

HSMAI's Travel Internet Marketing Strategy Conference Sparks Diverse Discussions On Convergence

2008-04-10

Panelists Emphasized Importance of Integration, Value and Communicatio

After a day full of discussions and industry insights at the 10th Travel Internet Marketing Strategy Conference at the Hyatt Regency in Chicago, the more than 200 hospitality and travel professionals in attendance agreed there is a need for integration amongst disciplines and critical understanding of a hotel or destination's value opportunities. Communication was also a key component highlighted by the panelists to help drive revenue.

'Because this sector of the industry changes constantly we must utilize our analytics,' said James Zito, HSMAI Travel Internet Marketing Special Interest Group advisory board member and Corporate Director of E-Commerce at Morgans Hotel Group. 'Take the time to sit down with your revenue partners and look for value opportunities both on- and off-line.'

Bobby Bowers, senior vice president of Smith Travel Research presented industry projections moving into 2008, noting they are still uncertain. The supply growth remains positive but the demand growth should be monitored closely. The biggest downturn may be seen with leisure travel bookings.

Panelists anticipate a continual growth of revenue management in the hospitality and travel industry and believe there is an increasing need to find qualified professionals. The open discussion led to the call for an industry standard on organizational structures within e-commerce.

The sharing of best practices continued during the afternoon sessions with real life web reviews. Professionals were given a look into the evolving dynamics of online technology and opportunities available. The final discussion educated attendees on the emerging power of location-based marketing and latest GPS capabilities available on the mobile phone, with presentations by Jason Rissman of Google Inc. and Loren Gray, director of e-commerce for Ocean Properties Ltd.

Event sponsors included American Express and Open Hospitality. For more information on HSMAI's resources for travel internet marketing professionals, visit www.travelinternetmarketing.org.

About HSMAI

HSMAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings(r). Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 39 chapters in the Americas Region. For more information on HSMAI, contact the Hospitality Sales & Marketing Association International, 8201 Greensboro Drive, Suite 300, McLean, VA 22102, phone (703) 610-9024, fax (703) 610-9005, or visit the website at www.hsmmai.org.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article31996.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html