

Friday, February 7, 2025



Weekly sales, marketing and revenue optimization essentials for HSMai members



HSMai INSIGHTS

[HSMai Americas](#)

[Transparency Takes Center Stage in Distribution Strategies](#)

The HSMai Global Distribution Advisory Board recently discussed challenges in segmentation blending and profitability that naturally occur within the wholesale segment as many traditional lines are being blurred.

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[HSMAI Americas](#)

[Rising Revenue Leaders Insights on AI in Revenue Management](#)

AI is coming our way in the hospitality industry, particularly within revenue management. Early adopters are already leveraging technology to stay ahead, and it's essential for rising leaders to understand and embrace these changes.



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[HSMAI Americas](#)

[HSMAI Sales Leader Forum Insight: Mastering Storytelling and Data](#)

Dr. Breffni Noone, Professor, Penn State University, delivered this Strategic Issues session during the 2024 HSMAI Sales Leader Forum in Washington DC.



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INDUSTRY INSIGHTS

[Revenue Hub](#)

[Social Media Trends for Hotels in 2025](#)

Whether it's a shift to storytelling, revisiting old favourites or saying 'so long' to a social media stalwart, here are some top hotel social media trends and how to fuel your feeds in 2025.

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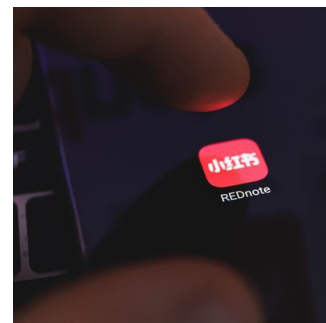


[Skift](#)

[What Travel Brands Should Know About China's RedNote](#)

As overseas travel rebounds and Chinese consumers increasingly seek out genuine travel tips and personalized recommendations, brands looking to engage this influential audience must understand what makes RedNote a powerful tool for modern travel marketing. -Liz Sinclair

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[Hospitality Net](#)

[Top 10 Social Media Strategies for Hotels in 2025](#)

Social media continues to be a powerful tool for hotels to engage guests, boost brand awareness, and drive direct bookings. To stay competitive, hotel marketers must adapt to the latest trends and best practices. Here



are the top 10 actionable strategies to elevate your hotel's social media presence in 2025.

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[Knowland](#)

[Meeting Planners Reveal New Opportunities for Secondary Markets](#)

Cendyn and Conference Direct 2025 State of the Meetings Industry Report Indicates an Optimistic Outlook from Meeting Planners.

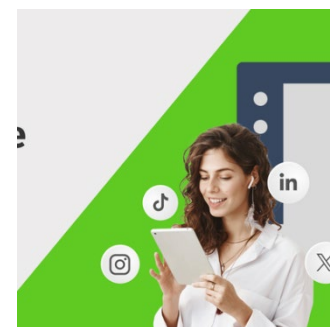


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[American Marketing Association](#)

[How social listening is the key to cultural relevance to your brand.](#)

Discover the fastest way to understand your audience and superpower your brand comms. In today's marketing world, cultural relevance is key to everything from getting your content seen by the right people to creating communities and, ultimately, conversions.



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[Hotel News Resource](#)

[A Crash Course in Leveraging AI Tools for Small Hotels](#)

Artificial Intelligence (AI) is reshaping industries the world over and hospitality is poised for its own AI&powered revolution.



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[HSMIAI Americas](#)

[HSMIAI Adrian Awards Celebration](#)

[HSMIAI Adrian Awards Celebration](#)

February 18, 2025

New York, NY

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[HSMAI Contact Center SIG Virtual Meeting](#)

[Contact Center SIG Virtual Meeting](#)

March 11, 2025 @ 12:00-1:00pm ET

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[HSMAI Americas](#)

[HSMAI Commercial Strategy Conference](#)

[HSMAI Commercial Strategy Conference](#)

June 17-18, 2025

Indianapolis, IN

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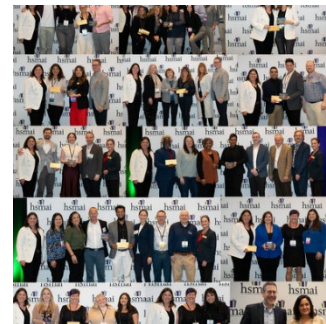


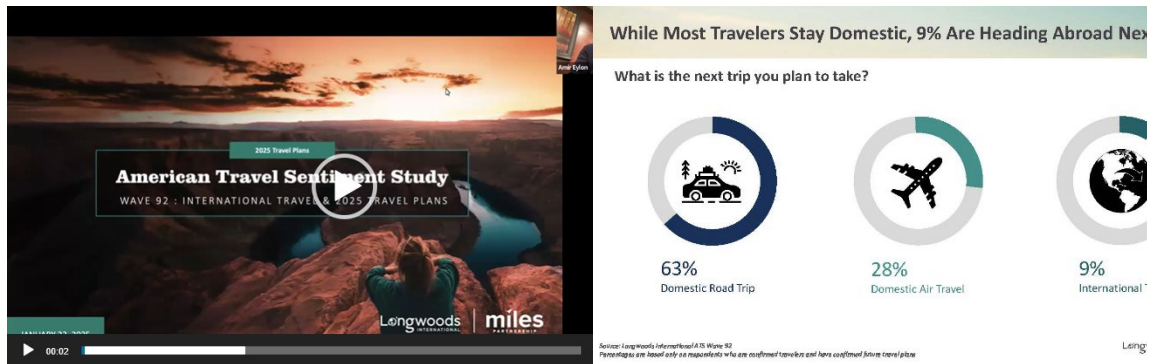
[HSMAI Americas](#)

[HSMAI Honors Chapters with Frank W. Berkman Best of the Best Awards](#)

Recipients of the **Frank W. Berkman “Best of the Best” Awards** were honored on January 29, 2025, at the [HSMAI Mike Leven Leadership Conference](#) in Orlando, FL.

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MultiMedia

InsightGraphic

[Travel Demand Stays Steady in the New Year | American Travel Sentiment Study – Wave 92 & Longwoods](#)

4 CERTIFICATIONS

30+ ONLINE COURSES
2 CERTIFICATE PROGRAMS

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Congratulations to these industry professionals who recently received an HSMACADEMY Certification.

CHDM Jeffthalia Armand

Digital Marketing Manager, Blue Sky Hospitality Solutions

CHSL Derina Malone

Regional Director of Hotel Sales, Aimbridge Hospitality

CRME Brenton Rice

formerly COO, Camaraderie Clubs

CRME Danielle Ahlson

Property Revenue Manager, BWH Hotels

CRME Mandy Gadson

Essential Revenue Manager, BWH Hotels

CRME Pallavi Gaonkar

Director of Revenue, Ayada Resorts

CRME Kathy Galan

Property Revenue Manager, BWH Hotels

CRME Sam Prince

Revenue Manager, Choice Hotels

CRME Shawn Endler

Property Revenue Manager, BWH Hotels

CRME Eric Keagy

Director of Revenue Management, Station Casinos

CRME Vishal Patel

Director of Office Operations, Sunflower Hospitality

CRME Arif Yildirim

Corporate Accounting Manager, Kolter Hospitality

CRME Laura Yang

Property Revenue Manager, BWH Hotels

CRME Dina Elbaradei-Acevedo

Property Revenue Manager, BWH Hotels

CRME Tom Davidson

VP of Revenue Management, CIM Group

CRME Eve Tronson

Vice President, Digital Strategy & Loyalty Marketing, Viceroy Hotel Group

CRME Kevin Melley

President, iNetRev

Learn about HSMAl's industry-leader certifications and start today @ hsmaicertifications.org



Chapter Event Gallery



Mike Leven Leadership Conference



HSMAI Weekly

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