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**"Knowledge is what you are aware of."**

This newsletter is a benefit exclusively for HSMIAI Executive ELITE members, designed to keep you aware of key resources and developments filtered for busy senior executives.

In this issue:

> **Network with other senior execs at the [Adrian Awards Gala](#)**, January 30, 2006, New York, including a special dessert reception for Executive Elite members and VIPs - please look for your invitation shortly.

> **Resort Best Practices: Internet Marketing**  
 Read a summary of the findings of the HSMIAI Resort Marketing Special Interest Group's first Best Practice Initiates study: [Internet Marketing and Distribution Strategies](#).

> **Conference Presentations**  
 Access presentations by industry insiders given at the  
 » [Caribbean Hotel Sales & Marketing Strategy Conference](#), Dec. 1-2 in Miami;  
 » [Travel Internet Marketing Strategy Conference](#), Dec. 7 in San Francisco



> **Upcoming Events for Executive ELITE Members**  
 Your Executive Elite membership entitles you to attend one of the upcoming 2006 HSMIAI Strategy Conferences:  
 \* Travel Internet Marketing Strategy Conference, April 19, New York  
 \* Revenue Management Strategy Conference, June 19, Minneapolis  
 \* Industry Strategy Conference, Sept. 22, New York

Contact Lesley Hunter at [lhunter@hsmia.org](mailto:lhunter@hsmia.org). if you would like to attend one of these events. Save the Date for the following events:

\* [HSMIAI Foundation Adrian Awards Silent Auction](#), January 1-30, 2006, The Silent Auction benefits the HSMIAI Foundation's Student Scholarship Fund and industry-related research. Contributors will be recognized in the Silent Auction Preview distributed to all Adrian Awards Gala attendees on January 30 at the New York Marriott Marquis. In addition, HSMIAI will take the Silent Auction online for the first time, allowing members from all over the world to participate and see your contribution. Categories of historical popularity

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are travel and get-a-way trips, advertising in popular media, media services, specialty gifts, and gift baskets

\* [Resort Management Conference](#), March 19-21, 2006, Pinehurst, NC

> **Resources**

Here are links to HSMAI news you may be interested in as an Executive ELITE Member:

[ROI For Online Advertising Touted At HSMAI Travel Internet Marketing Strategy Conference](#)

Thursday 15 December 2005

▫ [HSMAI Announces Recipients Of Winthrop W. Grice & Albert E. Koehl Lifetime Achievement Awards](#)

Wednesday 7 December 2005

▫ [HSMAI Welcomes Senior Hospitality Professionals From More Than A Dozen Countries To Inaugural 'Asia Connect' Event](#)

Thursday 1 December 2005

» [Trend Watch - Tribing Forward: A look at trends effecting marketing, from HSMAI partner Getty Images\\*](#)

Thank you for being a member of HSMAI's Executive ELITE. Please contact us with questions, comments, or suggestions.



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\* [Getty Images library](#): The world's leading supplier of professional images has extended their 15% discount on all Rights Managed Photography and Film Footage licensing throughout 2005. Call a Getty Images Sales Representative at 1-800-IMAGERY and tell them that you are a member of HSMAI.



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