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**HSMIA PARTNERS WITH D.K. SHIFFLET & ASSOCIATES AND
SMITH TRAVEL RESEARCH TO OFFER TRIO OF BUSINESS
MARKETING INTELLIGENCE REPORTS**

Timing Ideal for Industry Professionals Developing 2005 Marketing Plans

MCLEAN, VA (Sept. xx 2004) – The Hospitality Sales & Marketing Association International (HSMIA) has teamed with D.K. Shifflet & Associates Ltd. (DKS&A) and Smith Travel Research (STR) to provide hotel sales and marketing executives with the competitive intelligence and historical trends required to more accurately develop their annual marketing plan and sales strategies.

The **STR Marketing Plan Databook** is a comprehensive tool that provides hotels actionable, industry data customized to their local market and competitive set.

DKS&A is introducing two new products, **HotelGESTSM**, an email based property level guest satisfaction system that reports and benchmarks your hotel's performance against your market area hotel segment, and their **Origin Guest Generation** products, which profile business and leisure hotel guests from each market area's major feeder markets.

"We are very excited about these partnership endeavors, which provides access to the expertise of two industry giants for reliable and customized statistical performance data at a greatly reduced rate for members," states Robert A. Gilbert, CHME, CHA, president and CEO of HSMIA.

"These three distinct products are powerful tools that will enable marketers to better understand their market, customers and competitors," says Gilbert. Technology has enabled companies to aggregate data that is meaningful marketing information for hotels and resorts, and gives them access to customized and accurate information to base strategic decisions, both short and long term," he adds.

DKS&A's HotelGESTSM is a new property level guest satisfaction system whereby a hotel obtains and submits guest e-mail addresses to a remote provider that surveys the guest, typically within 24 hours. Hotel managers can access the system 24/7, to review guest ratings and comments for their hotel. Hotels receive eight standard reports and their ratings are benchmarked against the hotel segment performance for their market area.

"This product takes property level guest satisfaction management into the 21st century. What makes it so unique is that properties can benchmark their performance against area segment hotels, making this system a vital tool for any hotel sales, marketing, and management professional." states Douglas K. Shifflet, president & CEO, D.K. Shifflet & Associates Ltd.

Origin Guest Generation products, also from D.K. Shifflet, provides hotel segment guest profiles for business and leisure travelers visiting your market area. Additionally the report provides subscriber hotels with their hotel segment's market capture rates for outbound travelers from their top five feeder markets. All metrics are reported in hotel/motel room nights.

From Smith Travel Research, the customized **STR Marketing Plan Databook** provides:

- Local market competition analysis
- Ready-made charts and graphs that may be imported directly into forecasts
- Local Hotel Construction Pipeline report
- Current and historic occupancy trends

Mark Lomanno, president of Smith Travel Research, notes: "We are very pleased to announce this partnership as HSMIAI represents the pulse of the sales and marketing community, who depend so heavily upon STR data for their measurement and strategic planning needs."

Cost for these three products are:

<u>Product</u>	<u>Regular price</u>	<u>HSMIAI Member price</u>
1. <i>HotelGESTSM</i>	\$750/year	Starting at \$650/year
2. Origin Guest Generation:	Not Available	Bus \$295/Leisure \$295/Both reports \$495
3. STR Databook	\$395	\$370

To order the STR Marketing Plan Databook, contact STR at (615) 338-3510 or e-mail ideas@smithtravelresearch.com. To order Hotel Gest or Origin Guest Generation, contact D.K. Shifflet at (703) 536-0933. **This offer is time sensitive so it is encouraged that hotels place their orders today.**

HSMAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, while operating as a leading voice for both hospitality and sales and marketing management disciplines. Founded in 1927, HSMAI is an individual membership organization comprising nearly 7,000 members worldwide, with 41 chapters in the Americas region.

For more information on HSMAI, contact the Hospitality Sales & Marketing Association International, 8201 Greensboro Drive, Suite 300, McLean, VA 22102, phone (703) 610-9024; fax (703) 610-9005. You can also visit the web site at www.hsm.ai.org.

Smith Travel Research – the leader in lodging industry tracking and analysis – provides regular industry reporting to all major North American chains. The company also provides daily performance reporting through its daySTAR program. Contact: Smith Travel Research (615) 824-8664 or visit the website at www.smithtravelresearch.com.

D.K. Shifflet & Associates Ltd. (DKS&A) specializes in market research and consulting services to all sectors of the travel industry. Established in 1982, the company is located in Falls Church, Virginia, a suburb of Washington, DC. During the past two decades, DKS&A has accumulated an extensive ongoing database on brands by sector and traveler type. DKS&A places the data in a contextual marketing framework and provides consulting expertise for ROI maximization. DKS&A offers extensive product development and competitive brand positioning expertise to a large client base, and is recognized as the leading travel and lodging consumer research company. Contact Jim Caldwell at (703) 536-0933 or visit www.dksa.com.

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