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ARIZONA CHAPTER

2016



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HSMAI ARIZON CHAPTER BOARD OF DIRECTORS: The Hospitality Sales & Marketing Association International (HSMAI) is committed to growing business for hotels and their partners and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The Arizona Chapter of HSMAI's board of directors, which was photographed at the Hyatt Regency Phoenix, includes, back row from left: Wendy Johnson, SuperShuttle/ExecuCar; Oscar Mastrantuono, Phoenix Suns; Stephanie aLiegeois, Café Bon Appetit at the

Musical Instrument Museum (MIM); Erik Dorr, GCommerce Solutions; Aime Brewbaker, Rainbow Ryders Hot Air Balloon Ride Company; Zachary Singh, Susan G. Komen Central and Northern Arizona; and Kelly Murphy, CMP, CHME, Phoenix Convention Center and Venues. Front row, from left: Joanne Winter, executive director; Suzanne Hagberg, The Desert Belle; Rochelle Barton, TopGolf Gilbert. Not pictured: Michelle Huebner, CMP, WeKoPa Resort & Conference Center.

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LEADING THE CHARGE: Kelly Murphy, CHME, CMP, is a marketing specialist, social media manager and content developer for the Phoenix Convention Center & Venues. Murphy is the current president of the Arizona Chapter of the the Hospitality Sales and Marketing Association International (HSMAI)
PHOTO BY MIKE MERTES, AZ BIG MEDIA



1 Murphy's Law

New president of the Arizona Chapter of HSMIAI says education is the key to using digital to grow the industry

By MICHAEL GOSSIE

Arizona was quite a change from the cold New England winters Kelly Murphy experienced growing up. But one thing wasn't lost in Murphy's move west: her ability to succeed at whatever she tried, including the hospitality industry.

"I took a job as an administrative assistant at a small airport hotel in Tempe and soon after was promoted to sales manager," Murphy said. "I was brand new to hotel sales, so my market was a typical newbie mix of SMERF (social, military, education, religious and fraternal groups), entertainment and sports. Every day brought a new challenge and I got hooked on the fast pace, the diversity of my clients and the hospitality community."

Now a marketing specialist for the Phoenix Convention Center & Venues, Murphy is also president of the 250-member Arizona Chapter of the Hospitality Sales and Marketing Association International (HSMIAI). Established in 1968, the Arizona Chapter is the second largest chapter in the U.S. and was honored as the 2011 International "Chapter of the Year."

Az Business met with Murphy to talk about her industry and where she hopes to guide the Arizona Chapter of HSMIAI.

Az Business: How has your membership in HSMIAI impacted you professionally?

Kelly Murphy: Joining HSMIAI was one of the best decisions I made early in my hospitality career. It has been an invaluable resource for education, mentorship, lead generation and networking. I was new in town, so it also exposed me to venues, areas around the Valley and activities that I'm not sure I would have been exposed to if I hadn't joined the association.

AB: How has the presence of mega events — the 2015 Super Bowl, the 2016 College Football Championship Game — impacted the hospitality industry in Arizona?

KM: We are so lucky to have Arizona in the international spotlight during these mega events. Last year, Super Bowl XLIX was a huge draw to the Valley and was covered by an estimated 5,000 media outlets. The Arizona Organizing Committee recently reported that the 2015 College Football Playoff had an estimated 200,000 visitors in the downtown Phoenix footprint, not including events at the Glendale stadium and around town. These mega events create demand for hotel rooms, dining options, shopping and special events in and around our great state. We are looking forward to seeing what the NCAA Men's Final Four will bring in 2017.

AB: What trends do you see emerging in the industry?

KM: I see a trend toward digital marketing taking a greater role in strategic marketing plans. There are so many opportunities for online visibility and engagement through mobile optimized email campaigns, digital display advertising, content engagement, search engine optimization (SEO) and low cost, highly targeted social media opportunities, just to name a few. Digital is a constantly

“...I see a trend toward digital marketing taking a greater role...”

changing medium, so it's important to invest in opportunities that fit your business model and use the massive amounts of analytics that are available to measure conversions, user experience and return on investment.

AB: What challenges does the hospitality industry face?

KM: The August 2015 STR Report projected growth in both hotel occupancy and RevPAR in 2016. Simply put, the business will be there. The challenge falls with gaining market share and adapting to consumer needs. Consumers have more choices than ever and their demands are on the rise, so strong revenue management strategies, creative targeted marketing campaigns and customer service that rivals your competition will be some of the keys to success in 2016.

AB: How does HSMAI alleviate some

of those challenges for its members?

KM: One of our chapter's goals is to provide excellent education programs that both inform and engage our participants. Our topics are relative to current industry trends and best practices for adapting and thriving in the ever-changing and competitive hospitality industry. We hope that everyone walks away from our monthly education programs having learned practical tools that can be immediately applied in their workplaces. We have members that are both seasoned professionals and members that are new to the industry. It's important to us that we balance our programs so that they are relevant to all of our hospitality and supplier members.

AB: What sets the hospitality industry in Arizona apart from anywhere else in the world?

KM: In just over an hour, you can drive from Phoenix to the Red Rocks of Sedona and continue through the beautiful pines of Northern Arizona on your way to the Grand Canyon. In the Greater Phoenix Valley, you can run, bike and hike on over 40,000 desert and mountain parks and preserves, take in a round of golf, go boating on our lakes or sit back and enjoy a sunset that is so vibrant and beautiful it could take your breath away.

AB: As president of HSMAI, what goals have you set for this year?

KM: At our leadership retreat in late 2015, I shared with the team that I would like our focus in 2016 to be planning relevant and informative education programs, membership growth and community outreach with our charity of the year. Follow through is key to achieving these goals, so I am fortunate to have such a dedicated and hardworking leadership team. **AB**

About HSMAI

What it is: The Hospitality Sales and Marketing Association International (HSMAI) is a global 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, as well as connecting its members with customers. The Arizona Chapter was established in 1968 and is the second largest chapter in the U.S.
Information: hsm-ai.org



Orpheum Theatre

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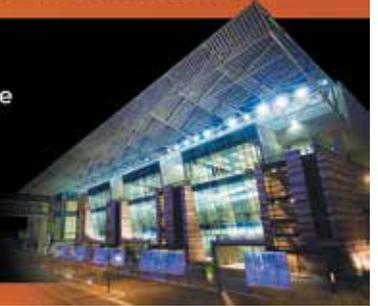


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The tech effect

How can the hospitality industry translate mobile technology into satisfied customers and increased profits?





Member Profile



Aimee Brewbaker

Director of sales
Rainbow Ryders

Strength of HSMAI: "I feel confident in saying our chapter's greatest strength in this area is its membership. Spanning through the greater Phoenix area, they are our biggest advocates and our leadership works diligently to reinforce the 'team' aspect in this chapter. It takes a village and ours is only growing."

Impact of HSMAI: "Being around the leading industry professionals not only connects me with decision makers in their field, but also motivates my drive for professional success in my career. I have connected with individuals and been presented opportunities that otherwise would not have been exposed to without my HSMAI membership."

HSMAI highlight: "The people I have met and the relationships I have built. I was new to Arizona when I started my membership just two years ago and from the first meeting I attended to now, everyone is just as welcoming and encouraging. I've found my hospitality family in HSMAI."

By KAIA EVANS

Today's ubiquity of mobile devices has revolutionized the way consumers make their decisions. According to an October 2015 Pew Research study, 68 percent of Americans have smartphones and 48 percent have tablets. Consumers are increasingly using these devices to plan trips, make reservations and read and write reviews. Therefore, the development of an effective mobile strategy is crucial to success in the hospitality industry, experts say.



Lorraine Zomok

Gone are the days of thumbing through travel guides, spending hours researching the ideal hotels, activities and restaurants before a business or personal trip. Today's travelers are using websites and mobile applications for fast decision making.

Valley hospitality businesses are already implementing mobile strategies to better reach their target audiences. The Glendale Convention and Visitors Bureau, for example, has embraced numerous mobile tools to promote the West Valley region, according to Lorraine Zomok, president and CEO of Visit Glendale.

"Utilizing mobile to drive the bureau's messaging has tremendously widened our scope to reach untapped markets with a new voice in real time," she says. "The emergence of mobile tools has provided us the opportunity to market to large global audiences with a quick turnaround time for unique creative campaigns, niche messaging and event-based outreach."

Zomok says the Glendale CVB utilizes multiple social media platforms — such as Facebook, Twitter, Instagram, Pinterest, YouTube and blogs — to drive the bureau's tourism messaging.

Aside from establishing a presence on the fundamental social media platforms, the Glendale CVB has also employed additional mobile marketing strategies, such as social media contests.

Social media contests can help businesses increase their online following and can also provide the opportunity to interact with fans and gain content for future campaigns. From Twitter hashtag contests to Instagram photo contests, there are many opportunities for creative marketing through social media, experts agree.

Zomok also added that the Glendale CVB plans to increase their site prospecting and retargeting efforts in 2016.

Site prospecting and retargeting are both forms of online advertising. Site prospecting targets potential consumers who have not yet

visited a specific website. Retargeting, on the other hand, targets potential consumers who have already visited a website — which is achieved by employing “cookie” files that store information about user activity — and then displays advertisements on other websites to users that have shown some engagement with the original website.

With this increase in mobile activity also comes a wealth of data about consumer behavior. Mobile analytics can be a vital instrument in up-selling, pricing optimization and measuring the success of marketing campaigns, experts say.

Additionally, social media can be used to encourage two-way communication with consumers to better

“With this increase in mobile activity also comes a wealth of data about consumer behavior. Mobile analytics can be a vital instrument in up-selling, pricing optimization and measuring the success of marketing campaigns...”

Member Profiles



Lynn Casebere

Director of catering
The Clubhouse at
Tonto Verde

Strength of HSMAI: “HSMAI brings people in the hospitality industry together with a wide range of educational programs and networking activities. As the most award-winning chapter in this international organization, we have also won awards from affiliated organizations for innovation, community outreach and on-going special events. These awards recognize not only the association but its members and promote the industry.”

Impact of HSMAI: “Because of my involvement with HSMAI, I have met many people in the hospitality industry that I would never have known otherwise. My leadership experiences and the opportunity to take advantage of its educational programs have given me more confidence and helped me grow personally and professionally.”

HSMAI highlight: “Being recognized by my peers when I received the award for the 2015 Hospitality Sales & Marketing Professional of the Year was an honor. This was my last year on the HSMAI-Arizona Chapter board of directors as immediate past president and capped off 10 years of various leadership roles.”



Sukki Jahnke

Global account manager
Hotels for Hope

Strength of HSMAI: “The membership is its strength. Those within the Arizona Chapter of HSMAI are constantly looking to improve the processes in how we promote the properties, activities and destinations within the state and region. We accomplish that goal through finding best practices in education, networking and promotion within our organization.”

Impact of HSMAI: “HSMAI has increased both my knowledge and my profession network in the Phoenix hospitality market. My involvement has been rewarding on both a professional and personal level in the two short years I’ve lived in Phoenix.”

HSMAI highlight: “My highlight has to be the recent award ceremony where my committee was recognized as the best of the year. We worked very hard to set and then reach our goals and went beyond our own expectations.”



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understand their needs.

Zomok also emphasizes the importance of using social media to open up communication.

"The bureau works closely with members and partners to bring their voice(s) to the conversation through guest blogs, social messaging, a mobile app featuring a customer loyalty program and push messaging," she says.

What does all this mean for the tourism industry? Experts say hospitality businesses can capitalize on the mobile movement by developing applications and websites that are mobile-friendly, using analytics to evaluate consumer behavior and establishing a proactive social media strategy to drive messaging and monitor user-generated content. **AB**

Member Profiles



Lily Mockerman
CHRM, CRME, CHIA
President and CEO
Total Customized
Revenue Management

Strength of HSMAI: "The Arizona chapter of HSMAI has done a fantastic job of uniting professionals across the state, beyond just Metro Phoenix. Promoting cross memberships with other tourism organizations has helped the industry work together more cohesively."

Impact of HSMAI: "I was originally introduced to HSMAI through a college organization at Johnson & Wales University. Over the years I have been with HSMAI, their dedication to networking and lifelong learning has kept me current and relevant in my field."

HSMAI highlight: "I look forward every year to attending the Revenue Optimization Conference and learning cutting-edge techniques and ideas to move my business forward. I look forward to bringing my knowledge back to my chapter each year and helping local chapters further embrace revenue management learning as well."



Tiffany Vuk
Director of regional marketing
Best Western International

Strength of HSMAI: "I am especially proud to be part of the Arizona Chapter as the members have always been so supportive and there to help with industry related needs whether it's through charitable organized functions, the Annual Chinese Auction event or the monthly networking learning luncheons."

Impact of HSMAI: "HSMAI is a comprehensive network of Industry professionals. I frequently refer to HSMAI's industry related training offerings to keep abreast of current industry business trends: most recently obtaining the Certified Hospitality Digital Marketer certification."

HSMAI highlight: "HSMAI is a solid industry player. I know that I can count on HSMAI's network of resources to help me stay relevant and informed."



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