

PRESS RELEASE

ITB China and HSMIAI to renew partnership to build education & professional development in the hospitality industry

Education & Job Day at ITB China on 17 May including HSMIAI sessions for hoteliers and students

Berlin/Shanghai, 16 April 2019 – For the second time in a row the Hospitality Sales and Marketing Association International (HSMIAI) and ITB China, set to take place from 15 to 17 May 2019 in Shanghai, have joined together to promote education and professional development in the hospitality industry. HSMIAI is a 90-year old, global, non-profit association with more than 7.000 members committed to growing business for hotels and their partners. It has recently recruited Asia's top hotel revenue managers to join forces to produce a training program that underpins a new online industry education platform. Appropriately, on 17 May the dedicated Education & Job Day is being held for the second time at the ITB China Conference 2019. It is focusing on the exchange of educational knowledge and the promotion of career opportunities of current and future talents of the Chinese travel industry.

HSMIAI will be conducting a session in the presentation hub on 17 May 2019 starting at 10 a.m. covering the topics of Revenue Management, Data Intelligence and Hotel Sales Distributions. These topics form part of HSMIAI's Certificate in Revenue Management (Hospitality) launched in 2017 and created by the senior leaders of Revenue Management in hotels around the world. It is a unique opportunity to preview the online course which is available to the HSMIAI Academy at <https://hsmiaiacademy.org/certificate-in-revenue-management-hospitality/>. The session is free for all ITB China attendees.

"HSMIAI have been busy updating our current courses and developing new education and courses to assist hotel professionals to grow their careers. In 2019, we'll be developing new programs for hoteliers to continue their learning in digital marketing, distribution and managing commercial functions", says **Jackie Douglas, President HSMIAI Asia Pacific**.

One of the HSMIAI volunteer Board members, **Huilian Duan, President of the HSMIAI Greater China Chapter Board**, urged her industry colleagues to get behind the education: "All Sales, Revenue and Digital Directors should be certified in their respective fields. Only HSMIAI can offer a global certification for industry experts including General Managers." **Ms. Douglas**



Press Contacts:

Messe Berlin GmbH
Emanuel Höger
Spokesman
Senior Vice President
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

**ITB China / ITB Berlin /
ITB Asia/ ITB India:**
Julia Sonnemann
PR Manager
T: +49 30 3038-2269
Julia.sonnemann@messe-berlin.de
www.messe-berlin.com

Additional information:
www.itb-china.com

**MB Exhibitions
(Shanghai) Co., Ltd.**
Management: Dr. Martin Buck,
Executive Director
4225 Wheelock Square,
1717 West Nanjing Road
Jing'an District,
Shanghai, 200040 China

HSMIAI Asia Pacific
Charlene Porfida, Director of Marketing
charlene@hsmiai-asia.org
1/28-30A Burwood Rd,
Burwood, NSW, 2134
Australia

says Revenue Management offers excellent career opportunities and is becoming increasingly diverse. “All our education is developed by hoteliers for hoteliers, so we can deliver what the hotel leaders themselves have determined.

The comprehensive 10-course program of HSMAl’s education platform combines a series of practical exercises and fast-track learning chapters that examines all key aspects of revenue management from forecasting, distribution, pricing, market segmentation, to data analysis, business intelligence and marketing.

David Axiotis, General Manager ITB China: “I am very happy to continue our partnership with HSMAl to assist in bringing more practical, relevant education to the hospitality industry. HSMAl’s session at ITB China fits in perfectly with the portfolio of our second Education & Job Day.”

HSMAl provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing and optimize revenue and is an individual membership organization, comprising members in 31 countries and 60 chapters worldwide, including the Asia Pacific region.

Exhibitors interested in ITB China 2019 can register [HERE](#) and secure a booth. As of now media can obtain their **accreditation** [here](#).

More information at www.itb-china.com.

About ITB China and the ITB China Conference

ITB China 2019 will take place from Wednesday to Friday, 15 to 17 May, at the Shanghai World Expo Exhibition and Convention Centre in Hall 1. ITB China is a three-day business to business travel trade fair that focuses exclusively on the Chinese travel industry. The ITB China Conference will take place parallel with the show and is co-organized by the leading conference organizer TravelDaily (www.traveldaily.cn).

About ITB Berlin, ITB Asia and ITB India

First launched 53 years ago, ITB Berlin is recognized as the most successful trade show for the global travel industry. Some 10,000 exhibitors from more than 180 countries regularly attend this event. Every year in October for the last eleven years Messe Berlin has successfully organized ITB Asia in Singapore. Boasting more than 1,000 exhibitors from 127 countries, ITB Asia in Singapore has established itself as Asia’s Leading Travel Trade Show. Messe Berlin will be organizing the inaugural ITB India in 2020. The 3-day business-to-business travel trade show and convention will take place at the Bombay Exhibition Centre in Mumbai, India, from 15 to 17 April 2020. The show will bring together industry leaders and buyers from cities across India, and international exhibitors from the MICE, leisure and corporate sectors.

More details are available at www.itb-china.com

Follow us on Wechat (**Wechat ID: ITB-CN**)

Join the **ITB China Group** on [LinkedIn](#).

Become a fan of **ITB China** on [Facebook](#)

You can find further press releases on the internet in the Press section at www.itb-china.com.

[About HSMAI Asia Pacific](#)

Information about the data protection law:

Under the data protection law the organization responsible for this email is Messe Berlin GmbH, Messedamm 22, 14055 Berlin, represented by its management: Dr. Christian Göke (CEO), Dirk Hoffmann; Chairman of the Supervisory Board Wolf-Dieter Wolf; Data protection officer: postal address as for Messe Berlin GmbH, email: datenschutz@messe-berlin.de. The email address used for the dispatch of this information has been obtained for the purpose of sending press releases. Section 6, Subparagraph 1, Letter f, DSGVO forms the legal basis for this purpose and for the dispatch of press releases to press representatives. The justified interest is that of notifying media representatives about current and future trade fairs and similar events. This email address will not be passed on to third parties.

If you no longer wish to receive ITB China press releases, please send an email to itbchina@messe-berlin.de.