spaces to connect with industry and develop their careers.

2 Main Areas



Membership for
Commercial Hoteliers



Globally recognised Certifications
and Training for Hoteliers

Individual Membership



Individual Membership



MEMBERSHIP BENEFITS



TOOLS & EDUCATION

Access to useful marketing, revenue, sales tools and special Member rate educational opportunities through HSMAI Academy



INDUSTRY EVENTS

Special member pricing on all HSMAI programs, events and publications including the annual Revenue Optimization Conference (ROC)



INDUSTRY INTELLIGENCE

Monthly Insights on latest trends, best practices, and case studies for sales, marketing, and revenue optimisation



PEER NETWORK

Local, national and international contacts



GLOBAL MEMBERSHIP

Opportunity to participate in programs and events in multiple markets globally at special member pricing



2024 Organizational Members

Diamond



BWH | Hotels

Hilton

IHG[®]
HOTELS & RESORTS



Emerald

HYATT[®]



WYNDHAM
HOTELS & RESORTS

Sapphire



OUTRIGGER.
Aimbridge

CHOICE
HOTELS[®]

OMNI[®] HOTELS
& RESORTS

RUBY: Atrium Hospitality ♦ Concord Hospitality ♦ CoralTree Hospitality Group ♦ Kessler Collection ♦ KSL Resorts ♦ Loews Hotels
♦ Marcus Hotels & Resorts ♦ MMGY Global ♦ MyDigitalOffice ♦ Prince Resorts ♦ Regency Hotel Management ♦ Remington Hotels

2024 Organizational Members - Universities



Cornell University



JOHNSON & WALES
UNIVERSITY



VIRGINIA POLYTECHNIC INSTITUTE
AND STATE UNIVERSITY



NEW YORK UNIVERSITY

UNLV

HARRAH
COLLEGE OF
HOSPITALITY



MICHIGAN STATE
UNIVERSITY

UNIVERSITY OF
DELAWARE



Penn
UNIVERSITY of PENNSYLVANIA

- ◆ Boston University ◆ Cornell University ◆ Johnson & Wales University
- ◆ Michigan State University ◆ NYU ◆ Penn State University ◆ University of Delaware
- ◆ UNLV, William F. Harrah College of Hospitality ◆ Virginia Tech

Conferences & Events



APAC Conferences



**REVENUE
OPTIMIZATION
CONFERENCE**
A Commercial Strategy Event

 **SINGAPORE** 8-9 May 2024

The poster features a vibrant, illuminated tree structure with purple and blue lights against a dark background. The text is in white and purple, with a white curved banner at the bottom containing the logo and event details.



**DIGITAL
MARKETING
CONFERENCE**
A Commercial Strategy Event

 **PHUKET** 10 October 2024



The poster features a colorful, abstract digital background with green and blue light trails and glowing particles. The text is in white and purple, with a white curved banner at the bottom containing the logos and event details.

Thailand, Phuket



**DIGITAL
MARKETING
CONFERENCE**
A Commercial Strategy Event

hsmat PHUKET
HOTELS
ASSOCIATION
PHUKET 10 October 2024



National Conferences



**COMMERCIAL
STRATEGY
CONFERENCE**

Elevate your Revenue Optimization Skills

hsmái **SEOUL** 28 June 2024



**COMMERCIAL
STRATEGY
CONFERENCE**

Strategize, Optimize, Capitalize

hsmái **DELHI** 26 July 2024

Education & Networking Events

7 ASIA Cities

hsmi

POWER-UP

EDUCATION & NETWORKING EVENT

ASIA 2024

meet share learn unwind

SEOUL

SINGAPORE

HONG KONG

BANGKOK

MUMBAI

DELHI

BANGALORE

FOR COMMERCIAL HOTELIERS

Learning & Development





Future Proofing Your Business with HSMAI