



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, 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.

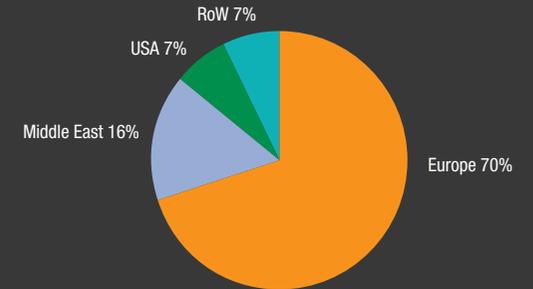
Hotel Management International has an ABC-audited average net circulation of 7,500 and a projected readership of over 30,000 (publishers' survey). *Hotel Management International* reaches a target audience of industry peers with the highest levels of purchasing and decision-making power.



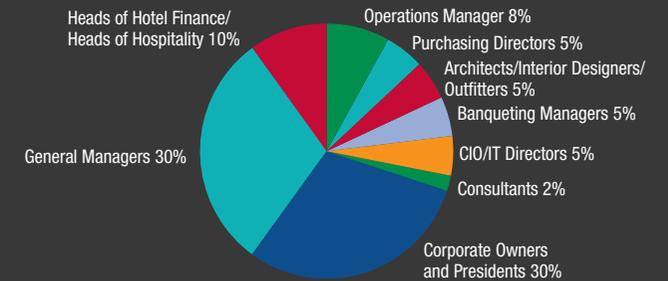
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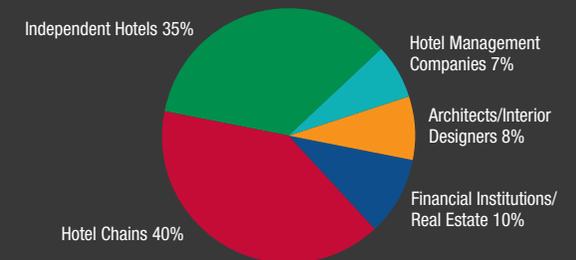
GEOGRAPHICAL BREAKDOWN



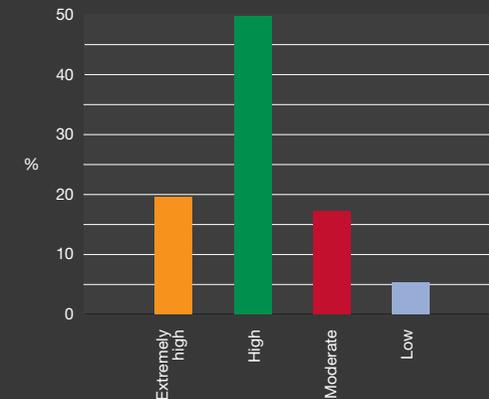
JOB FUNCTION



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.

AUTUMN 2018 FEATURES

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

- José Silva has long been one of the most recognisable faces in European hospitality, having spent 25 years at Four Seasons, most recently as GM of the iconic Hotel George V and regional VP for France, Switzerland, Spain and Portugal. Now, he has transferred those skills to the Middle East as the newly minted CEO of Jumeirah. In an exclusive interview, he discusses his vision for the luxury operator, the launching of new brands, and drawing on the skills acquired from a lifetime on hospitality's front lines.

Business management & Development:

- A new brand identity, corporate restructuring, and marked changes in developmental strategy mean that Elie Younes, EVP and CDO of Radisson Hotel Group, is an incredibly busy man. We sit down with the hotel exec to talk about a shift in focus back onto Europe, a renewed willingness to consider leases, what he is looking for in new development partners, and the importance of brand purity.

Business management & Development:

- In what has been another boom year for the European hospitality market, we travel to Hotel Investment Conference Europe to hear from a number of the industry's leading figures, including former IHG CEO Richard Solomons, Firmdale Hotels founders Tim and Kit Kemp, and Hyatt Hotels' global head of development Jim Chu. We ask them how the industry builds upon this success.

Regional focus:

- In PwC's European Cities Hotel Forecast 2018 & 2019, analysts have placed Lisbon and Porto in first and second place for anticipated RevPAR growth for both this year and next. Portugal has long been a market synonymous with resort holidays, so why the increased success of its cities as business and

leisure destinations? Furthermore, how is this impacting hotel development in a country enjoying its best performance levels for two decades? We speak to regional leaders to find out.

Special report:

- Female representation in the boardrooms of global hospitality's biggest players remains depressingly low, despite longstanding efforts to promote diversity among a number of operators and a relatively even gender split further down ladder. To what extent is this a symptom of the industry's failure to promote women from within and, from general managers to chief executives? And what steps are being put in place to correct the balance? Amy McPherson, president and managing director for Europe at Marriott International, Alison Brittain, CEO of Whitbread, and Tea Colaïanni, chair of Women in Hospitality, Travel, and Leisure 2020, join the debate.

Operations:

- There was a time when the airport hotel was a straightforward concept: utilitarian, reliable, unmemorable; a property focused on short stay business guests looking for nothing more than the basics. But over the last few years, a number of operators have tried to reboot the segment, implementing concepts that draw travellers into a comfort level designed to surpass mere convenience. What should a 21st century airport hotel look to achieve and how feasible is it to make such properties destinations in their own right? We ask David Marr, SVP and global head of full service brands at Hilton, CitizenM COO Michael Levie, and Yotel CEO Hubert Viriot.

Design:

- The demand for wellness-designed hotels, which aim to make their occupants healthier and happier, is growing according to hospitality-focused architecture firm WATG. Wellness design encompasses everything from lighting to air quality, materials, colours, textures and the inclusion of biophilia. We sit down with the firm's director of spa and wellness design Jean Dusek Kluefer; as well as Harvard University's Dr Joseph Allen, an expert on the impact of buildings on human health; and Hilton's global brand director for wellness Melissa Walker, to find out why wellness should be considered in every hotel design.

Guest amenities:

- In May of this year, in an effort to tackle maritime pollution, the EU announced new laws to significantly restrict the use of specific single-use plastics. One of the major polluters in this

area has been the hospitality industry. But now a number of hotel operators have begun to take note, introducing ambitious strategies to outlaw the use of single-use plastics across their property lines in very short spaces of time. We speak to Hyatt's SVP for global operations, Frank Lavey; Arnaud Herrmann, VP sustainable Development at AccorHotels; and Kate Gibson, IHG's VP for global corporate responsibility, about how important the eradication of plastics is in sustainability strategies.

Food & Beverage:

- Multi-Michelin starred chef Michael Caines has lived an eventful and storied career. Now chef-patron of luxury hotel Lymington Manor, he previously launched the ABode Hotels brand, became the official chef for the Williams F1 team, and received an MBE from the Queen for services to the hospitality industry. We sit down with Caines to discuss his remarkable rise through the culinary ranks and whether his days of building hotel empires are truly behind him.

Security:

- Failure to comply with GDPR requirements is a major security risk and reports are coming through of companies, inundated with correspondence about their use of personal information, having difficulty keeping up with the volume of requests. Marriott, for example, has already asked for extensions to the one-month response period. How big an issue is this? Are resources being channelled in the right direction? And how likely are we to see requests simmer down to a more manageable rate? We speak to industry experts to find out.

Technology:

- Augmented and virtual reality platforms have emerged as new marketing and operational tools over recent years, allowing hotels to preview and enhance the physical environment they are selling, as well as offer greater options and services to guests upon their stay. But to what extent do these tools still lean towards gimmickry rather than utility, and what might the next generation of AR and VR solutions provide in terms of added value? We speak to Maud Bailly, AccorHotels' chief digital officer, and Noelle Eder, CIO and chief digital officer at Hilton, about the potentials and pitfalls of "Augmented Hospitality".

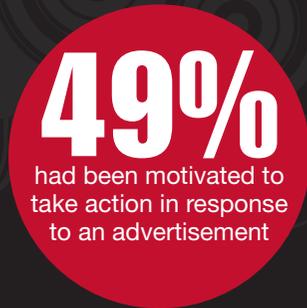
The Insider:

- EHMA member and Meliá's area director for Italy, Palmiro Noschese, discusses the latest developments in creating a Europe-wide GM certification.

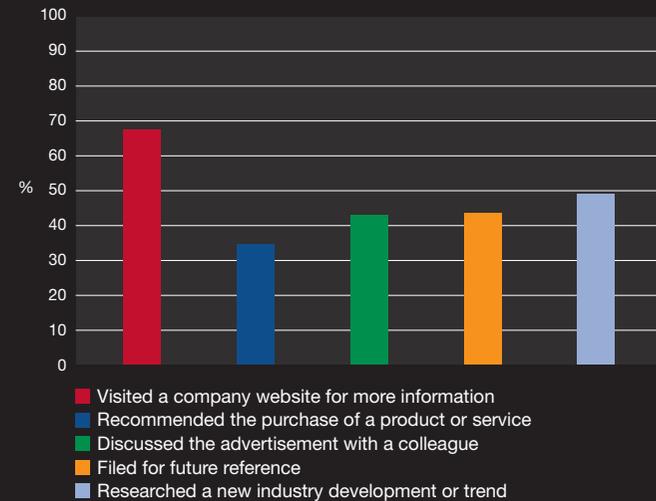
Benefits of advertising

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:

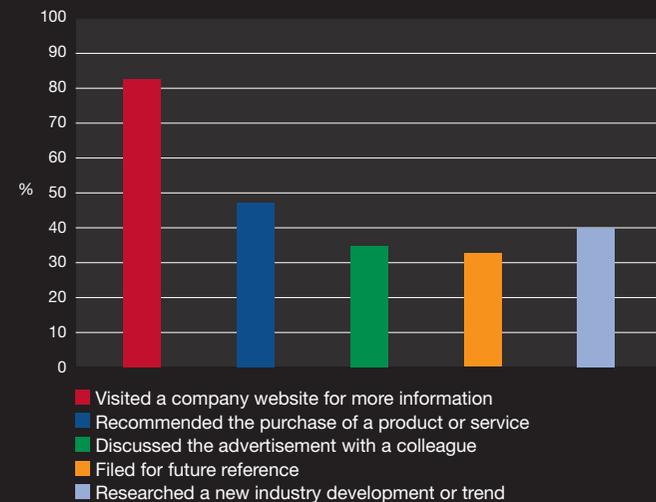
- 99% of participants stated that they believed *Hotel Management International* to be a reliable source of information, with 43% having sourced a supplier or vendor via the publication in the last 12 months.
- 35% recommended the purchase of a product or service as a result of an article read in *Hotel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



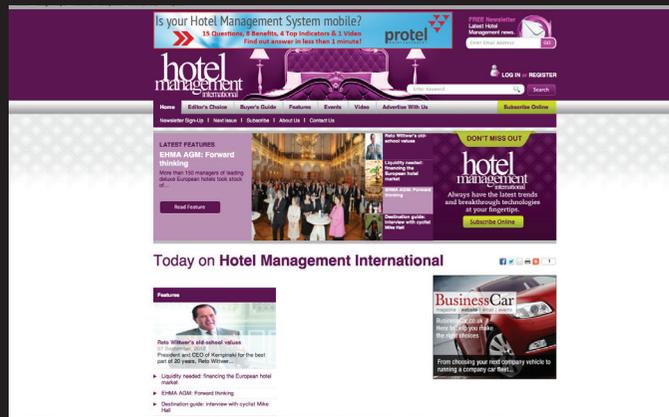
WHAT FORM DID THIS ACTION TAKE? (Advertisements)



Online

Hotel Management International is supported by www.hmi-online.com, 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





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