



# Certified Revenue Management Executive Certification Application

## About the Certified Revenue Management Executive (CRME)

The CRME is a prestigious certification in revenue management from the Hospitality Sales and Marketing Association International (HSMIA). Individuals working in revenue management in the hospitality industry, if they meet the minimum qualifications, can take an exam to confirm their knowledge, experience, and capabilities in the field.

The study guide for the exam, which is included in the examination fee, is *The Evolving Dynamics of Revenue Management: A Comprehensive Revenue Optimization Road Map for Hotel Owners, Operators and Practitioners*, published by the HSMIA Foundation in 2010, developed under the leadership of HSMIA's Revenue Management Advisory Board.

### Benefits of a CRME Designation

The CRME designation is recognition that you are:

- A professional in the field of revenue management and clearly conversant with its intricacies and importance.
- Competent to develop an infrastructure to support revenue management within the framework of an organization.
- Able to maximize revenue opportunities and optimize profits by managing revenue.
- Capable of making informed decisions to accept or reject pieces of business to meet overall organizational goals.
- Proficient at the art and science of revenue management.

### How to Become a CRME

The CRME certification program is a two-part process in which you must complete the CRME application to demonstrate your eligibility, and then pass an online exam covering the functions performed in revenue management.

CRME applications may be sent to HSMIA University any time throughout the year. Once approved, you may take the online exam at a time of your choosing, as long as it is within six (6) months of having your application approved.

### CRME Fees

Fees must be paid by credit card, international bank transfer, or check made payable to HSMIA. All fees are subject to change at any time. Fees are also non-refundable and non-transferable.

<i>Fees Related to the CRME Program</i>	<i>Fee in USD HSMIA Members</i>	<i>Fee in USD Non-Members</i>
CRME Application Fee	\$75	\$100
Exam Registration Fee	\$295	\$395
Re-examination Fee	\$40	\$40
CRME Recertification Fee*	\$150	\$200

### Applying for the CRME Designation

Eligibility is determined by four main areas on the application. To qualify, you must have a minimum of 50 points:

<i>Focus Area</i>	<i>Minimum Points Required</i>	<i>Maximum Points Allowed</i>
Professional Experience	2	10
On-the-Job Responsibilities	3	25
Industry Support Activities	1	10
Education	20	NA

Once your application is approved, you will be eligible to take the online exam.

### Taking the CRME Examination:

The examination component of the certification consists of an online written examination of fifty (50) questions. You will have sixty (60) minutes to complete the exam. All questions are based on the study guide, *The Evolving Dynamics of Revenue Management: A Comprehensive Revenue Optimization Road Map for Hotel Owners, Operators and Practitioners*.

## Maintaining the CRME Designation – Recertification\*

CRMEs are required to renew their certification every three years.

To be recertified, CRMEs must earn a minimum amount of points on the recertification application – there is no exam required. All points claimed must have been earned within the past three years, since the date of initial CRME certification or last renewal. Therefore it is important that you keep track of all your activities each year even after receiving the CRME.

Certifications expire on December 31, three years from the year a person originally certified (e.g., if you certified in 2008, regardless of which month of the year, your certification is due for renewal by December 31, 2011).

Annual recertification notices are sent as a courtesy in the first quarter of the year in which the individual is due for renewal and additional reminders are sent throughout the year. With that notice, CRMEs receive information regarding the recertification process and instructions to access the recertification application form and guidelines.

The completed application and recertification fee is due October 15. A late fee will be applied to applications received between October 16 and December 31. It is the CRME's responsibility to make a note of their recertification date, which is provided on the CRME certificate mailed after successful completion of the examination. Adhering to all deadlines is the responsibility of the CRME.

<i><b>Fees Related to CRME Recertification</b></i>	<i><b>Fee in USD HSMAI Members</b></i>	<i><b>Fee in USD Non-Members</b></i>
CRME Recertification Fee – by October 15	\$150	\$200
Late Recertification Fee – after October 15 and before December 31	\$200	\$250
Lapse Year Recertification – by December 31 of the year following recertification year	\$300	\$350



# Certified Revenue Management Executive Certification Application

## I: Applicant Information

In the space below, please provide your primary contact information. HSMAI will use the information provided to contact you regarding your application status and all future communications.

<b>Date of Application:</b>	
<b>Full Name:</b>	
<b>Job Title:</b>	
<b>Employer:</b>	
<b>Mailing Address:</b>	
<b>City, State/Province</b>	
<b>Zip/Postal Code</b>	
<b>Country</b>	
<b>Phone:</b>	(        )
<b>Fax:</b>	(        )
<b>Email:</b>	
<b>HSMAI Chapter Name:</b> <i>If Applicable</i>	

## II: Professional Experience – Minimum 2 Points/Maximum 10 Points

Candidates must have attained a minimum of one (1) year of verifiable experience in a dedicated revenue management position. Revenue-related experience may include holding positions such as, but not limited to, revenue manager, director of revenue management, director of revenue optimization, director of pricing and revenue, or director of sales or general manager responsible for revenue management functions.

A resume and verification letter signed by your current supervisor must accompany this application.

- First 1 year of experience – 2 points
- Each additional year of experience – 1 point

Job Title	Employer	Dates of Experience	Points





- Post-graduate degree, other than Hospitality or Business Administration, from an accredited institution or university – 20 points
- Bachelor’s degree in Hospitality Administration from an accredited institution or university – 40 points
- Bachelor’s degree, other than in Hospitality Administration, from an accredited institution or university – 30 points
- Associate’s degree in Hospitality Administration from an accredited institution or university – 20 points
- Associate’s degree, other than in Hospitality Administration, from an accredited institution or university – 10 points
- College-level professional development revenue management course from an accredited institution or university – 1 point per completed course

Degree or Course Name	Institution	Dates of Study	Points
<b>Total Higher Education Points</b>			

**B. Non-Academic Coursework**

- Attendance at the annual HSMIAI Revenue Management Strategy Conference – 8 points per conference
- Attendance at an HSMIAI chapter revenue management or general education program – 1 point per 60 minute session
- Attendance at an HSMIAI University webinar (live or archived) – 1 point per 60 minute session
- Brand-sponsored revenue management training – 8 points per each one-day session
- Completion of a revenue management seminar/workshop – 3 points per each ½ day session

Course Name	Presented By (Organization Name)	Date(s)	Points
<b>Total Non-Academic Coursework Points</b>			

**VI: Additional Certification – No Minimum / No Maximum**

You may claim 5 points per certification that you hold in certain other related disciplines within the hospitality industry including the Certified Meeting Profession (CMP), Certified Hotel Administrator (CHA), and Certified Hospitality Marketing Executive (CHME).

Certification	Date Awarded	Points



<b>Amount of Check:</b>	\$
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## Mailing Instructions

Before mailing, check that all required attachments are enclosed and submitted in English. Mail completed application form, attachments and application submission fee to:

**Kathleen G. Tindell, Program Director**  
HSMIAI University  
c/o HSMIAI  
1760 Old Meadow Road, Suite 500  
McLean, VA 22102  
ktindell@hsmiai.org • 703-506-2010