



# hotel management international

The hospitality sector continues to grow year-on-year as competition drives standards of service and amenities higher.

*Hotel Management International* ensures that the most influential decision-makers in the industry are kept abreast of the latest strategic and technological developments by exploring the most up-to-date ideas, opinions and solutions.

Published since 1996, this leading quarterly publication serves the needs of the world's hotel industry and related services, bringing together current knowledge and informed opinion on key issues including hotel investment, business management and development, design, maintenance, IT, food and beverage, and personnel.

*Hotel Management International* is supported by [www.hmi-online.com](http://www.hmi-online.com), ensuring your products and services receive plenty of exposure.



An official  
publication of  
the European  
Hotel Managers  
Association

Event partner



# Readership

We continue to invest heavily in the circulation of *Hotel Management International* and have created a powerful international readership. Our database of key decision-makers in the hotel industry accounts for approximately 80% of all purchasing authority.

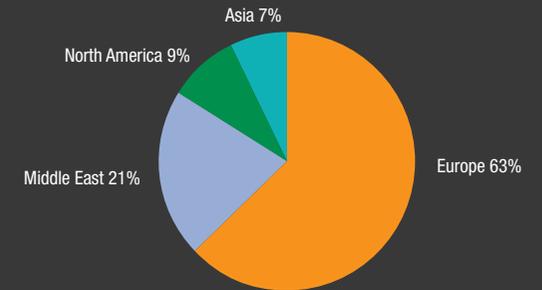
*Hotel Management International* has an ABC-audited average net circulation of 10,811 and a projected readership of over 67,500 (publishers' survey). *Hotel Management International* reaches a target audience of industry peers with the highest levels of purchasing and decision-making power.



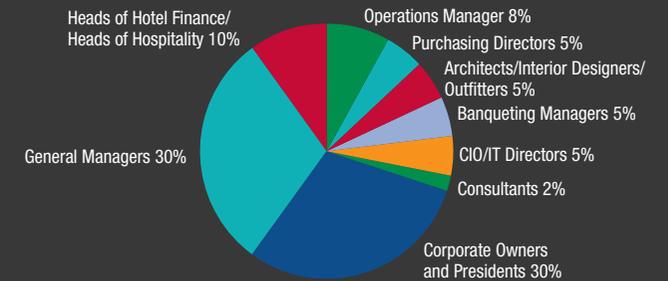
Member of the  
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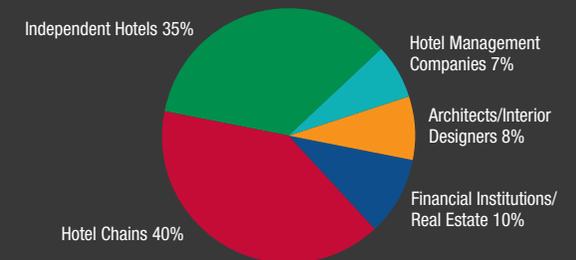
## GEOGRAPHICAL BREAKDOWN



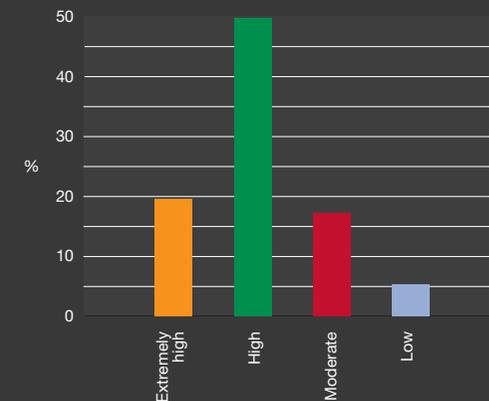
## JOB FUNCTION



## TYPE OF ORGANISATION



## WHAT LEVEL OF PURCHASING INVOLVEMENT DO YOU HAVE?





### Advert sizes

- Banner (468x60 pixels)
- Mini tower (120x300 pixels)
- Spotlight (120x60 pixels)

### Production details

All adverts must be supplied in either JPG, GIF, animated GIF, HTML or SWF file formats.

## Digital edition

20,000 copies will be sent via email to senior decision-makers who buy, specify and recommend products at major companies worldwide.

## High impact

Your advert will be placed in an environment in which the reader already has an interest and that will stimulate a strong impulse to buy. However, the real value comes when major decision-makers suddenly find a focused journal, specifically dedicated to their needs, that they can easily share with their peers and teams.

The digital edition will provide links to your website, which will allow instant access or ordering. In addition, your advertisement or editorial can be enhanced with animation or video for greater impact and response.

## Search engine friendly

The digital edition of *Hotel Management International* will be indexed by leading search engines, providing yet another way to draw readers to your advertisement. Readers looking for specific information will arrive at the digital magazine page as easily as at a website.

# Editorial agenda

Through a combination of exclusive interviews and contributions from leading figures within the hospitality sector, *Hotel Management International* offers unique analysis with unparalleled insight into the latest developments across Europe and beyond.

## JUNE 2017 FEATURES

### Foreword

#### News & stats

- EHMA - industry comment from the president of the European Hotel Managers Association, Hans Koch.
- A round-up of the most recent happenings across the international hospitality sector.

#### STR Global

- The latest stats on European hotel performance from our associate partners.

#### Big Interview

- Chris Nassetta has identified EMEA region as a major driver of growth for Hilton Worldwide over the coming years. We sit down with the group president and CEO to talk new brands, global trends and the increasingly competitive battle for dominance in the millennial market.

#### Business management & development

- With a number of large hotel groups still trying to sell assets and reduce exposure to a difficult European real estate market, are targets being hit, who's buying and are operators seeing a fair price? Mark Wynne Smith of Jones Lang LaSalle, Deloitte's Nick van Marken and Tim Helliwell of Barclays provide their insights.

#### Regional focus

- Turkey has long been seen by international operators as a market ripe for significant growth of branded properties across all segments. However, factors such as an increasingly fraught relationship with Europe, creeping authoritarianism, and a number of security concerns have seen a significant drop off in international visitors and raised serious questions around long-term forecasting. We sit down with regional hospitality leaders to investigate whether operators, developers and investors retain their previous levels of optimism, what is being built and where.

### Special report

- Traditionally the forgotten end of the hotel market, where the overriding philosophy has prized expediency, scale and simplicity, the budget segment is undergoing something of a revolution, with design-led, select service, affordable brands making a number of the more established players look distinctly dated. Is this the future of the sector and are such concepts sustainable across the sorts of massive franchise rollouts that drive so much of the budget segment? Frederik Korallus, CEO of Generator Hostels, prizeotel founder Marco Nussbaum, and Cédric Gobilliard, head of AccorHotels' newly minted lifestyle division, share their thoughts.

### Operations

- While it has long enjoyed great success in the US, the extended stay space is yet to really take off in Europe. However, this has not stopped operators making big bets on its future success. What accounts for the growing excitement surrounding this trickiest of segments, who are the brands looking to make the biggest impact, and how might they differ in terms of experience and service to what has gone before? We meet Zoku founder Hans Meyer, Eric Jafari, managing director of SACO, and Lee Chee Koon, Ascott's CEO, to find out more.

### Design

- Having closed for renovations in March 2013, Paris's legendary Hôtel de Crillon will finally open this summer under the management of Rosewood following more than four years of exhaustive restoration work. *Hotel Management International* speaks with Richard Martinet of the Affine Design architectural agency and Aline d'Amman, the project's artistic director, about the delicate act of preserving the historic while introducing all the elements expected of a 21st-century luxury hotel.

### Food & Beverage

- As international director of the Michelin Guides, Michael Ellis oversees a series of publications that have the potential to make or break both established and emerging chefs and restaurants. But what efforts is the little red book making to keep up to speed with shifting dining demands and, in the information age, how does one keep the guide relevant when there are so many other sources available? He answers these questions and more in an exclusive interview.

### Guest amenities

- What are business travellers looking for in loyalty programmes and how does one best ensure repeat custom? The answer, it would seem, is variety; more choice of rewards within a redemption programme. We speak to the people looking to create new types of schemes, including Mark Weinstein, SVP and global head of loyalty and partnerships at Hilton Worldwide, and Susanna Freer Epstein, SVP customer loyalty marketing at IHG.

### Technology

- Hyatt Hotels has announced an in-room platform that allows guests to stream their favourite apps from their smartphone directly to their in-room television. It is the latest effort on behalf of operators to harness the technology at their customers' disposal, emphasising a need for integration, rather than innovation. Jeff Bzdawka, Hyatt's SVP of global hotel technology, discusses the challenges and benefits of such an approach and how best to offer a seamless in-room tech experience.

### The Insider

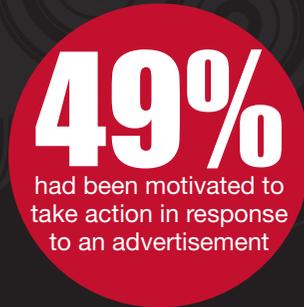
- EHMA member and Meliá's area director for Italy Palmiro Noschese looks back upon an award-winning career in hospitality.

*Editorial content is subject to change.*

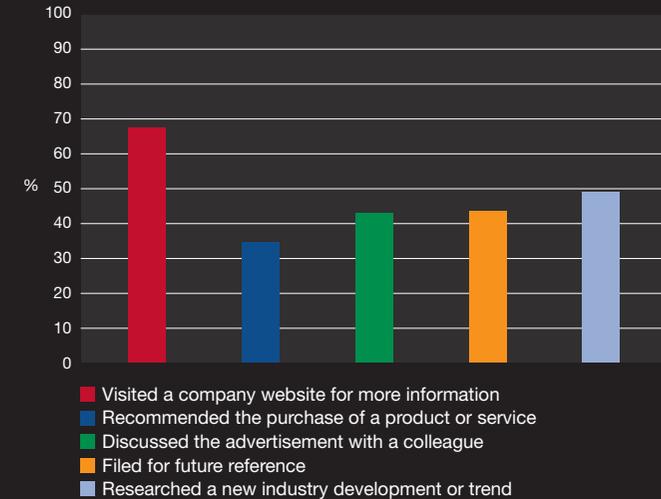
# Benefits of advertising

In our annual readership survey, *Hotel Management International* invited readers to complete a short questionnaire telling us who they are, what their level of responsibility is, how often they use the publication, what they liked about it, and to include any other comments. The findings highlighted the following benefits of the publication:

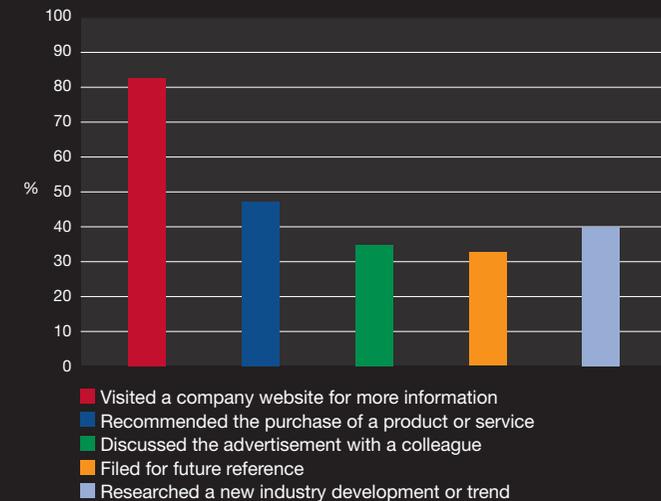
- 99% of participants stated that they believed *Hotel Management International* to be a reliable source of information, with 43% having sourced a supplier or vendor via the publication in the last 12 months.
- 35% recommended the purchase of a product or service as a result of an article read in *Hotel Management International*.
- 83% of our readers will visit a company website for more information as a result of an advertisement. Significantly, nearly half of those who were driven to take action due to an advertisement did so by recommending the purchase of a product or service. This figure equates to 25% of all participants.
- 49% of participants have been motivated to take action in response to an advertisement in the publication; 67% stated that they had been motivated to take action in response to an article.



WHAT FORM DID THIS ACTION TAKE? (Articles)



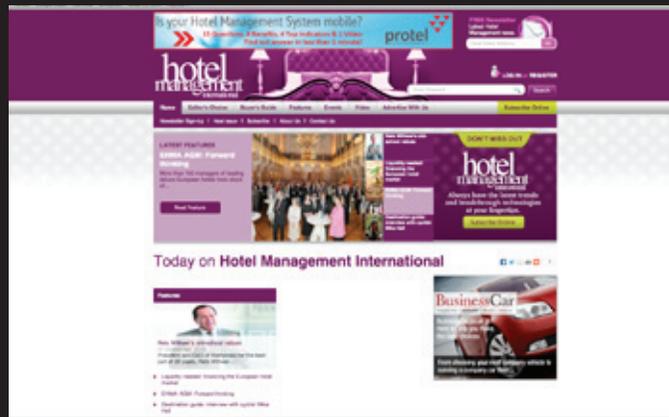
WHAT FORM DID THIS ACTION TAKE? (Advertisements)



# Online

Hotel Management International is supported by [www.hmi-online.com](http://www.hmi-online.com), which enables easy and thorough communication, and brings together a global community of industry professionals and a wealth of market knowledge.

- **Products and services:** details of leading suppliers and service providers, with full company profiles
- **Events:** a comprehensive listing of industry-specific conferences, tradeshows and exhibitions for site users to plan ahead
- **Editor's choice:** remain up to date with the latest happenings in the industry



# Advertising rates



	x1	x2	x3	x4
Full page	£5,900	£5,310	£5,015	£4,425
Double-page spread	£9,900	£8,910	£8,415	£7,425
Half page	£3,950	£3,555	£3,358	£2,963
Island	£3,500	£3,150	£2,975	£2,625
Outside back cover	£7,900	£7,110	£6,715	£5,925
Inside front cover DPS	£11,900	£10,710	£10,115	£8,925
Inside front cover	£7,900	£7,110	£6,715	£5,925
Inside back cover	£6,900	£6,210	£5,865	£5,175

## SPECIAL OPTIONS (POA)

- 1,400-word Co-published article
- 600-word Client side interview
- Carrier sheet (a quarter-page advertisement on the address sheet that accompanies all reader copies)



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