



PRESS RELEASE

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Growing global: HSMA hosts its 1st Hospitality Summit

The Hotel Sales and Marketing Association of the Philippines establishes a platform where travel and tourism professionals can gain knowledge and skills to enhance their international career prospects

(Pasay City, September 28, 2023)... Driven by its advocacy to empower Filipino hoteliers to become world-class leaders in the hospitality industry, the Hotel Sales and Marketing Association (HSMA) is launching its first HSMA Hospitality Summit on October 12 at the Manila Marriott Hotel Manila in Pasay City.

With the theme "Elevate the Game: Taking the Lead Towards Global Competitiveness," the HSMA Sales & Marketing Summit will tackle topics such as "Recovery in the Hospitality Industry," "Developing Globally Competitive Filipino Hoteliers," and "Digital Trends in the Hospitality Industry." The keynote speaker is Tourism Promotions Board [COO Margarita M. Nograles](#), who will be talking about how "Tourism is Everyone's Business."

Led by some of the best in the travel, tourism, and hospitality industry, the summit will open with a discussion by [Benito Bengzon Jr.](#), Executive Director of the Philippine Hotel Owners Association (PHOA), on "Hospitality Stakeholders' Initiatives Towards Global Competitiveness."

This will be followed by a panel on "Driving Global Competitiveness Through an Elevated Filipino Brand of Service," featuring [Bruce Winton](#), Multi-Property



VicePresident, Philippines, of Marriott International; [James Montenegro](#), Country Manager, Chroma Hospitality Inc.; [Philip Barnes](#), Country General Manager, The Ascott Limited Philippines; [Bobby Horrigan](#), Founder and CEO, Horrigan Hospitality Services, Inc.; and [Peggy Angeles](#), Executive Vice President, SM Hotels and Conventions Corporation. The discussion will be moderated by [Cleofe Albiso](#), Managing Director, Megaworld Hotels & Resorts.

Other topics and speakers at the summit include: "Business Outlook: Recovery in the Hospitality Industry from the Perspective of an Economist" by [Jonathan Ravelas](#), financial literacy advocate and Managing Director at eManagement for Business and Marketing Services (EMBM); "Developing Globally Competitive Filipino Hoteliers--Strategic, Efficient, and Entrepreneurial" by [Wilma Estaura](#), Group Director of Human Resource at Ayala Hotels and Resorts; "Navigating Hotel Distribution Challenges with Technology and Strategy" by [Chris Legaspi](#), Vice President for Archipelago Hotels and Resorts; "Digital Trends in the Hospitality Industry" by Dr. [Donald Patrick Lim](#), currently COO of DITO CME; and "The Power of Short Form Videos for Hotels" by [Tejveer Singh Bedi](#), Head of Travel and Tourism, SEA, TikTok.

Finally, the summit will close with another panel discussion tackling the "Career Journey of Industry Leaders: The Lessons, the Wins, and Everything in Between." To be moderated by [Carmela Bocanegra](#), Vice President, Chroma Hospitality, Inc., panel speakers include [Cathy Nepomuceno](#), Senior Vice President and Head of Sales and Operations, Discovery Hospitality; [Agnes Pacis](#), Vice President - Commercial, SM Hotels and Conventions Corp.; [Joy de Mesa](#), Group Director of Sales and Marketing, Robinsons Hotels and Resorts; [Sophia Altamirano](#), Market Director of Sales and Distribution and National Director of Sales, Marriott Philippines; and [Maricor Aquino](#), Director, Global Sales Support Centre, InterContinental Hotels Group.



“We look forward to hosting this exciting summit to equip our sales and marketing leaders with the skills required to manage the demands of our constantly changing (hotel) industry,” says Loleth So, HSMA President and Area Director of Sales and Marketing of Megaworld Hotels and Resorts. “As we continue on our road to recovery, it is through these kinds of events that we can gain critical insights to improve our travel, tourism, and hospitality as a whole and make it more competitive.”

Elevate the Game: Taking the Lead Towards Global Competitiveness – the 1st HSMA Sales & Marketing Summit is scheduled on October 12, 2023 at the Manila Ballroom, Manila Marriott Hotel, and is supported by Atlantis and Isentia. The event is open to both HSMA members and non-members. Regular non-member rate is P4,500 per person, while members get a special rate of P3,500 per person. To register and for more information, visit the website www.HSMA.org.ph/SOS and scan the QR codes.

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About HSMA Philippines

The Hotel Sales and Marketing Association (HSMA) Philippines is the premier organization of hotel sales and marketing leaders in the Philippines. It was established in 1979 at an informal gathering of directors of sales and marketing of top Metro Manila hotels, growing over the years to become an organization of 140 hotel and resort properties nationwide.

Released for and on behalf of the Hotel Sales & Marketing Association. For media inquiries, please contact MG Asia Public Relations Inc.

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