

HSMAI and ITB China join forces for third time to promote education and professional development in hospitality sector

Berlin/Shanghai, 7 December 2021 – For the third time, the Hospitality Sales and Marketing Association International (**HSMAI**) and ITB China have renewed their partnership to promote education and training in the hotel industry. This year, China's leading B2B travel trade show will be held purely digitally on the ITB China virtual platform from 8 November to 31 December 2021.

HSMAI has developed a full training program for hotels & accommodation businesses and individuals looking to grow their revenue management and digital marketing careers, offering 100 percent online courses as well as some optional in-person workshops. Through collaboration with the organizer, HSMAI will deliver online sessions covering the topics of Revenue Management, Market performance and Hotel Sales Distributions. From December 10, the following sessions will be published as videos-on-demand on the ITB China Virtual platform:

Keynote: "China Hotel Performance outlook"

Speaker: Christine Liu (Regional Manager, North Asia, **STR**)

Keynote: "Revenue Management In New Era Of Hotel Evolution"

Speaker: Charles Wang (Vice President, China, **IDeaS**)

Panel discussion: "What are the uptrend for China Distribution landscape?"

Moderation: Loretta (VP of Hotel Solutions, Connectivity, **DerbySoft Ltd**)

Panelists: Vivian Yeh (Senior Vice President Marketing and IT, **Accor**), Alison Yang (VP, Digital Growth & Optimization, Greater China, **Marriott International**), Malcolm Cheong (General Manager and Legal Rep for **Amadeus Hospitality** - Greater China), Anson Lau (Managing Director, Shiji Distribution Solutions, **Shiji Group**) and Cathy Tao (General Manager of Marketing & Brand Department, **New Century Hotels & Resorts**).

These sessions are part of HSMAI's Certificate in Revenue Management (Hospitality), launched in 2017 and developed by senior revenue management executives in hotels around the world. It is a unique opportunity to preview the online course available to HSMAI Academy at: [HSMAI Academy/ Certificate Revenue Management](https://www.hsmai.com/academy/certificate-revenue-management).



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“Since the COVID-19 pandemic, hotels have reduced their staff, which means that staff in commercial roles need to expand their skills and learn more about sales, marketing & revenue management. We are honoured to work with ITB China yet again to give a small taste of what we have developed for hoteliers,” says **Jackie Douglas, President HSMIA Asia Pacific**.

Click [here](#) to check the full programme of the online sessions of ITB China Virtual 2021.

Visitors can access the virtual platform at the following link: <http://wapp.itb-china.com>. For further information please email to visitor@itb-china.com

Get a FREE listing at ITB China Virtual 2021 by the following link: [here](#). For further information please email to exhibitor@itb-china.com

About HSMIA

HSMIA Asia Pacific's mission is to be the leading source of information, tools, insights, business development, and Education for professionals in the hospitality industry. With a strong focus on education, HSMIA has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for hotel sales, marketing and revenue management disciplines. Activities in the region are held in Singapore, Hong Kong and mainland China, Indonesia, India, Thailand, Japan and Australia.

For additional information, refer to our website at www.hsmaiasia.org or our HSMIA Academy portal at <https://hsmaiacademy.org>. Follow us on Twitter [@hsmaiasia](#) or Facebook or join our [LinkedIn group at HSMIA Asia Pacific](#).

About ITB China and the ITB China Conference

ITB China 2021 will take place from 8 November to 31 December as a purely digital event and is co-organized by the leading travel conference organizer TravelDaily (www.traveldaily.cn). ITB China is a business to business travel trade platform that focuses on the Chinese travel market.

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

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