



2025 SPONSORSHIP OPPORTUNITIES



Welcome to



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One of our most cherished objectives at The HMA is elevating the skill set of the hotel marketing community; empowering them to deliver exceptional results in their hotels. Our sponsors and partners are absolutely essential in that mission. Alongside their vital support of our headline events, the ongoing content, education and guidance is equally as important to our community.

Harry Fielder, HMA Community Charmain

And one time HMA Agency Young Marketer of the Year!

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Welcome from Andrew Farrow , HMA Committee Chairman

I'm delighted to introduce you to the UK's leading community for hotel marketing professionals. With a background in hospitality marketing across Europe, I understand the power of strong industry partnerships. HMA champions innovation, collaboration and excellence in hotel marketing—and our sponsors play a crucial role in making that possible. Together, we've built a platform that inspires, connects, and delivers results. I invite you to join us and help shape the future of hotel marketing.

The UK's hospitality sector is a vital pillar of the economy, generating £130 billion in turnover and contributing £39 billion in taxes annually. It employs over 3.2 million people, making it the third-largest sector in the country. This significant industry presents extensive opportunities for businesses and brands associated with it, playing a key role in driving economic growth, supporting communities, and shaping the UK's reputation as a premier destination for domestic and international visitors alike.

At The HMA, we can help you access these opportunities and vast potential by putting you in front of those who matter in the industry.

OUR HISTORY

1963

Conception as Hotel Sales Managers Association

1970

Hotel Industry Marketing Group, part of CIM

1994

Conception of Hotel Marketing Awards

1996

Re-launch and re-branded as The Hotel Marketing Association (HMA)

2016

Formed a proud partnership with HOSPA Hospitality Professionals Association

2022

HMA became fully integrated into HOSPA

The HMA actually started life as the Hotel Sales Managers Association in 1963, before Marketing was recognised as a profession in the UK. The group of senior Sales people who formed the organisation were pioneers responsible for instigating leisure and conference programmes, that we now take for granted.

In 1970, in recognition of the fact that its remit was really marketing, it became the Hotel Industry Marketing Group and part of the Chartered Institute of Marketing, the world's largest professional marketing body.

In 1996 the organisation re-branded and re-launched itself as the Hotel Marketing Association, with the support of the then 10 major hotel chains in the UK.

The HMA has always been run by a committee, representing the best in Marketing talent in UK hotels, consultancies and agencies and as such ensuring that any of its initiatives or events that it organises represent the needs of the industry & keep it at the cutting edge of hotel marketing.

The Hotel Marketing Awards were launched in 1994 by our now Life President Pamela Carvell, as an initiative to recognise not only that Marketing was well and truly a profession, but that Marketers within the hotel industry were capable of producing great Marketing campaigns, for which they deserved recognition.

We have had a proud association with HOSPA, Hospitality Professionals Association since 2016, as our brand values are now best aligned there, as part of the hospitality industry.

Since 2022, The HMA now is now formally a part of the HOSPA family.

WHAT IS THE HOTEL MARKETING ASSOCIATION?

The Hotel Marketing Association (HMA) is the only dedicated body for hotel marketers in the UK.

Our key areas of focus include delivering an annual schedule of engaging events and networking with inspiring experts and speakers, partnering with like-minded institutions offering third party resources, expertise and exclusive benefits, as well as helping members access the best programmes for learning, career development and professional qualifications. We provide support and inspiration for hotel marketers and the wider industry seeking guidance and insight for their business and career.

We also celebrate the success of individuals and hotels who demonstrate outstanding marketing ability through The HMA Hotel Marketing Awards every year.



WHY WORK WITH THE HOTEL MARKETING ASSOCIATION?



HMA members are key decision-makers in hotel marketing, with a strong interest in revenue management and the broader commercial space. Our membership spans all major UK hotel groups, international chains and prominent independent hotels.

We offer sponsors direct access to this influential audience through high-impact networking events, targeted email marketing and face-to-face engagement. Our active social media presence further amplifies sponsor visibility by sharing industry news, event coverage, and partner activities.

Importantly, the HMA also champions the future of hospitality by engaging with students and emerging talent — creating unique opportunities for sponsors to connect with the next generation of professionals.

The HMA website attracts a wide audience of hospitality marketers who are actively seeking insights, research and event information — making it a valuable platform for sponsor exposure.

HMA SPONSORSHIP PROVIDES THE OPPORTUNITY TO:

- Align your brand with the most respected hospitality industry body;
- Develop product/brand advocacy with key industry influencers;
- Utilise a platform to showcase new product developments;
- Increase brand awareness, generate new sales and acquire new customers;
- Engage in unrivalled networking opportunities;
- Conduct face-to-face engagement with key industry decision makers and clients;
- Be part of the UK's only organisation exclusively representing senior hotel marketing professionals.

HMA REACH



The HMA database a very close-knit, cohesive and engaged network of like-minded marketing professionals.



Engagement levels are strong with an average open rate of 28- 35% on emails.



LinkedIn 3k followers
x2.5k Followers



The HMA is part of HOSPA so sponsors can also benefit from joint promotions, events and networking to complement activity with the HMA



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HMA SPONSORSHIP PACKAGES

BASED ON 12 MONTHS' ACTIVITY

PACKAGE	SILVER	GOLD	PLATINUM
Branding on HMA website	✗	✗	✓
Link to sponsor's bespoke landing page, created on HMA website	✓	✓	✓
Articles on the online guest blog pages** of HMA website, with exposure on HMA's social media platforms	2 Articles	4 Articles	6 Articles
Eshots each year as part of HMA'S eNews	1 Eshot	2 eshots	3 eshots
Social media posts on HMA's LinkedIn and X platforms	2 Posts	8 posts	12 posts
Social media takeover of HMA'S twitter and linkedIn account for half a day	✗	✗	1 half day
Complimentary HMA memberships for your key team members	2 Members	4 members	6 members
Webinar sponsorship, co-branded event hosted by HMA Chair*	✗	✗	1 webinar
Investment - 12 months	£1,250 + VAT	£2,500 + VAT	£4,950 + VAT

*content to be agreed with HMA committee prior to publication

** **Alternative option of site advertising subject to availability**

BESPOKE SPONSORSHIP OPPORTUNITIES

The HMA can offer a host of tailored sponsorship opportunities. We can arrange or facilitate private breakfasts, lunches and dinners, which would include joint branding and promotion.

We can also offer exclusive sponsorship of our members' events and meetings, which would include promotion across our network, including email marketing and social media.

Sponsors can also help fund our Professional Development courses in exchange for branding, editorial and recognition on our social media platforms.

For further information please contact:

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