

Resort Marketing

CONFERENCE

 **PHUKET**
HOTELS
ASSOCIATION

PHUKET 2 OCTOBER 2025

HSMAI Happenings



Glen Grosic

Managing Director - ASIA
HSMAI

Regions & Resources

**Founded
In 1927**



TOOLS & EDUCATION

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



INDUSTRY EVENTS

Special member pricing on all HSMIA 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

HSMAI Asia Pacific – 2 Key Areas



Professional Society of Commercial Hoteliers



Conferences, Events, Networking, Intel



Futureproofing Your Career



Globally recognised Certifications and Training for Hoteliers



CSC Singapore 29 May 2025





TRAILBLAZER AWARDS

RECOGNIZING OUTSTANDING ACHIEVEMENTS AND
CONTRIBUTIONS IN THE FIELDS OF SALES, MARKETING,
AND REVENUE IN THE HOSPITALITY INDUSTRY

> RISING LEADERS <

Les
Roches

 hsmmai



GLION



'RISING LEADER' Category Finalists



Kaylee Lee

Cluster Revenue Manager
Naumi Group



Ivan Khrolenkov

Cluster Director of Revenue
Sofitel Bangkok Sukhumvit



Izaac Chan

Digital Acquisition Manager, Asia
Accor



Leo Piya Fyot

Cluster Rev. & Dist. Manager
GCP Hospitality

HOW CAN INDEPENDANT HOTELS COMPETE AGAINST OTAs and GLOBAL CHAINS?





hsmi
READY
DIGITAL

CONFERENCE



NEXT EVENT - BANGKOK

NOVACANCY

HOTEL+ACCOMMODATION INDUSTRY EXPO

ASIA

18 - 19 November 2025 | Queen Sirikit National Convention Centre
(QSNCC), Bangkok, Thailand



[➤ REGISTER NOW](#)

2 Panels - Same as NV Sydney

NOVACANCY

HOTEL+ACCOMMODATION INDUSTRY EXPO



"Beyond Google: How hotels can win in the age of ChatGPT and AI search"



JACKIE DOUGLAS

President

Hospitality Sales & Marketing Association Intl (HSMAI)



TRACY MACARTHUR

Senior Marketing Manager, Digital, Campaigns & Hotel Marketing

Travel & Leisure Co



PAUL HEWETT

CEO

In Marketing We Trust



CATHERINE MCLAUGHLIN

Director - Field Marketing, Australia, New Zealand and the Pacific

Marriott International



BRENT HARRIS

Vice President, Sales

Cendyn

NOVACANCY

HOTEL+ACCOMMODATION INDUSTRY EXPO



Hotel LEADERS SUMMIT

"Driving excellence: Building a unified commercial strategy"



JACKIE DOUGLAS

President

Hospitality Sales & Marketing Association Intl (HSMAI)



CHRIS HALLETT

Director of Revenue Performance, East Asia & Pacific

IHG - InterContinental Hotels Group



JARROD CRUMP

Vice President - Revenue Management, Pacific

Accor



DAVID BROWN

Director

Horwath HTL

REGISTER NOW!

17 & 18 SEPTEMBER 2025 | ICC, SYDNEY

Learning & Development



Future Proofing Your Career

Professional Certifications

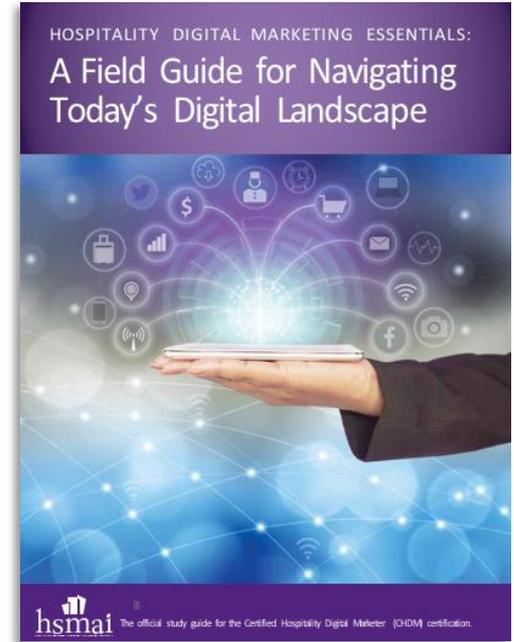
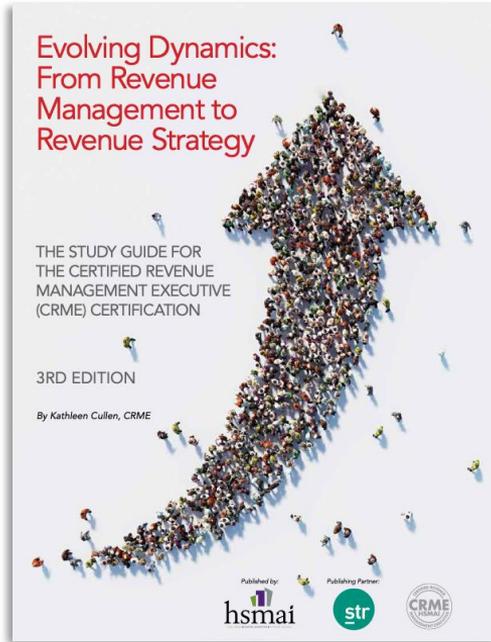
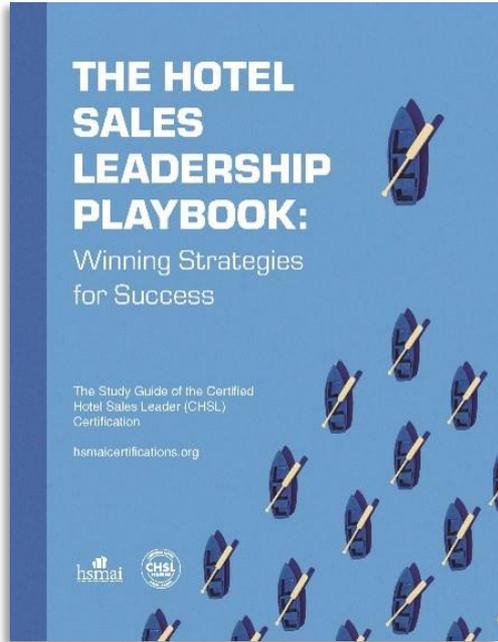


Globally recognized Certifications
for Commercial Hoteliers



Professional Certifications – Study Guides

Globally recognized Certifications for Commercial Hoteliers



30+ Online Self-Paced Courses

10 courses, 20-30 hours study, covers all components of the role.



Certificate in Revenue Management (Hospitality)

Master the fundamentals of Revenue Management with HSMAI Academy's online courses for Hoteliers

[COURSE GUIDE](#)



Certificate in Digital Marketing (Hospitality)

Master the fundamentals of Digital Marketing with HSMAI Academy's online courses for Hoteliers

[COURSE GUIDE](#)

Newest Courses:

The 'Newest Courses' section displays three course cards. Each card features a play button icon and the letters 'R' and 'M' in a stylized font. The first card is for 'Optimize your Hotel Revenue Meetings' (90 Mins, Upskilling, Self-paced). The second card is for 'Restaurant Revenue Management Essentials' (3 x 60 mins, Upskilling, Self-paced). The third card is for 'Hotel Data Analytics Essentials' (8-10 hrs, Advanced, Self-paced). Each card also includes an illustration related to the course theme.

- Optimize your Hotel Revenue Meetings**
ONLINE COURSE
90 Mins | Upskilling | Self-paced
- Restaurant Revenue Management Essentials**
ONLINE COURSES
3 x 60 mins | Upskilling | Self-paced
- Hotel Data Analytics Essentials**
ONLINE COURSE
8-10 hrs | Advanced | Self-paced



hsmmai
ACADEMY

4 CERTIFICATIONS
30+ ONLINE COURSES
2 CERTIFICATE PROGRAMS

[LEARN MORE](#)

CERTIFIED BY
CRME
HSMMAI

CERTIFIED HOSPITALITY
CHDM
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CERTIFIED HOSPITALITY
CHBA
HSMMAI

CERTIFIED HOSPITALITY
CHSL
HSMMAI



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