

RESORT BEST PRACTICES INITIATIVE

Conducted under the auspices of the HSMIAI Resort Marketing Special Interest Group.

REGISTRATION FORM Complete and return this form to join the Resort Best Practices Initiative (Please Print).

Full Property Name: _____
 Main Phone Number: _____
 Fax Number: _____
 Property URL: _____

Resort Executive who will be the Best Practices primary contact:

Name: _____
 Title: _____
 Phone: _____ Email: _____
 Property Address*: _____

**Reports will be mailed to this address, unless requested otherwise.*

Please provide contact information for two staff members who have the authority and ability to provide sales & marketing information to the Best Practices researchers:

1. Name: _____ Title: _____
 Phone: _____ Email: _____
 2. Name: _____ Title: _____
 Phone: _____ Email: _____

Property Information:

General Manager: _____
 VP/Director of Sales & Marketing: _____
 Approximate Square Footage of Meeting Space: _____
 Number of Guest Rooms: _____
 Facilities Available (e.g., Spa, Golf, etc.): _____

FEES : 1 YEAR SUBSCRIPTION 2 YEAR SUBSCRIPTION (Billed in 2 annual installments)
 HSMIAI Member: \$2,700 HSMIAI Member: \$5,400
 Non-HSMIAI Member*: \$3,150 Non- HSMIAI Member*: \$6,100
**includes one HSMIAI membership for the same number of years as the subscription*

PAYMENT INFORMATION:

Subscription fees must be paid in full in order to participate in any Best Practices study.
 Payment may be made by check or credit card.

Make checks payable to HSMIAI and mail to HSMIAI at the address below

Complete the following to pay by credit card:

AmericanExpress MasterCard Visa
 Card Number: _____ Expiration Date: ____/____
 Card Holder Name: _____ Signature: _____

To expedite your enrollment, return this completed form by fax (703) 506-3266,
 or mail to: HSMIAI, attn. Resort Best Practices Initiative, 1760 Old Meadow Road,
 Suite 500, McLean, VA 22102.

**For more information, contact Juli Jones, Director of Special Interest Groups, at
 jjones@hsmia.org or 703.506.3280.**

Statement on Data Usage:

No individual resort's statistics will be shown to any other participating resort. It will only be combined with others to create averages and, if shown, will be coded by number or letter so only the specific resort will know which data point refers to their data.

The data, information and illustrations collected through the interview process will be used for producing the Best Practices study and may also be used for some follow-up industry articles and /or reports related to the same topic by the same author. Anything used from the Best Practices study will be referenced to be part of the HSMIAI Resort Best Practices Initiative. Information or images published that refer to a specific resort will be shown to a designated representative from the property for approval prior to publication in the Best Practices report. Except as described above, it will not be used or shared with any other organization for any other purpose.

I have read and understand the Statement on Data Usage and I agree to the terms outlined in this registration form.

Resort Representative _____

Date _____