



# 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.

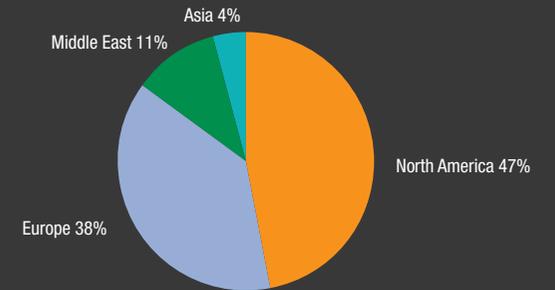
*Hotel Management International* has an ABC-audited average net circulation of 10,811 and a projected readership of over 67,500 (publishers' survey). *Hotel Management International* reaches a target audience of industry peers with the highest levels of purchasing and decision-making power.



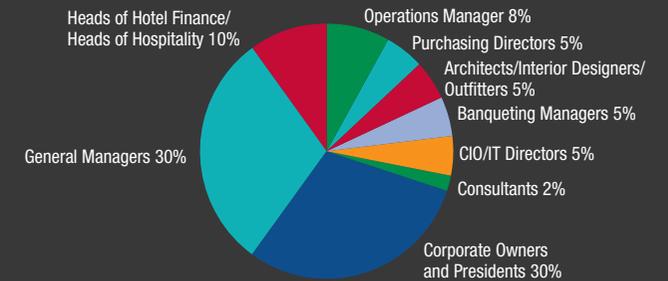
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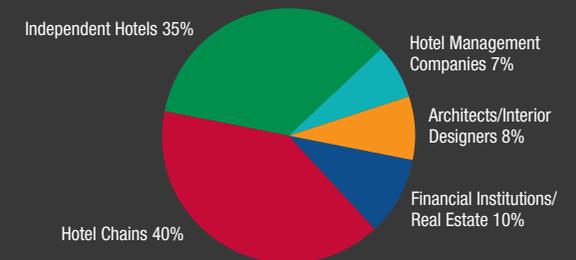
## GEOGRAPHICAL BREAKDOWN



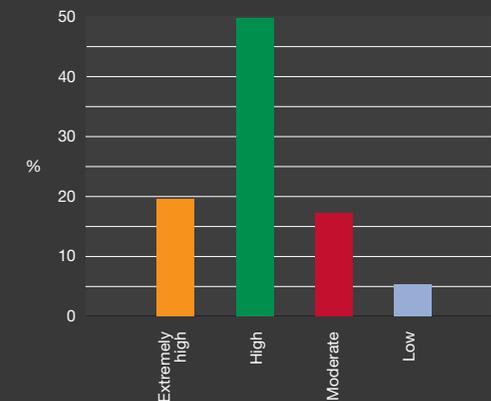
## JOB FUNCTION



## 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.

## SUMMER 2018 FEATURES

### Foreword

#### News & stats

- A round-up of the most recent happenings across the international hospitality sector.

#### EHMA

- Industry comment from the president of the European Hotel Managers Association, Hans Koch.

#### STR Global

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

#### Big interview

- As Marriott International prepares to combine its Marriott Rewards, Ritz-Carlton Rewards and Starwood Preferred Guest programmes, Marriott International president Amy McPherson discusses the latest developments in the continued evolution of the world's largest hotel group and, with this central component of integration nearing completion, outlines where the next major challenge lies.

#### Business management & development

- For many years, the international hotel development landscape has been dominated by the asset light model. Now, however, an increasing number of operators are beginning to talk about 'asset right', demonstrating a renewed willingness to enter leasing agreements in order to win opportunities in particularly competitive markets. Melia COO Andre Gerondeau, Jones Lang LaSalle's Mark Wynne Smith and Radisson Hotel group's Elie Younes discuss the motivations behind this shift.
- Southern Europe's resort market is booming, but for those wanting to get in on the action, the range of amenities and mixed uses involved makes for a very different proposition from traditional hotel development. Who makes up the typical investor profile? What are the key considerations? And where do specialists see potential for growth? David Vely of Club Med, Andreas Andreadis of LBRI, and Marc Finney of Colliers International discuss.

#### Special report

- In the space of a generation, the role of the hotel general manager has changed almost beyond recognition. In an age of artificial

intelligence, marketing algorithms, complex property management systems, shrinking talent pools and global mega brands, what are the core competencies of a 21st-century GM and how does one ensure continued learning and growth? In this exclusive roundtable, we sit down with leading members of the European Hotel Managers Association to find out.

#### Regional focus

- For the first decade of the 21st century, North Africa was targeted as a major growth geography by all ambitious international operators. However, amid mounting security concerns, regional instability and dwindling consumer demand, what is the outlook for these once booming tourism markets and can they hope to get back to pre-2010 levels of investment and performance? Trevor Ward, managing director of W Hospitality, AccorHotels's Reda Faceh, and Wyndham's Panos Loupasis join the discussion.

#### Guest amenities

- From mindful movement holidays, to happiness retreats and architectural wellbeing, what are the trends currently driving spa innovation in the wellness space? We meet leaders from the field, including Jonathan Wilson, VP for product innovation at Hilton Worldwide, Kenneth Ryan, senior director of global spa operations for Marriott International, and Rosewood group VP for wellness Niamh O'Connell.

#### Design

- With a guest list that has included Pablo Picasso, James Joyce and Charles de Gaulle, Paris's Hôtel Lutetia has long been one of the city's most iconic destinations. Closed in 2014 for a €100 million renovation, the project is now nearing completion. We meet French architect and designer Jean-Michel Wilmotte to discuss his work on restoring and revitalising this Art Nouveau masterpiece.

#### Operations

- Luxury hotel operators have long lagged behind larger business-orientated hotel groups when it comes to leveraging the full power of a well-integrated membership scheme. However, in an environment of increased competition, and with more information available on guest preferences and habits than ever before, what efforts are being made to rectify that situation and how different

must a luxury loyalty programme look? We discuss with leaders from Four Seasons, Dorchester Collection and Oetker Collection.

#### Food & beverage

- In the age lifestyle hotel brands and affordable luxury, select service is all the rage, with the first things jettisoned from new hotel concepts all too often being the traditional hotel restaurant. This does not mean getting rid of an F&B offering entirely, however; from grab and go lobby dispensaries to partnerships with local restaurants, operators are looking to redefine what guests expect in terms of choice and convenience. Jeremy Dodson, Marriott International's VP for F&B development, CitizenM COO Michael Levie, and Andre Guettouche of Generator Hostels discuss some of the latest innovations.

#### Technology

- Monitoring and managing one's online reviews and reputation has become one of the most important but time consuming elements of day to day operations. Where does the responsibility lie? How should the process be driven? And, from outsourcing to AI, what tools do hoteliers have at their disposal to ensure that this still evolving discipline is performed to the best of their abilities? We meet tech leaders from some of the world's biggest operators to find out.

#### Security

- Tragically, the European continent has endured multiple terrorist attacks in recent years. As a result, we have seen a shift in the way terror affects hotel performance, with some markets proving far more robust than others when it comes to short and long-term impact. What role can the hotel sector play in helping bring about a return to normality following an attack and what are the elements contributing to such disparity between markets? We speak to STR's Thomas Emanuel, Alfredo Aznar of Melia, and Mehmet Önkal of BDO.

#### The Insider

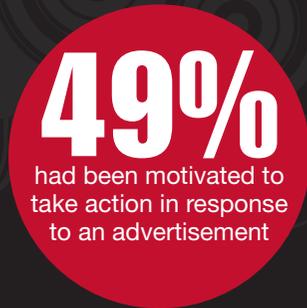
- The winner of Bocuse D'or Europe, the world's most prestigious gastronomy contest.

*Editorial content is subject to change.*

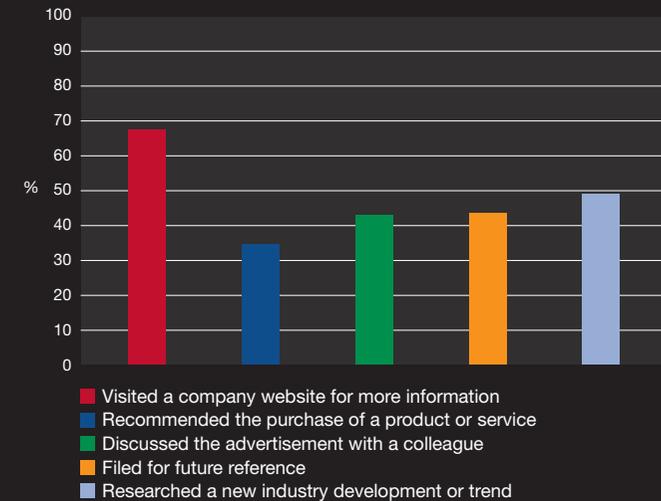
# Benefits of advertising

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:

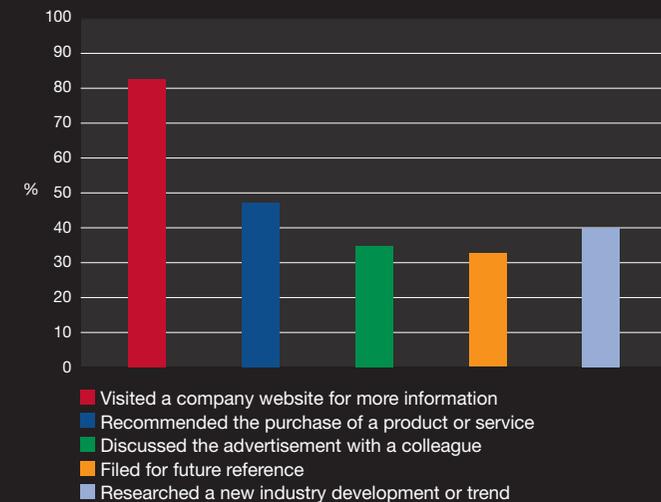
- 99% of participants stated that they believed *Hotel Management International* to be a reliable source of information, with 43% having sourced a supplier or vendor via the publication in the last 12 months.
- 35% recommended the purchase of a product or service as a result of an article read in *Hotel 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)



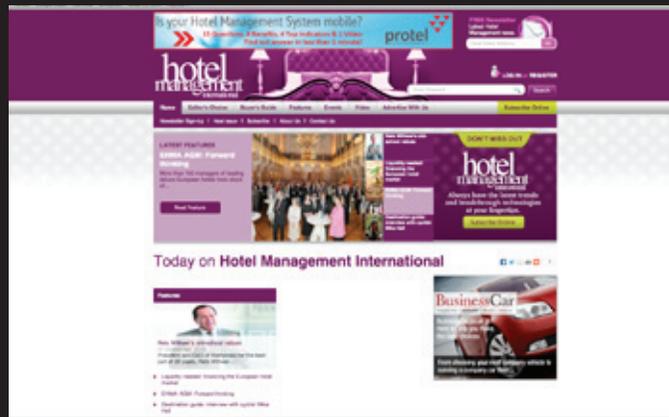
WHAT FORM DID THIS ACTION TAKE? (Advertisements)

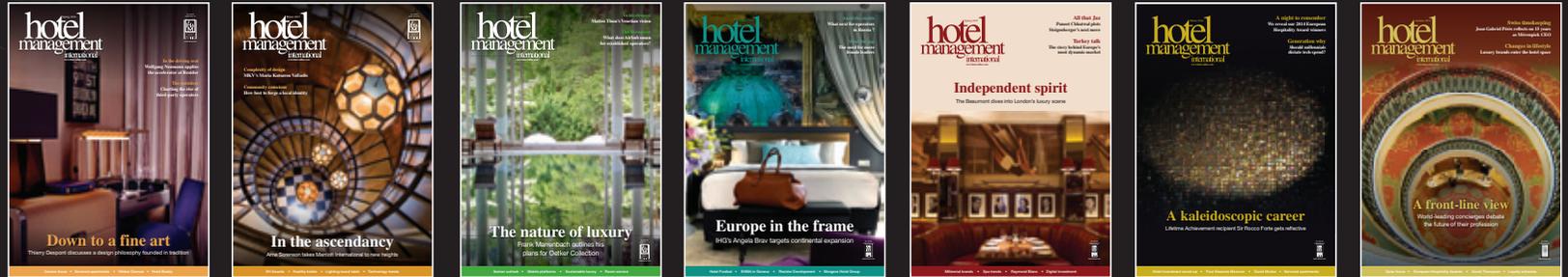


# Online

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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