

ITB China
The Marketplace for China's Travel Industry
16 to 18 May 2018

MB EXHIBITIONS
SHANGHAI



PRESS RELEASE

ITB China and HSMAI partner to build education and professional development in the hospitality industry

New Education & Job Day at ITB China on 18 May including interactive HSMAI training workshop and preview of HSMAI education platform

Berlin/Shanghai, 17 April 2018 – The Hospitality Sales and Marketing Association International (HSMAI) and ITB China have joined together to promote education and professional development in the hospitality industry. Founded in 2005, HSMAI is a federation of regions with more than 7.000 members committed to growing business for hotels and their partners and has recently recruited Asia's top hotel revenue managers to join forces to produce a training program that underpins a new online industry education platform. Appropriately, ITB China, taking place from 16 to 18 May in Shanghai, is holding a dedicated Education & Job Day on 18 May at the ITB China Conference focusing on the exchange of educational knowledge and the promotion of career opportunities of current and future talents of the Chinese travel industry.

HSMAI will be conducting an interactive training workshop in the presentation hub on 18 May 2018 starting at 11.10 a.m. which is based on the Rooms Forecasting Course and suitable for all hotel staff. This is part of HSMAI's Certificate in Revenue Management (Hospitality) launched in 2017 and created by the senior leaders of Revenue Management in hotels around the world. It is a unique opportunity to preview the online course which is available to the HSMAI Academy at <https://hsmaiacademy.org/certificate-in-revenue-management-hospitality/>. The session is free for all ITB China attendees.

David Axiotis, General Manager ITB China: "I am excited about the opportunities our partnership with HSMAI will provide in promoting education in the hospitality industry. HSMAI's session at ITB China fits in perfectly with the portfolio of our newly launched Education & Job Day." The comprehensive 10-course program of HSMAI's education platform combines a series of practical exercises and fast-track learning chapters that examines all key aspects of revenue management from forecasting, distribution, pricing, market segmentation, to data analysis, business intelligence and marketing. "The Revenue Director role is evolving quickly and they are taking on extra



Visit Finland



WYNDHAM
HOTEL GROUP



Press Contact

ITB China:
Julia Wegener
PR Manager
Messedamm 22
14055 Berlin
T: +49 30 3038-2269
J.Wegener@messe-berlin.de
www.messe-berlin.de

Additional information:

www.itb-china.com

MB Exhibitions (Shanghai) Co., Ltd.

Management: Dr. Martin Buck,
Executive Director
4225 Wheelock Square, 1717
West Nanjing Road
Jing'an District, Shanghai,
200040 China

Press Contact-HSMAI

Charlene Porfida,
Director of Marketing, HSMAI
Asia Pacific
charlene@hsmai-asia.org

responsibilities such as digital marketing, meeting space and food & beverage but until now there hasn't been a cost-effective training option," says **Jackie Douglas, President HSMAI Asia Pacific**. One of the course creators, Puneet Mahindroo, Senior Director of Hotel Marketing & Revenue Management, APAC, Four Seasons Hotels & Resorts, and Chair of the HSMAI Asia Pacific Revenue Advisory Board, urged his industry colleagues to get behind the project. "All Revenue Directors should use this program to fill their revenue staffing pipeline by enrolling sales, reservations, front desk staff to discover who has the talent and skills for revenue management." Ms. Douglas says Revenue Management offers excellent career opportunities and is becoming increasingly diverse. "This course was developed by hoteliers for hoteliers, who have been struggling to fill positions in their fast-growing revenue management teams with properly trained employees."

HSMAI provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing and optimize revenue and is an individual membership organisation, comprising members in 31 countries and 60 chapters worldwide, including the Asia Pacific region.

Trade visitors can register for ITB China 2018 at reg.itb-china.com.

You can obtain your **accreditation** for ITB China at reg.itb-china.com/portal/?lng=en now.

About ITB China and the ITB China Conference

ITB China 2018 will take place from Wednesday to Friday, 16 to 18 May, at the Shanghai World Expo Exhibition and Convention Centre in Hall 1. ITB China is a three-day business to business travel trade fair that focuses exclusively on the Chinese travel industry. The ITB China Conference will take place parallel with the show and is co-organized by the leading conference organizer TravelDaily (www.traveldaily.cn).

More details are available at www.itb-china.com

Follow us on Wechat (**Wechat ID: ITB-CN**)

Join the **ITB China Group** on [LinkedIn](#).

Become a fan of **ITB China** on [Facebook](#)

You can find press releases on the internet in the Press section at www.itb-china.com.

If you no longer wish to receive ITB China press releases, please send an email to itbchina@messe-berlin.de.

About HSMAI Asia Pacific

The Hospitality Sales and Marketing Association International (HSMAI) Asia Pacific is a region of the global organisation, HSMAI which is a federation of regions committed to growing business for hotels and their partners. It is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to

fuel sales, inspire marketing and optimize revenue. HSMAI is an individual membership organisation, comprising more than 7,000 members in 31 countries and 60 chapters worldwide, including the Asia Pacific region, where there are chapters in Greater China, South East Asia and Australia.

Founded in 2005, HSMAI Asia Pacific's mission is to be the leading source for sales and marketing information, tools, insight, business development, and networking for professionals in the region. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for hotel sales, marketing and revenue management disciplines. Activities are held across the region. For additional information, refer to our website at www.hsmaiasia.org

Press Contact-HSMAI

Charlene Porfida,
Director of Marketing, HSMAI Asia Pacific
charlene@hsmai-asia.org