

2004 HSMAI CHAPTER LEADERSHIP FORUM

Minds in Motion - Your Expedition to Excellence

InterContinental Hotel | Chicago, Illinois | April 12-14, 2004



"State of" HSMAI

1. Our mission
2. What do the members say?
3. Strategic objectives
4. HSMAI as a business

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HSMAI Mission Statement

“To be the leading source for sales and marketing information, knowledge, business development, and networking for professionals in tourism, travel, and hospitality.”

Resources, Knowledge, Networks

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2003 HSMAI Membership Survey Results

- ✿ Surveyed 3200 Sales & Marketing Executives Fall 2003
- ✿ Determined "Top 10" Issues Facing Sales & Marketing Profession



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Summary of top 10 issues

1. Current economy
2. Increased competition
3. Finding new business
4. Pricing integrity
5. Understanding the customer
6. Limited budgets
7. The Internet
8. Time poverty
9. Getting rev management right
10. Motivating and retaining sales people

All of these are being addressed through resources and programs

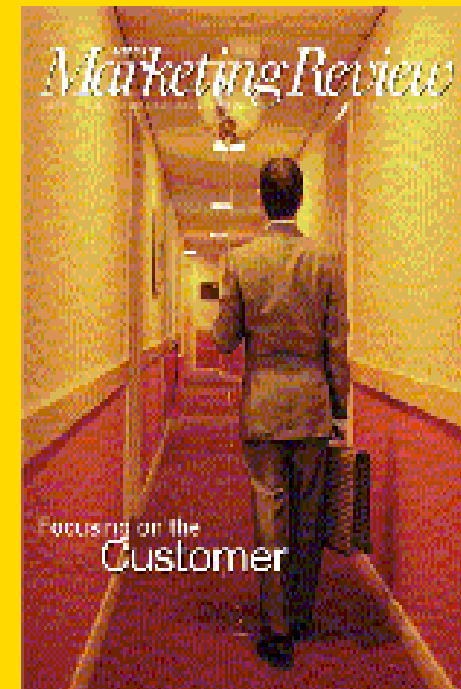
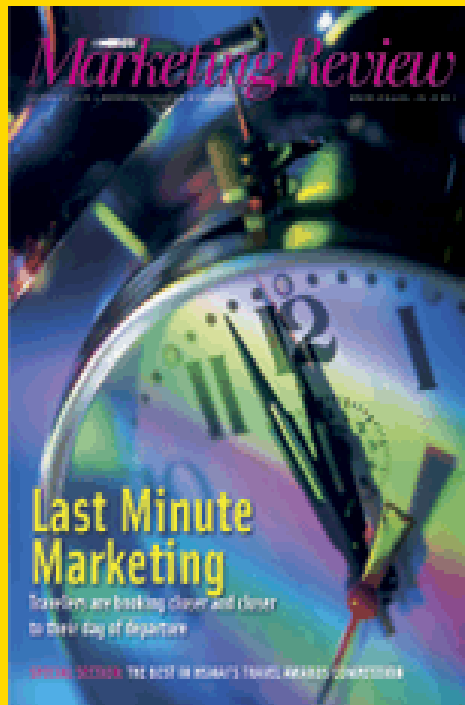
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Marketing Review magazine



- Chapter Information
- Update Your Member Record
- Career Center
- Membership Savings
- Search For Members
- Special Interest Groups
- Industry News

MEMBERS

Welcome

In this section you will find valuable information that is currently available to HSMAL members only. Please click on the links below to learn more.



[HSMAL Marketing Review](#)

Access articles by industry experts and insiders free of charge from the current and past issues of the award-winning HSMAL Marketing Review magazine.

[Crisis Marketing Resource Center](#)

Exclusive news and trends for HSMAL members, including a daily news feed and the HSMAL Industry Update - A bi-weekly compilation of news briefs from around the media on the state of the hospitality, travel and tourism industry.

[Update Your Member Record](#)

Update your contact information in our membership records.

[Search For Members](#)

Search for HSMAL members around the world.

[Career Center](#)

The HSMAL Career Center offers members access to resources in the hospitality sales and marketing profession. Whether you are a student or a professional you will find information that is useful as well as informative. Members will have the opportunity to either post or search for a job. Students also have the opportunity to search for internships nationwide as well as learn about available scholarships.

[Membership Savings](#)

Check out the additional saving your HSMAL Membership entitles you to!

MEMBERS LOGIN

Username

Password

Log In

Remember Password

[Forget your login info? Click here](#)



From: H SMAI [info@hsmal.org]
To: fbrasseux@hsmal.org
Subject: H SMAI Industry Update: Recovery Outlook

Sent: Thu 8/14/2003 2:27 PM



Industry
update
Hospitality Sales & Marketing Association International



powered by ... MagnetMail

hsmal.org

A compilation of news briefs from around the media on the state of the hospitality, travel and tourism industry.

In This Issue:

- [Hotel Industry Recovery Gets Pushed Back Again](#)
- [Limited-Service Hotels Are Better Suited To Recover](#)
- [Hotel Room Supply Expected To Grow Slowly](#)
- [Room Rates Expected To](#)

H SMAI/NYU Industry Strategy Conference-Outlook 2004
Sept. 25 in New York City, featuring Bjorn Hansen, Mark Lomanno, Betsy O'Rourke, Lalia Rach, and Peter Yesawich
[Register Now](#)

August 14, 2003
With business still soft, hospitality, travel and tourism industry leaders are analyzing and projecting where and when the recovery will actually begin. H SMAI Industry Update this week brings you several viewpoints from Bear Stearns, UBS Warburg, Smith Travel Research and PriceWaterhouseCoopers.

HOTEL INDUSTRY RECOVERY GETS PUSHED BACK AGAIN:
The highly-anticipated and long-awaited hotel industry recovery gets pushed back again to 2004, with modest gains in the last half of 2003, as business travel has not yet returned, according to a new report by Bear Stearns. "The business cycle, which includes corporate travel, is the main driver of demand for full-service hotels," said Mark Abramson, Senior Managing Director for [Bear Stearns](#). "Until a business cycle recovery is clear, I think it's wise to be cautious on the hotel industry." "A sustained pick-up in full-service hotel activity really depends on a business recovery more than anything else," said Abramson.

LIMITED-SERVICE HOTELS ARE BETTER SUITED TO RECOVER:



[HOME](#) | [WEB RESOURCES](#) | [CONTACT US](#) | [SITE MAP](#) | [MY ACCOUNT](#)

1 [Professional Development and Resources](#)

2 [E-Commerce Resources](#)

3 [Leading Travel Industry Companies & Organizations](#)

4 [Periodicals, Magazines and Journals](#)

5 [Research, Trends, News & Current Information](#)

6 [Resources for Customer Market Segmentation & Business Development](#)



Features

[New Site](#)

News & Events

[Event Calendar](#)

7/22/2003

HSMAI username

password

login

[Become a member](#)

[Forgot your login](#)

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HSMAI Business Plans & Strategic Objectives

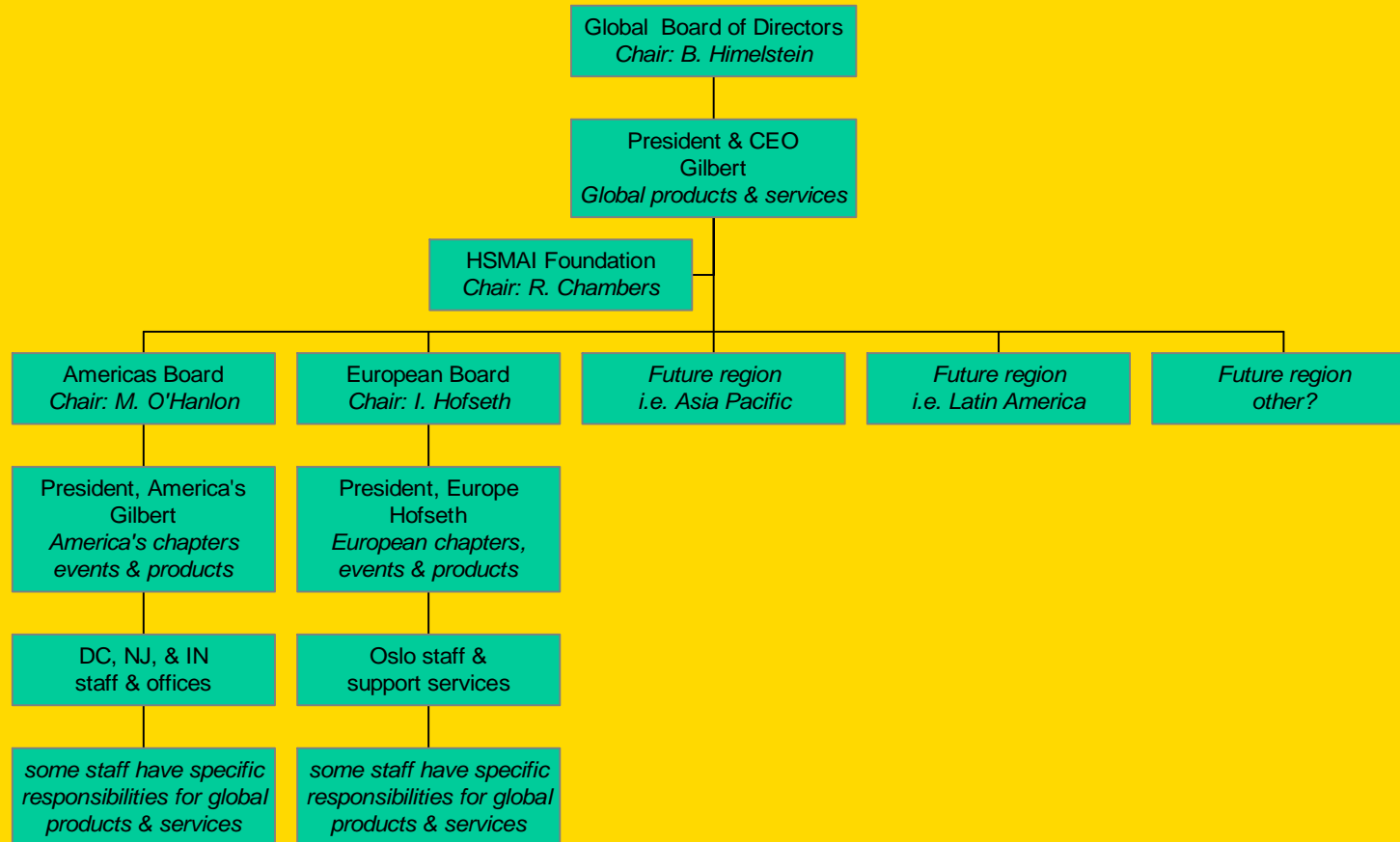
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HSMIAI governance & structure



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Long-term Strategic Priorities

1. Create relevance for current and prospective members through the development of targeted programs
2. Grow and strengthen chapters globally
3. Enhance the brand value of HSMAI

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Priorities for Global for 2003-04

1. Make Marketing Review & web site more "global"
2. Develop global customer source resource
3. Establish brand consistency

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Priorities for Foundation for 2003-04

1. Continue & Grow Corporate Membership support
 - eConnect project
2. Stabilize and grow fundraising goals to generate cash for scholarships

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Priorities for Americas for 2004

1. Continue to enhance services that will strengthen chapters
2. Identify and develop new sources for revenue opportunities that will provide additional value to members
3. Develop a "branding plan" that will grow membership and corporate recognition and support of the HSMAI brand.

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Highlights of #1 from last year

1. '03 Leadership Forum had highest evaluations ever - 9.18!
2. Launch of monthly managing directors conf call
3. Launch of online chapter reports
4. Launch of monthly membership committee chair conference calls
5. Educational speakers bureau online for chapter educational programs
6. Addition of Fran's position
7. One on one visits with nearly 40 chapter boards in fall '03 series
8. Chapter grants given to 8 chapters
9. "Best of Best" Awards put online

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#1 previews for 2004

1. '04 Leadership Forum a high quality program
2. HSMAI U agreement launched with MORE educational speakers and programs for chapters
3. Fall Leadership visits scheduled again
4. Chapter grants given to 14 chapters- the most ever!
5. HSMAI programs and HSMAI U reg fees INCLUDE membership - new acquisition strategy
6. Corporate membership packages will drive members to chapters
7. New retention focus to first time members

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How is HSMAI faring as a
business?

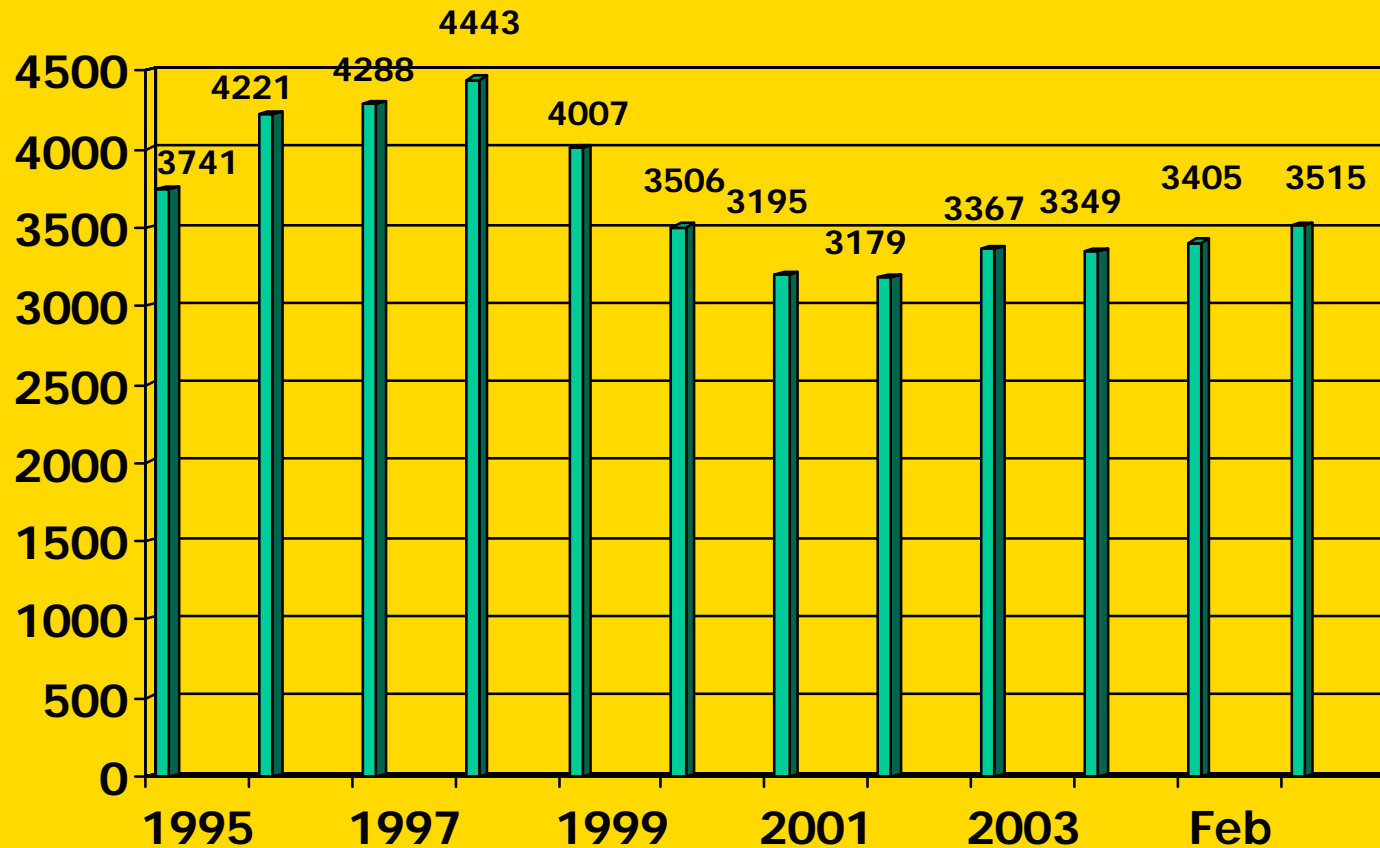
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Membership Growth Trend *up 4.4% YTD March 2004!*



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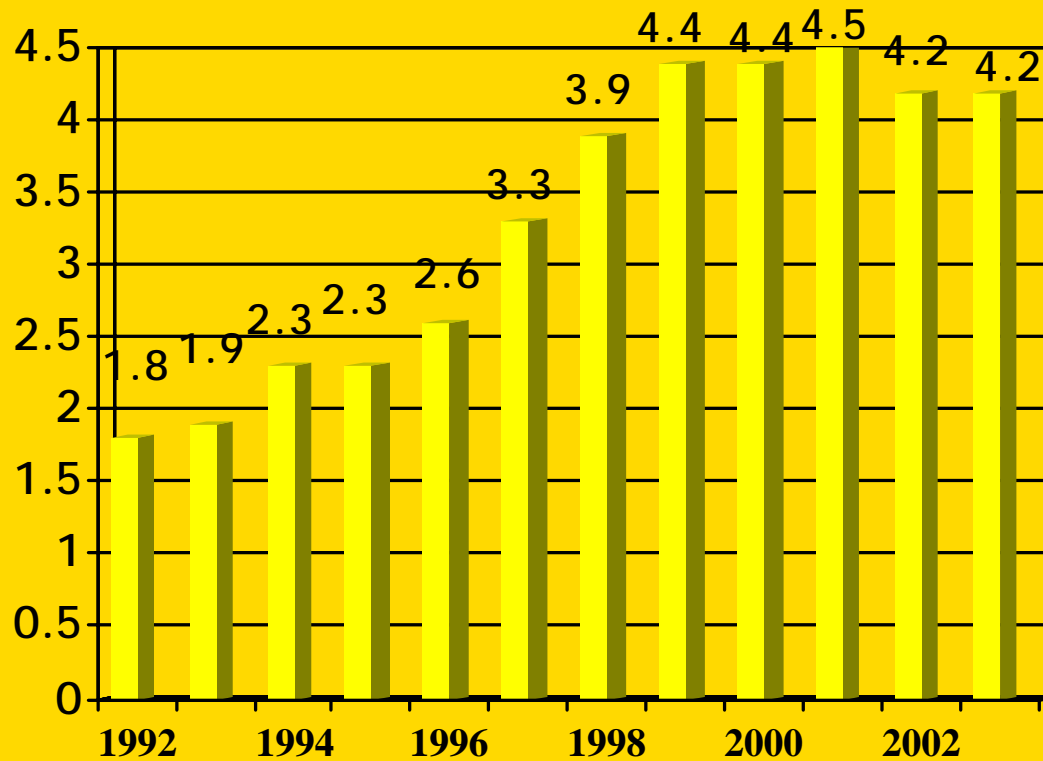
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Total Revenue Trend

Total Revenue in Millions



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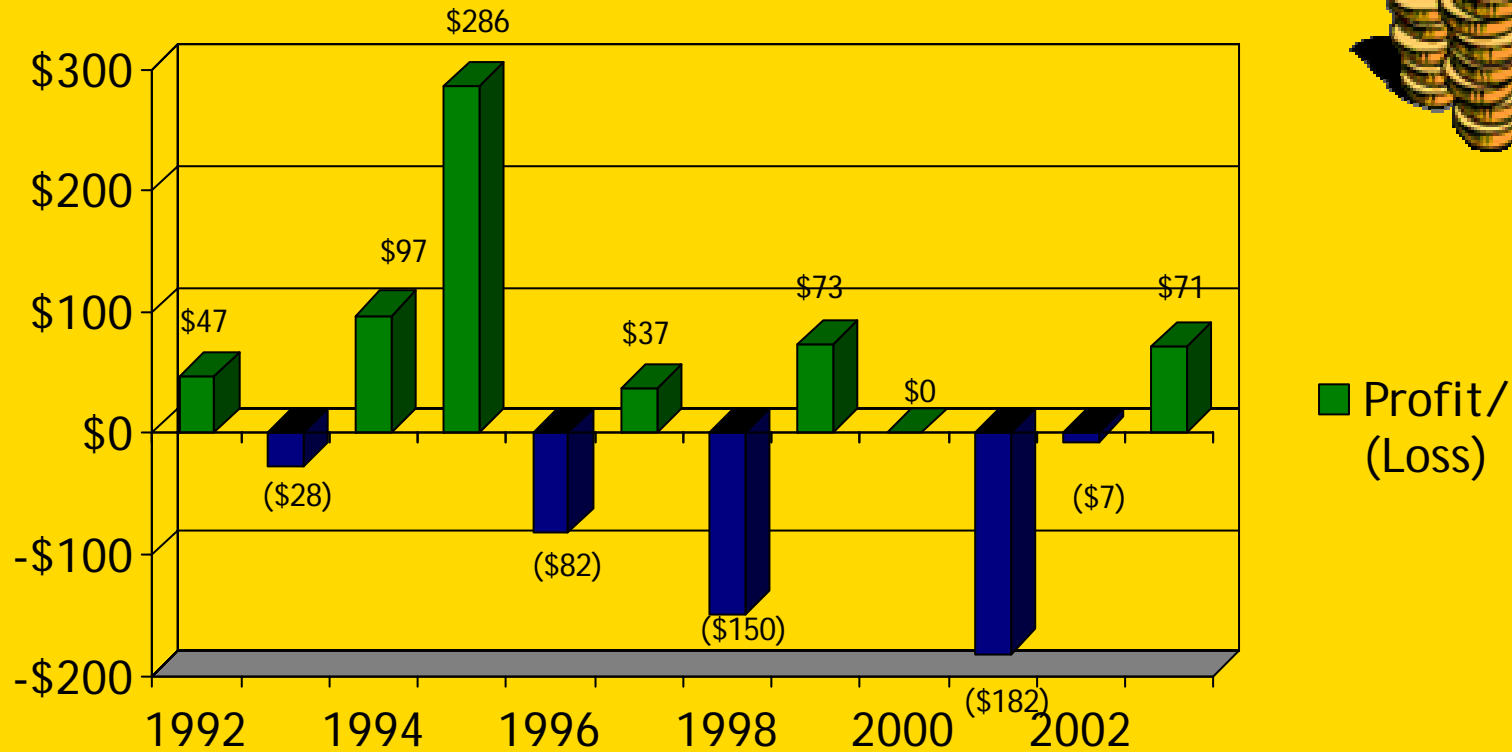
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Multi-year Profitability Trend

Profit in Thousand Dollars



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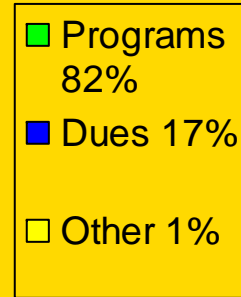
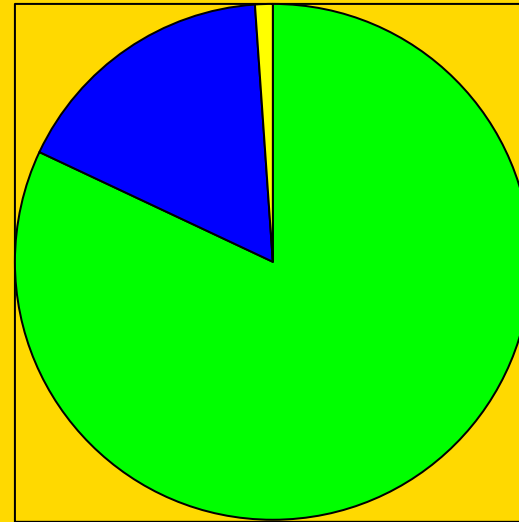
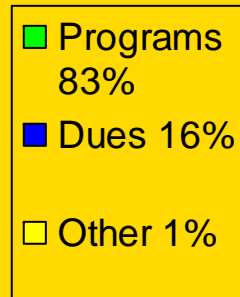
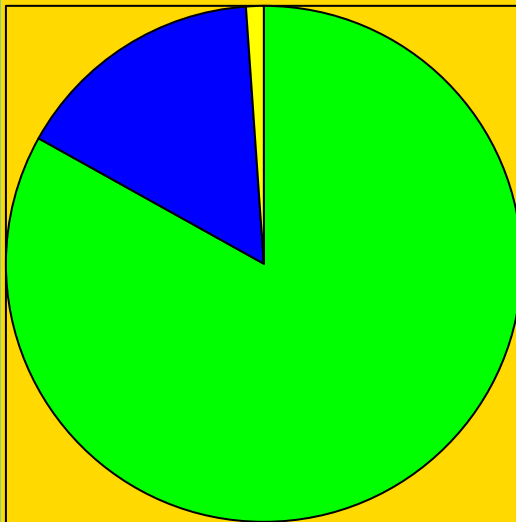
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'04 Budget vs. '03

2004 Budget Mix

2003 Mix



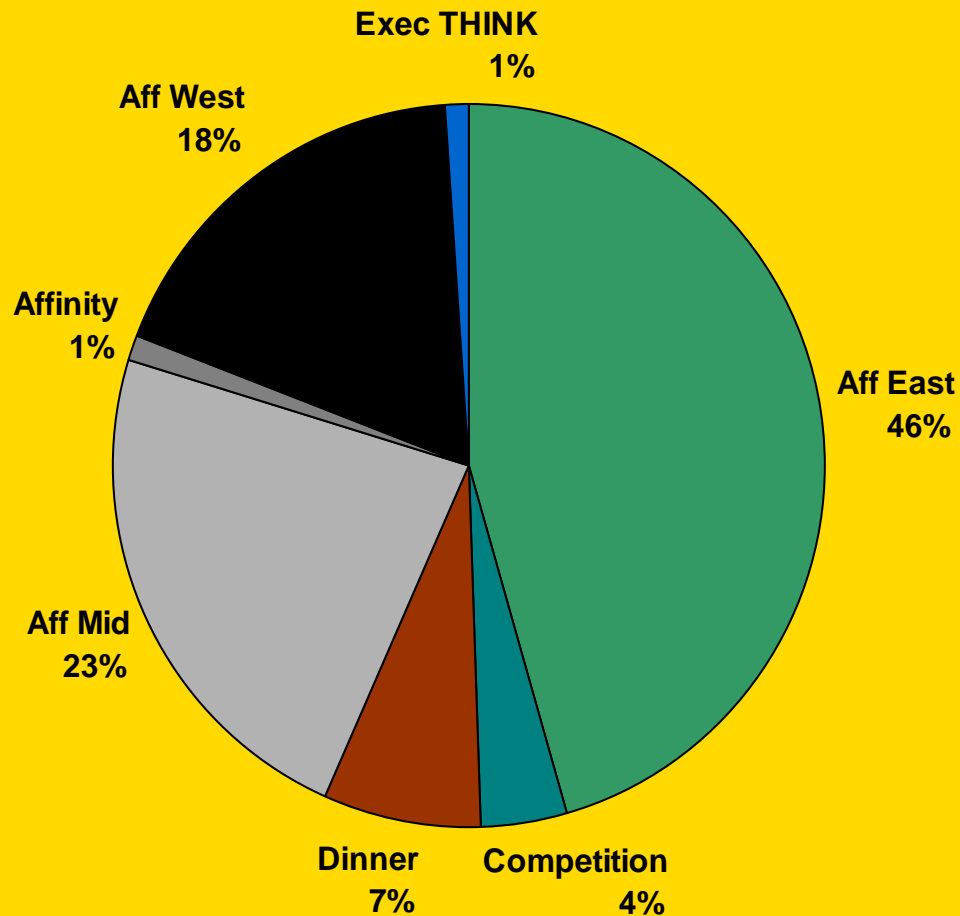
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2003 Program Revenue Mix

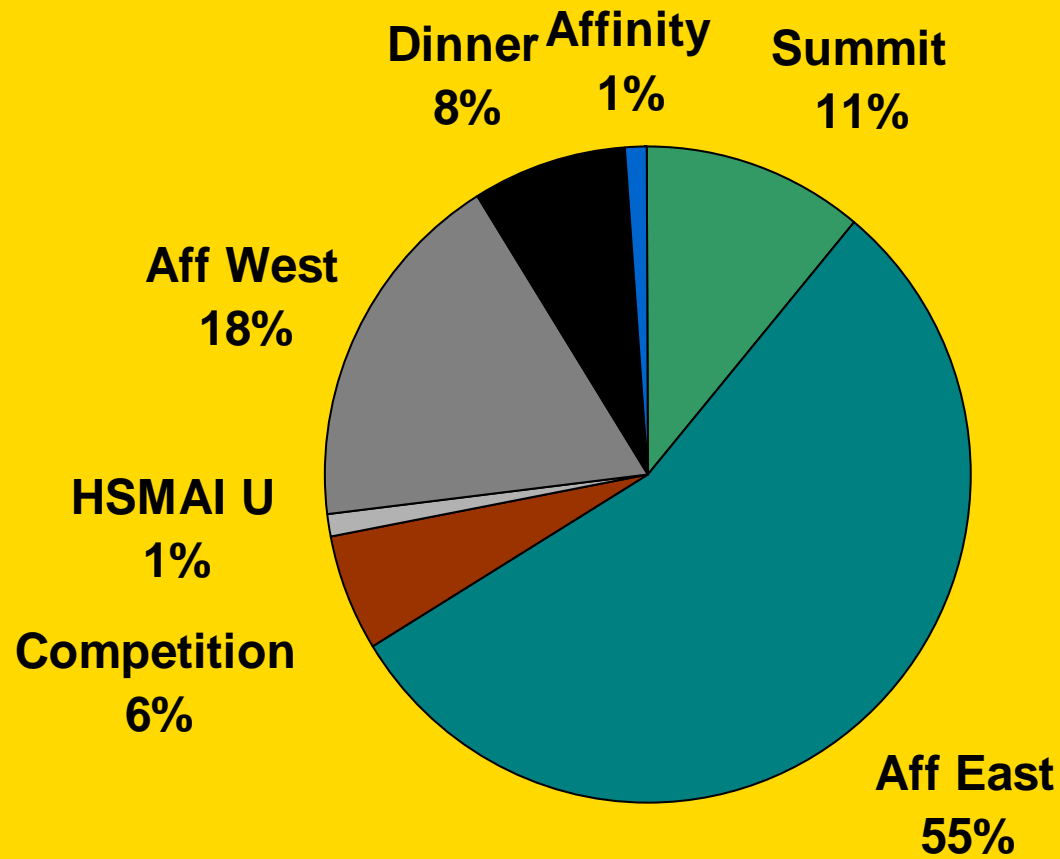


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1999 Program Revenue Mix



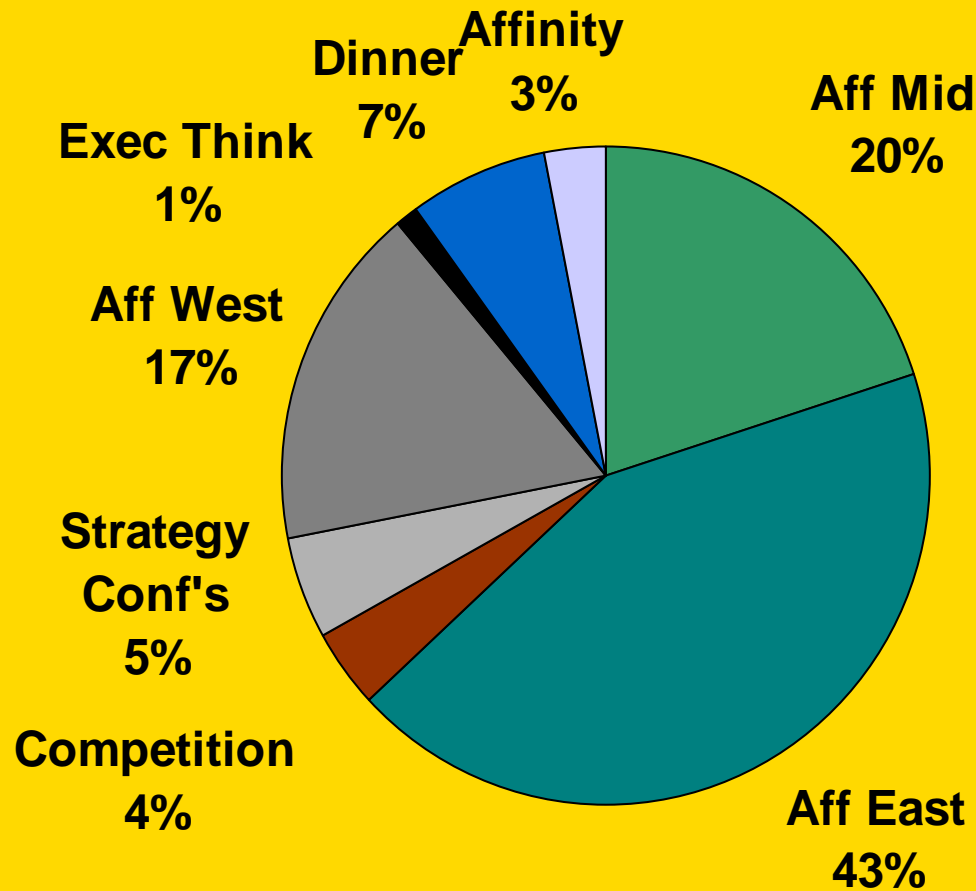
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2004 Budget Program Revenue Mix



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2004 Key Assumptions

- Membership revenue growth (+6.8%)
 - Due to retention, more chapter support in strategic planning
 - New chapter development
 - Events inclusive of membership (strategy confs & HSMIAI U)
- Revenue growth driven with addition of Strategy Conferences for:
 - Hotel Internet marketing (2)
 - Revenue Management
 - Airline & Hotel Contracting
 - Industry
- Affinity/partnership growth
- Total revenue projected 14.2%

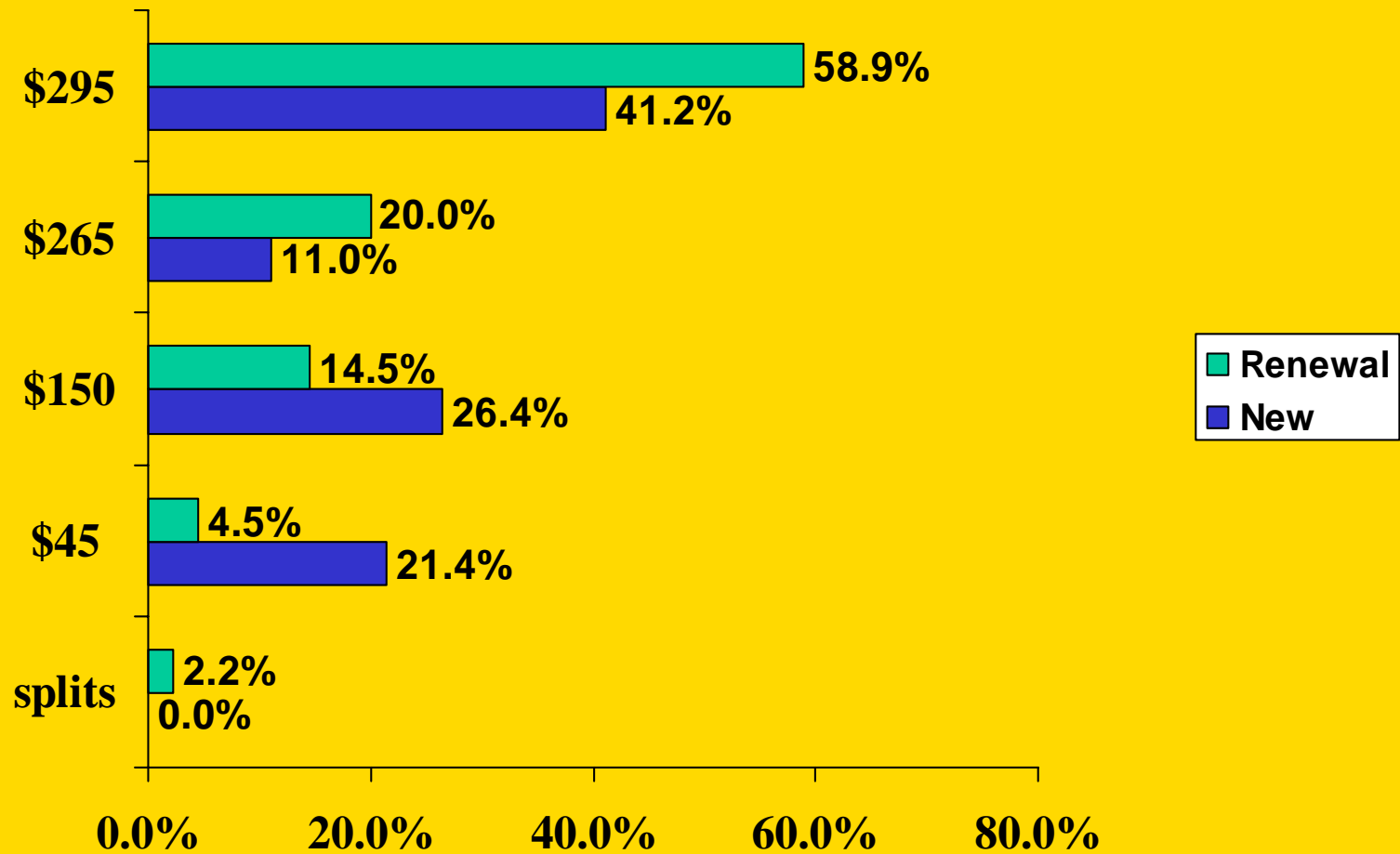
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At what price are we selling memberships YTD March 2004?



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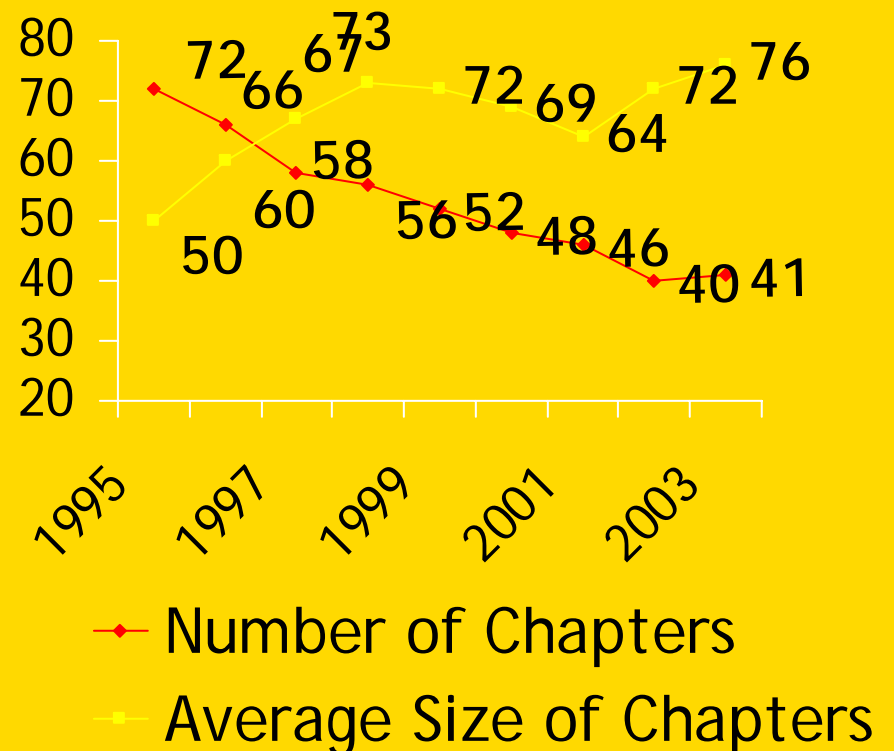


Chapter Trends

North American Chapters

America's Region

- one new chapter - Nebraska Heartland
- increase in average size
- More under development! Here today: Mexico City



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Thank you!

