

HSMAI Academy: Resources for Hoteliers



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HSMAI Academy: Resources for Hoteliers



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asia.hsmai.org

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 APAC Mission



To create a regional community that provides Commercial Hoteliers with:

Connection | Thought Leadership | Best Practice Exchange | Education | Networking

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

Commercial Hoteliers Community



2026 APAC Events asia.hsm.ai.org/events

REGIONAL



By Region/ Country



NATIONAL



By City

In 2026
9 ASIAN
Cities

hsm.ai
POWER-UP
KNOWLEDGE EXCHANGE & NETWORKING

All Cities

meet share learn unwind

FOR COMMERCIAL HOTELIERS

- HONG KONG
- BANGKOK
- BALI
- SEOUL
- SINGAPORE
- JAKARTA
- YOGYAKARTA
- HO CHI MINH
- DELHI

PowerUp Knowledge Exchange



POWER-UP

KNOWLEDGE EXCHANGE & NETWORKING



FOR COMMERCIAL HOTELIERS

meet share learn unwind



Learning & Development



Future Proofing Your Career

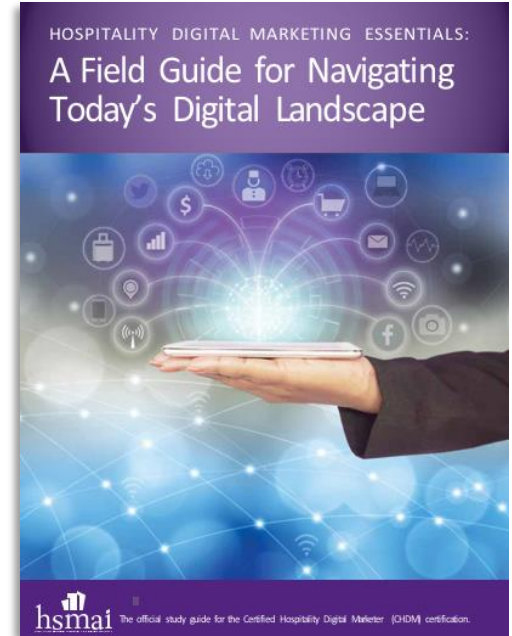
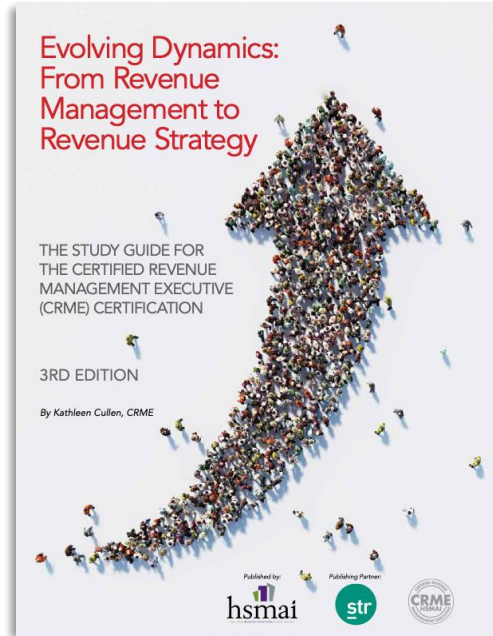
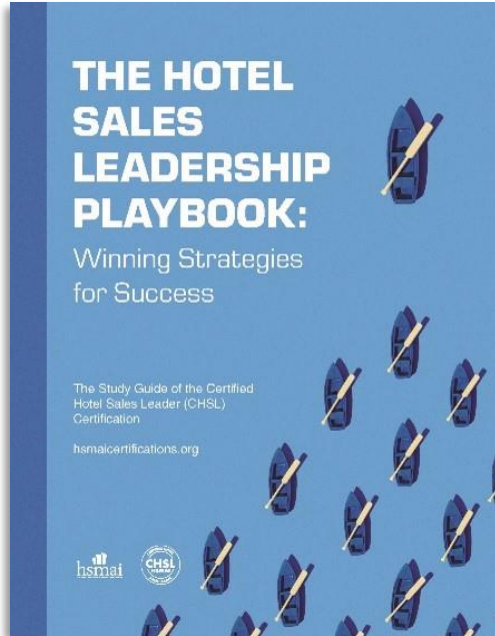
Professional Certifications

Globally recognized Certifications
for Commercial Hoteliers



Professional Certifications – Study Guides

Globally recognized Certifications for Commercial Hoteliers



Certificates & Competency Courses



Certificate in Revenue Management (Hospitality)

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

COURSE GUIDE



Optimize your Hotel Revenue Meetings

ONLINE COURSE

90 Mins

Upskilling

Self-paced



Hotel Data Analytics Essentials

ONLINE COURSE

8-10 hrs

Advanced

Self-paced



Restaurant Revenue Management Essentials

ONLINE COURSES

3 x 60 mins

Upskilling

Self-paced

New Courses – AI Search

hsmai ACADEMY IRA VOUK HOSPITALITY 2.0

Adapting Hotel Content to AI Search Course

The poster features a futuristic cityscape at night with a glowing blue path leading towards the horizon. A stylized human figure stands on a platform on the left, looking towards the path. The background is a mix of dark blues and purples with some light flares.

hsmai ACADEMY IRA VOUK HOSPITALITY 2.0

Optimizing Hotel Images & Video to AI Search-AEO

The poster features a futuristic cityscape at night with a glowing blue path leading towards the horizon. A stylized human figure stands on a platform on the left, looking towards the path. The background is a mix of dark blues and purples with some light flares.

New Courses – TRM & Sales



**Events Revenue
Management
Course**



**How to
be a
Sales Hunter**





hsm.ai
ACADEMY

4 CERTIFICATIONS
30+ ONLINE COURSES
2 CERTIFICATE PROGRAMS

[LEARN MORE](#)

The image shows the HSM AI Academy logo with a stylized bar chart icon. To the right of the logo are four circular certification icons: CRME (Certified Revenue Management Executive), CHDM (Certified Hospitality Digital Marketing), CHBA (Certified Hospitality Business Administration), and CHSL (Certified Hospitality Sales Leader).



AM Networking Break



BE BACK 11:00AM SHARP!

