



Certified Revenue Management Executive (CRME) Certification Application

The CRME is a prestigious, globally-recognized certification in revenue management from the Hospitality Sales and Marketing Association International (HSMAI). The certification confirms professionals' knowledge, experience, and capabilities in the field.

The study guide for the exam, *Evolving Dynamics: From Revenue Management to Revenue Strategy*, is included in the application & exam fee. The book is regularly updated by HSMAI's Revenue Optimization Advisory Board.

The CRME's Benefits

The CRME designation is recognition that you are:

- A professional in the field of revenue management and clearly conversant with its intricacies and importance
- Competent to develop an infrastructure to support revenue management within the framework of an organization
- Able to maximize revenue opportunities and optimize profits by managing revenue
- Capable of making informed decisions to accept or reject pieces of business to meet overall organizational goals
- Proficient at the art and science of revenue management

Become a CRME

The CRME certification is a two-part process. First you must complete the CRME application to demonstrate your eligibility. Eligibility is determined through the application, which requires a minimum of 50 points.

Once your application is approved, you may take the online exam at a time of your choosing, as long as it is within twelve (12) months of having your application approved.

Applications must be submitted in English. You may apply at any time.

Fees

Fees are non-refundable and non-transferable. **Through December 31, 2020, save 20%!**

	<i>HSMAI Members</i>	<i>Non-Members</i>
Application & Exam Fee	\$450 USD Through Dec 31, 2020: \$360 USD	\$625 USD Through Dec 31, 2020: \$500 USD
CRMA Discount	<i>Exclusively for those who have earned the Certified Revenue Management Analyst (CRMA) certification, save \$100 on the CRME application & exam fee.</i>	
Re-Examination Fee	\$45 USD	\$45 USD

The CRME Exam

The CRME exam is online. You will have sixty (60) minutes to answer fifty (50) questions. All questions are based on the study guide, *Evolving Dynamics: From Revenue Management to Revenue Strategy*.

Keep Your CRME Current: Recertification

CRMEs are required to renew their certification every three years.

To be recertified, there is NO exam! However, a minimum number of points for continuing education and industry involvement are required. All points must have been earned since the date of your initial CRME certification or last renewal.

Certifications expire on December 31, three years from the year of your original certification (e.g., if you certified in 2020, regardless of which month of the year, your certification is due for renewal by December 31, 2023).

Reminders to recertify are emailed throughout your renewal year. Those reminders will guide you through the recertification process.

[Learn more](#) about recertification.



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I. APPLICANT INFORMATION

Date of Application	
Full Name	
Job Title	
Employer	
Mailing Address	
City, State/Province	
Zip/Postal Code	
Country	
Phone	()
Email	
LinkedIn Profile Address	
Years Worked in Hospitality Industry	
How did you hear about the CRME?	<input type="checkbox"/> My boss or a co-worker <input type="checkbox"/> Local HSMAI chapter <input type="checkbox"/> Email promotion <input type="checkbox"/> Social media <input type="checkbox"/> Other: _____

II. PROFESSIONAL EXPERIENCE – 2 points minimum | 10 points maximum

You must have a minimum of one (1) year of verifiable experience in a dedicated revenue management position. Revenue management experience may include holding positions such as, but not limited to, revenue manager, director of revenue management, director of revenue optimization, director of pricing and revenue, or director of sales or general manager responsible for revenue management functions.

- First 1 year of experience – 2 points
- Each additional year of experience – 1 point

Job Title	Employer	Dates of Experience	Points
Total Experience Points			

III. ON THE JOB RESPONSIBILITIES – 3 points minimum | 25 points maximum

Candidates must have had some on-the-job responsibilities in revenue management **in the last three (3) calendar years**. Points may be earned through as many of the following responsibilities as are applicable to the candidate.

Annual Revenue Responsibilities...Responsible for:

- Annual total revenues under \$10m – 3 points
- Annual total revenues between \$10m - \$25m – 6 points
- Annual total revenues between \$25m - \$40m – 9 points
- Annual total revenues over \$40m – 12 points

Property Size Responsibilities...Responsible for:

- Property size under 250 rooms – 3 points
- Property size between 250 - 500 rooms – 6 points
- Property size between 501 - 1000 rooms – 9 points
- Property size over 1000 rooms – 12 points

Property Number Responsibilities...Responsible for:

- 2 - 4 properties – 6 points
- 5 - 9 properties – 9 points
- 10 or more properties – 12 points

Management Responsibilities...Responsible for:

- Multiple revenue streams (e.g., F&B, golf, gaming, ski, etc.) – 10 points
- 1-3 revenue managers/analysts – 6 points
- 4 or more revenue managers/analysts – 9 points

Responsibility	Dates of Responsibility	Points
Total Responsibilities Points		

IV. INDUSTRY SUPPORT ACTIVITIES – No minimum | 10 points maximum

A. Membership in an Industry Association

- Member of HSMIAI – 2 points per year
- Member of another hospitality industry association – 1 point per year

Association Name	Dates of Membership	Points
Total Membership Points		

B. Leadership in an Industry Organization

- Member of HSMIAI Executive Committee or Board at the Regional or Global level – 10 points
- President of an HSMIAI professional chapter – 10 points
- President of an HSMIAI collegiate chapter – 5 points
- Other officer or director of an HSMIAI chapter – 5 points per year served
- HSMIAI chapter committee member – 2 points per year served
- HSMIAI Advisory Board member – 5 points per year served
- Officer or committee chair of another hospitality industry association – 1 point per year

Association Name	Your Role	Dates of Service	Points
Total Leadership Points			

C. Published Articles

- Author a published article on revenue management – 1 point per article
- Be published in an academic, peer-reviewed journal – 3 points per article

Article Title	Publication	Date of Publication	Points
Total Publishing Points			

D. Presentations at Industry Programs/Meetings

- Present at industry programs and meetings – 1 point per presentation

Presentation Title	Program/Meeting Name	Date of Program/Meeting	Points
Total Speaking Points			

V. EDUCATION – 20 points minimum | No maximum

A. Higher Education Coursework

- Post-graduate Hospitality or Business Administration degree (e.g., MA, MBA, MS, PhD) – 30 points
- Post-graduate degree, other than Hospitality or Business Administration – 20 points
- Bachelor’s degree in Hospitality Administration – 40 points
- Bachelor’s degree, other than in Hospitality Administration – 30 points
- Associate’s degree in Hospitality Administration – 20 points
- Associate’s degree, other than in Hospitality Administration – 10 points
- College-level professional development revenue management course – 1 point per completed course
- Certified Revenue Management Analyst (CRMA) certification – 15 points

Degree or Course Name	Institution	Dates of Study	Points
Total Higher Education Points			

B. Professional Development

You may claim points for actual clock time of qualifying professional development coursework up to 8 credits per day. For example, 1½ hours of qualifying education equals 1.5 CRME credits.

All professional development education is acceptable as long as it is directly related to revenue management, revenue optimization, and/or related subject matter (e.g., digital marketing, data and analytics) as defined by the CRME study guide. It must also meet the guidelines below.

Acceptable professional development education include conferences, workshops, seminars, or classes offered by:

- HSMAI
- Brands or management companies
- Other hospitality industry-specific organizations (e.g., HEDNA, HFTP)
- Other revenue management education providers (e.g., Google, TripAdvisor, service providers)

The following are NOT eligible for CRME application or recertification credit:

- General software/training courses
- Expo hall hours
- Networking receptions
- Breaks between educational sessions
- Product-specific promotional demonstrations

Find point-earning non-academic coursework opportunities at:

- <https://global.hsmi.org/events/>

- <https://global.hsmi.org/education/>
- <https://americas.hsmi.org/events/conference-videos/>
- <https://americas.hsmi.org/membership/chapters/>

Professional Development Course Name	Presenting Organization	Date(s)	Points
Total Professional Development Points			

VI. ADDITIONAL CERTIFICATIONS – No minimum | No maximum

You may claim points for other certifications that you hold within the hospitality industry including:

- [Certified Hospitality Digital Marketer \(CHDM\)](#) – 5 points
- [Certified in Hospitality Business Acumen \(CHBA\)](#) – 5 points
- [Certified Revenue Management Analyst \(CRMA\)](#) – 5 points
- Certified Meeting Professional (CMP) – 5 points
- Certified Hotel Administrator (CHA) – 5 points

Certification	Date Awarded	Points
Total Certification Points		

VII. POINT TOTALS

Enter your point totals from each section above. You must have a minimum of 50 points to submit this application.

Section	Points Per Section
Professional Experience	
On-the-Job Responsibilities	
Membership in an Industry Organization	
Leadership in an Industry Organization	
Published Articles	
Presentations at Industry Programs/Meetings	
Higher Education Coursework	
Professional Development	
Additional Certifications	
Total Cumulative Points	

PAY THE APPLICATION & EXAM FEE

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	HSMAI Members	Non-Members
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Payment Method

Credit Card
 Check
 Wire Transfer

Pay By Credit Card

Amount due \$ _____

Card Type

American Express
 Master Card
 Visa

Card # _____

If you would rather pay online, contact Kathleen Tindell for instructions.

Exp Date _____

Signature _____

Pay by Check

Amount due \$ _____

Check # _____

SUBMISSION INSTRUCTIONS

To pay by credit card, either:

- Complete the “Pay By Credit Card” section above. Then scan the completed application and send it via email to ktindell@hsmmai.org.
- Scan the completed application and send it via email to ktindell@hsmmai.org. Ask for instructions to pay online.

To pay by check, mail your application and check to:

HSMAI
 7918 Jones Branch Dr
 Suite 300
 McLean, VA 22102
 USA

To pay by wire transfer, contact Kathleen Tindell for instructions:

Kathleen G. Tindell, HSMAI University Program Director
 703-506-2010 | ktindell@hsmmai.org