

# Dive Into Data

## **STR UPDATE AUSTIN**

VIRTUAL EVENT:

June 18 @ 11:30am CST

### *HIGHLIGHTING:*

- Total U.S Trends
- Top 25 Markets
- Austin Market
- Pipeline
- U.S Forecast



*thank  
you*



EVENT SPONSOR



Jennifer Schlabach  
**President**



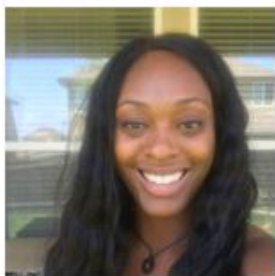
Necah Cannon  
**Managing Director**



Nicole McAlister  
**Vice President of  
Programs and Education**



Paige Singleton  
**Vice President of Membership**



Kathryn Burrow  
**Director of  
Programming/Events**



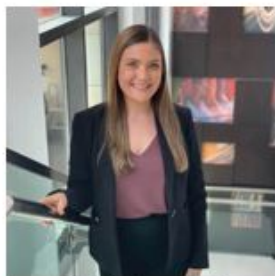
James Gutierrez  
**Director of Education**



Christina Miser  
**Director of Recruitment**



Candace Wallace  
**Director of Hospitality**



Ashley Francis  
**Board Member - Public Relations/Community Outreach**



Yuko Kunita  
**Board Member- Fundraising/Sponsorship**



Paige Centa  
**Board Member - Website Manager**

# CONTINUING EDUCATION



***Certified Revenue Management Executive (CRME)***

***Certified in Hospitality Business Acumen (CHBA)***

***Certified Hospitality Digital Marketer (CHDM)***

| [hsmaiaustin.org/continued-education-resources.html](https://hsmaiaustin.org/continued-education-resources.html)

## HSMAI Austin Chapter

HOME HOSPITALITY CONNECTION ABOUT JOIN EVENTS **CONTINUED EDUCATION RESOURCES** MORE...

# 2020 HSMAI AUSTIN CERTIFICATION SCHOLARSHIPS

CRME & CHDM

*SCHOLARSHIP APPLICATIONS ACCEPTED THROUGH AUGUST 21ST  
WINNER ANNOUNCED SEPTEMBER 16TH*

**EMBRACE CONTINUING EDUCATION!**

[hsmaiaustin.org/hsmai-certification-scholarships.html](https://hsmaiaustin.org/hsmai-certification-scholarships.html)

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HSMAI Certification  
Scholarships

# CONTINUING EDUCATION

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*Six-week virtual classroom series \$395 for members, \$425 for non members*

*Each class is 1 day a week for 6 weeks*

## **Hotel Digital Sales Essentials**

next class begins July 6

## **Hotel Revenue Optimization Essentials**

next class begins July 1

## **Hotel Data Analytics Essentials**

next class begins August 4



<https://americas.hsmi.org/career-development/hsmi-university/>



HSMAI  
Global  
Coronavirus  
Resources



[global.hsmmai.org/  
insights/coronavirus-  
resources/](https://global.hsmmai.org/insights/coronavirus-resources/)

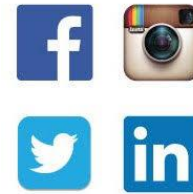
**HSMAI National has graciously extended a grace period for memberships ending March - July 31<sup>st</sup>. Alternative options are available for those in need.**

## MEMBERSHIP

**Do not miss out on receiving important insights during these times.**

  
**INSIGHTS**

  
Executive Insights



**INSIGHTS**

**RESEARCH**

**SOCIAL  
MEDIA**

**ON-DEMAND  
VIDEOS**





# HOSPITALITY HEROES

*An Adrian Awards Honor*

[adrianawards.hsmái.org](https://adrianawards.hsmái.org)

## NOMINATE A HERO

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Nominate the industry professionals you think deserve recognition for their efforts to take a leadership position, champion a cause, or create a program that has directly benefited industry workers, medical personnel, first responders, or communities impacted by the coronavirus pandemic.

# RECOVERY RESOURCE GUIDES

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## Planning for Hospitality Recovery – Sales, Marketing, Revenue Resource Guides

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In conjunction with industry partners such as Institute of Hospitality (IoH), Hospitality Professionals Association (HOSPA), and Amadeus, they've created a series of Hospitality Recovery guides to provide strategies and tips for successful recovery and reopenings across 4 key functional areas – Marketing, Sales, Revenue Management, and Operations.

[hsmaiaustin.org/articles-and-industry-news.html](https://hsmaiaustin.org/articles-and-industry-news.html)



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Articles and Industry News

*virtual*

# TEXAS MEETING INDUSTRY DAY

*june 22 3-4pm #tmid*

**Tom Noonan**

President & CEO, Visit Austin

**Casandra Matej**

President & CEO, Visit San Antonio

**Darren Temple**

COO, Meeting Professionals Intl

**Cathy Breden**

COO, Intl Assn of Exhibitions & Events

Moderated By: **JJ Colburn**

President/ Partner, SAM



## UPCOMING EVENTS

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# HSMAI Austin Chapter

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**Join us every Friday at 2pm CST!**

June 19th- [Tammie Carlisle](#) of Milestone Inc-

***Crisis and recovery from a marketing perspective***

June 26th- [Holly Zoba](#) of Scout Simply- Social Media Marketing –

***What Hotel Sales and Marketers Need to Know Today***

July 10th- [Jennifer Hill](#) from Kalibri Labs-

***Revenue/sales collaboration as we look toward recovery***

July 17th - [Tim Wiersma](#) from Revenue Generation-

***Managing Crisis Recovery***

July 24th- [Melissa Kouvelas](#) from BWH Hotel Group-

***Future Sales***



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MORE...

Hospitality Connection:  
Mentorship

Hospitality Connection:  
Previous Calls

**HSMAI Austin mentorship program**

MENTORSHIP PROGRAM

**DEVELOP**  
*talent*  
+  
**GROW**  
*knowledge*

# MEET OUR SPEAKER

Veronica Andrews, CRME  
Director, Digital Data Solutions - STR





# THANK YOU!

WE APPRECIATE YOUR FEEDBACK ON  
OUR SURVEY

