

Fifth Annual HSMAI Revenue Management Strategy Conference Convenes In Austin

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Thought leaders in the revenue management field will convene for a full-day of discussion on Monday, June 16, 2008 at the Fifth Annual HSMAI Revenue Management Strategy Conference in Austin, TX. The conference, co-located with HITEC 2008, is designed to create relevant, timely dialogue in the field of revenue management.

A keynote panel will feature luminaries in the field of revenue management who blazed a trail for the discipline and tirelessly championed its merits. They will offer a 30-year retrospective with insights into the future of revenue management.

In addition to the keynote panel, attendees will have a choice of breakout sessions highlighting revenue management diagnostics, wholesale revenue management, revenue management for the independently-minded hotel, revenue management resource planning, developing revenue management training programs and e-revenue management. The conference will also include presentation of the results of the 3rd Annual Revenue Management Profession in the Hospitality Industry study.

'Understanding and effectively implementing strategies in the field of Revenue Management is critical to the success of a hotel of any type,' said Robert A. Gilbert, CHME, CHA, president and CEO of HSMAI. 'The sessions will help professionals prepare and devise comprehensive plans to meet the demands waiting for them back in their offices.'

The Revenue Management Special Interest Group will also award the title of 'Revenue Idol' to a revenue manager identified through a nationwide nominations process.

The conference is hosted by the Hospitality Sales & Marketing Association International (HSMAI) Revenue Management Advisory Board. Conference partners include, American Express, amadeus, Easy (Ez) Revenue Management Solutions, IDeaS Revenue Optimization, HFTP, SAS, Softbrands and TravelCLICK.

For more information on the Fifth Annual HSMAI Revenue Management Strategy Conference or to view a complete program schedule, visit www.revmanagement.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.hsm.ai.org.

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