

## HSMAI Foundation Publishes Special Report 'Demystifying Distribution 2.0'

2008-06-30

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### Management of Distribution Requires Dual Effort

- The Hospitality Sales and Marketing Association International (HSMAI) Foundation is releasing today 'Demystifying Distribution 2.0,' a TIG Global special report, discussing the importance and impact of aligning proper distribution channels to appropriately match brand messaging. The report, researched and written by renowned industry author Cindy Estis Green, managing partner of The Estis Group, is a follow-up to the ground-breaking first edition, published in 2005.

The underlying strategies for disciplines within hospitality, such as revenue management, brand marketing, asset management and development, rely on effective distribution models to achieve profits. As more consumers are shifting to online channels to book reservations, they are influenced as much by the channel used to book the reservation as they are to the actual hotel they selected.

'The online travel market has created a level playing field for larger chains and independent hotel owners,' said Fran Brasseur, executive director of the HSMAI Foundation. 'An effective distribution model is the key to achieving solid and consistent reservations. With the increasing number of channels available to reach potential guests, it's important the distribution model is designed to target all the appropriate channels and to be consistent with the overall brand.'

The Founding Sponsor is TIG Global and the Publishing Partner is Pegasus. Additional partners include, Amadeus, Expedia, HEDNA, ICEPortal, and Sabre.

Copies of Demystifying Distribution 2.0 are \$99 for HSMAI members and \$149 non-members and are available for purchase at [www.hsmaipublications.com](http://www.hsmaipublications.com).

### **About HSMAI Foundation**

Established in 1983 to serve as the research and educational arm of the Hospitality Sales and Marketing Association International, HSMAI Foundation's mission is to expand and enhance the educational opportunities available to hospitality sales and marketing executives and to increase the amount of in-depth research conducted on behalf of the profession. Today, and in the years ahead, the HSMAI Foundation plans to accelerate its research and publishing activities to contribute even more to the continuing education of those engaged in this fast-paced, increasingly demanding profession. For more information on the HSMAI Foundation, contact the Hospitality Sales & Marketing Association International Foundation, 1760 Old Meadow Road, Suite 500, McLean, Va. 22102, (703) 506-3280, fax (703) 506-3266, or visit the website at [www.hsmaifoundation.org](http://www.hsmaifoundation.org).

This article comes from Hotel News Resource

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