

HSMAI REGION EUROPE

FUEL SALES, INSPIRE MARKETING, TRANSFORM
BUSINESSES DIGITALLY AND OPTIMIZE REVENUE



UNIVERSITY ORGANIZATIONAL MEMBERSHIP 2026

***COME FOR OUR COMMITMENT TO
EXCELLENCE, STAY FOR THE WARMTH OF
OUR COMMUNITY***



www.hsmái.eu



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HSMAI REGION EUROPE

ABOUT US

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 and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue.

Founded in the United States in 1927, HSMAI is a global organization. HSMAI Region Europe is the European arm, aiming to be a key influencer, pioneer, and go-to industry resource for professional development, commercial strategies, and sustainability in the hospitality industry.





HSMAI REGION EUROPE

GLOBAL REACH, LOCAL IMPACT

Our industry spans the world — and so do we. As a global association with a focus on Europe, we combine a worldwide perspective with a strong local presence. We think globally but act locally, supporting our members where they are and helping them thrive in their own markets.

At our heart, we are a community working side by side, celebrating successes, and building friendships and partnerships that last a lifetime. This is more than a network with shared goals. It's a place where people truly belong, and where connection, purpose, and opportunities to grow are always within reach.

WHATS IN IT FOR YOUR COMPANY?

We bring together a community of successful people and businesses. Being part of HSMAI Europe sets you and your team up for personal growth, professional advancement, and commercial success.

OUR STRATEGIC PRIORITIES:

- Grow locally in different countries
- Inspire the next generation of leaders
- Curate and share insights with members
- Provide education for stakeholders
- Support professionals at every stage of their career
- Facilitate collaboration and solutions for industry challenges

As a member of HSMAI Europe, you play a key role in shaping the future of the industry by actively participating and contributing at the executive level alongside your peers.

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YOUR BENEFITS

WHAT'S IN IT FOR YOUR COMPANY?

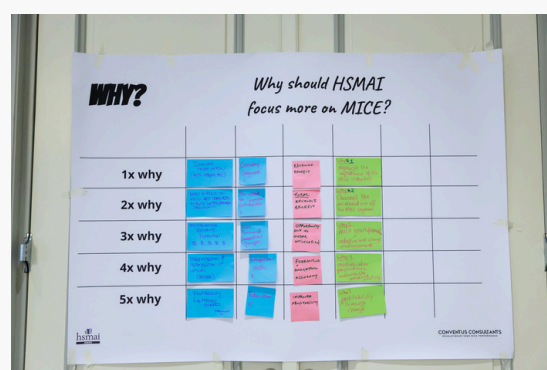
LIFELONG LEARNING AND INSIGHT

Schools and universities start the journey — we take it further. Our industry never stands still, and neither do we. With experts on the ground worldwide, we catch trends as they emerge. And with topics shaped by our members, our insights are practical, relevant, and ready to power real results that can make a difference in your business.

We create arenas for people to shine — whether they are teaching or learning the skills to grow businesses in our industry. HSMAI Europe promotes lifelong learning across the industry and takes innovation seriously, pushing the boundaries to create growth opportunities for our members.

CONTENT & INSIGHTS

HSMAI creates and curates content from thought leaders in hospitality sales, marketing, revenue optimization and distribution around the world. Including articles, conference presentations, case studies, research, best practices, and more, Insights features content from HSMAI events and industry experts.





COMMERCIAL STRATEGY CONFERENCE LONDON, JANUARY

POWER-UPS



COMMERCIAL STRATEGY FORUMS

Local events exploring trends, challenges, and opportunities in revenue, sales, marketing, and distribution.



YOUR BENEFITS

WORKSHOPS

Building on the success of our MICE workshops across Europe, we will launch MICE Version 2 in 2026, starting with a workshop during Commercial Week in January in London.

We will also host the Senior Talent Executive Roundtable, focused on attracting and retaining talent, inspiring the next generation, and leveraging AI — with a spotlight on initiatives like Future You and the Commercial Career Start Program.

CURATE EUROPE

Held twice a year, this inspirational *by-invitation-only senior forum* allows leadership teams to anticipate and address critical business issues across all commercial disciplines.



COMMERCIAL CAMP – ONE WEEK

A programme developing cross-functional strategic thinking and leadership skills for tomorrow's commercial leaders.



YOUR BENEFITS

RECOGNITION & EXCELLENCE

HSMAI AWARDS EUROPE —

The HSMAI Awards Europe is an annual event that recognizes excellence in the hospitality, tourism, and travel industries. You and your company can apply for individual and company nominations in various categories. The awards ceremony is an opportunity for companies and employees to showcase their achievements and value their efforts in the industry.



“

The most meaningful recognition comes from peers and the industry you work in.

”



YOUR BENEFITS

LEADERSHIP & EXECUTIVE DEVELOPMENT

LEADERSHIP PROGRAMS

EXECUTIVE ROUNDTABLES —○

LEADERSHIP DAY —○

MENTOR PROGRAM —○

ADVISORY BOARDS —○

MARKET INSIGHTS —○

RISING LEADERS —○

STUDENT COUNCIL —○

EXECUTIVE ROUNDTABLES —○

By-invitation-only Executive Roundtables are networks of like-minded senior hotel leaders that meet face-to-face and virtually. They are a unique opportunity for executive-level peer groups to have meaningful dialogue in a confidential environment.

- Senior Marketing Executive Roundtable
- Senior Sales Executive Roundtable
- Senior Distribution Executive Roundtable
- Senior Revenue & Commercial Executive Roundtable



LEADERSHIP DAY IN JANUARY —○

The **Leadership Day** is a *by-invitation-only* event for our Board of Directors and management, Advisory Board members, Council members, a select group of guests, and our event sponsors. Together, they provide valuable insights and guidance on the priorities that should be at the top of our agenda in the months and years ahead.



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LEADERSHIP & EXECUTIVE DEVELOPMENT

MENTOR PROGRAM

A pan-European program connecting people across companies and countries. It's designed to benefit both mentors and mentees personally and professionally while strengthening organisations and the broader industry.

STUDENT COUNCIL

A student-driven initiative that bridges the gap between academia and industry, creating networking opportunities and professional growth in collaboration with Europe's leading hotel and business schools.

FUTURE YOU

An inspiring event created to help young people discover rewarding — and often unexpected — career paths in hospitality. Targeted at final-year high school and college students, as well as first-year university students, it opens their eyes to the opportunities, creativity, and global reach of our industry. In 2026, *Future You* will take place in Athens, Berlin, London, Manchester, Oslo, Paris, and Rotterdam. As a Diamond organizational member, you can take part as an exhibitor and speaker, connecting directly with the next generation and helping shape the future of hospitality.



LEADERSHIP & EXECUTIVE DEVELOPMENT

CONNECTING FUTURE LEADERS

Events across Europe designed to inspire and connect professionals aged 35 and under, creating opportunities for collaboration and growth.



RISING LEADERS COUNCIL









For emerging senior leaders aged 25–35, offering development, networking, and opportunities to contribute to HSMI initiatives — including the Connecting Future Leaders programme and the Commercial Strategy Conference.








COMMERCIAL CAREER START PROGRAM

This virtual program supports hospitality students and recent graduates as they transition from their studies into their first roles in sales, revenue, or marketing within the industry. This program complements academic learning by providing practical insights into how to enter and succeed in the industry, building on the knowledge gained at school or university. The program took place for the first time in 2025 and was developed in close collaboration with four of our Diamond organizational members: **Accor, IHG Hotels & Resorts, Wyndham Hotels & Resorts, and Marriott.** It will now become an **annual initiative.**

PRICING

Inclusions:	Membership
Association Membership (Lecturers, Management and all hospitality students and recent graduates)	
Commercial Career Start Program Applications open for all your hospitality students and recent graduates (up to 1.5 year)	
A minimum of 4 local meetings will take place in your country. Your hospitality students and lecturers/management will have the possibility to join for free - for a selected number of students/recent graduates/staff, including: <ul style="list-style-type: none"> • Power Up meetings • Local workshops 	
One yearly <i>Hospitality Unlocked</i> - small local event on campus	
Two student seats on the HSMAl Europe Student Council	
Complimentary registrations for each of the pan-European HSMAl Europe events for 2 students, including: <ul style="list-style-type: none"> • Biannual Curate and/or Think Tank • Commercial Strategy Forum • Commercial Strategy Conference (formerly ROC Europe) • HSMAl Awards Europe 	
Expert seat on one of the HSMAl Europe Advisory Boards (Lecturers or Management)	
Complimentary registrations for 2 Lecturers or Management, including: <ul style="list-style-type: none"> • Biannual Curate and/or Think Tank • Commercial Strategy Forum • Commercial Strategy Conference (formerly ROC Europe) • HSMAl Awards Europe 	

PRICING

Exhibit free of charge at Future YOU	
Free Access to Connecting Future Leaders meetings - exclusively for 35 years old or younger - for a selected number of students/recent graduates/staff.	
<p>Early access to curated content:</p> <ul style="list-style-type: none"> • Executive Insights News • Hospitality's Leading Voices Newsletter 	
<p>HSMAI Global Certifications for Lecturers, Management:</p> <ul style="list-style-type: none"> • Certified Revenue Management Executive (CRME) • Certified Hospitality Digital Marketer (CHDM) • Certified Hospitality Sales Leader (CHSL) • Certified in Hospitality Business Acumen (CHBA) • Certified Revenue Management Analyst (CRMA) 	 Discounted rate
Spotlight article/interview for hsm.ai.eu website and the Executive Insights eNewsletter.	
<p>Yearly Investment: 9,500€</p> <p>HSMAI Europe offers universities and hotel schools a reduced rate from the original hotel & travel organizational membership rate.</p> <p>*Prices listed are excluding VAT for companies in the UK</p>	9,500 €

Come for our commitment to excellence, stay for the warmth of our community

GET IN TOUCH



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