

Hotel News Now Online (UMV 172,920; Points 4) 1st May 2020

(IMAGE 1 OF 3)

**PRAYERS AND POSITIVE THOUGHTS TO
OUR BROTHERS AND SISTERS IN HOSPITALITY!**
THANK YOU TO ALL ON THE FRONT LINE!



Sponsor News



Buy One, Give One aids hotels, essential workers

2020 1:08 PM

GY Global and HSMAI partnered to launch Buy One, Give One, a “buy layaway” program designed to generate immediate revenue for hotels and provide a “thank you” to healthcare workers who have been tirelessly working on the front lines.



Hotel News Now Online (UMV 172,920; Points 4) 1st May 2020

(IMAGE 2 OF 3)

Sponsor News

NEW YORK (April 30, 2020) To help jumpstart leisure travel, the hospitality industry has decided to launch [Buy One, Give One](#), a “vacay layaway” program designed to generate immediate revenue for hotels, while simultaneously providing a “thank you” to healthcare workers who have been tirelessly working on the front lines.

Available at [BuyOneGiveOneStay.com](#) through June 30, the initiative incentivizes consumers to purchase future travel now with special offers ranging from discounted stays to gift cards and loyalty points for redemption prior to travel. In return, participating hospitality brands/hotels will donate room nights, gift cards, or loyalty points to organizations, including the American Nurses Association and New York-Presbyterian, among others of their choice, to contribute to medical professionals who can use them toward future leisure stays. MMGY Global, the largest integrated marketing company specializing in the travel, tourism, and hospitality industry, and the Hospitality Sales & Marketing Association International (HSMAI) partnered to launch the effort.

In these unprecedented times, it is more important than ever for all of us to join together to recover,” said Bob Gilbert, CHME, CHBA, President & CEO of HSMAI. “With Buy One, Give One we offer a collective charitable response to the pandemic across the hospitality industry, providing immediate funds to hotels in addition to a much-deserved respite in the future for those who have put their lives on the line to care for the sick.”

Hospitality has been one of the industries most impacted by the coronavirus pandemic with nearly half of hotel employees laid off or furloughed and eight in 10 hotel rooms empty, according to a survey released by the Hotel & Lodging Association (AHLA).

“The COVID-19 crisis has been devastating to the hospitality industry, with countless hotels temporarily closed globally and hospitality employees out of work,” added Katie Briscoe, President of MMGY Global. “But our research indicates that leisure travel will lead out recovery in the travel industry. Consumers are already dreaming about their next getaway, so we hope this program helps kick start their decision to travel again once restrictions are lifted, whether it’s near home or beyond.”

From the comfort of their homes, travelers can explore enticing offers from more than 30 participating hospitality brands and hotels and counting. They can also take comfort in knowing that their purchases will result in meaningful donations by the participants.

To learn more about the program and to purchase stays, gift cards or loyalty points from participating hotels, please visit [www.BuyOneGiveOneStay.com](#) and follow on Facebook and Instagram.

Participants include (in alphabetical order):

Affinia Hotels & Suites
AMResorts
Apple Vacations
Casablanca Hotel by Library Hotel Collection
Catskill Seasons Inn
CheapCaribbean
Clocktower Inn Ventura
Estancia La Jolla Hotel & Spa
Fairmont Hotels & Resorts
Flamingo Resort and Spa
Funjet Vacations
Hilton Clearwater Beach Resort & Spa
Hotel Elysee by Library Hotel Collection
Hotel Giraffe by Library Hotel Collection
Hotel X Toronto by Library Hotel Collection
Koa Kea Hotel & Resort
Library Hotel by Library Hotel Collection

Outrigger Hospitality Group
Paragon 700 Boutique Hotel & SPA
Pasea Hotel & Spa
Rancho Bernardo Inn
Red Lion Hotels Corporation
Renaissance Curaçao Resort & Resort
Rosellen Suites at Stanley Park
STAYPINEAPPLE
Sycuan Casino Resort
The Beachfront Inn & Suites at Dana Point
The Benjamin Hotel
The Hazelton Hotel, Toronto
The Langham Huntington, Pasadena
The Langham, Chicago
The Langham, New York
The Meritage Resort & Spa
The St. Clair Hotel Magnificent Mile
Travel Impressions
Vista Collina
Wedgwood Manor and Glamping Retreat

; Contacts:

AI
in@hsmail.org

;Y Global
)Stay@mmgyglobal.com

t HSMIAI
ospitality Sales and Marketing Association International (HSMIAI) is committed to
ing business for hotels and their partners and is the industry's leading advocate for
igent, sustainable hotel revenue growth. The association provides hotel professionals
heir partners with tools, insights, and expertise to fuel sales, inspire marketing, and
ize revenue through programs such as the Adrian Awards, HSMIAI ROC, Marketing
egy Conference, and Sales Leader Forum. Founded in 1927, HSMIAI is a membership
ization comprising more than 5,000 members worldwide, with 40 chapters in the
ricas Region. Connect with HSMIAI at hsmail.org, HSMIAI Facebook, HSMIAI Twitter, and
AI YouTube.

t MMGY Global
more than 38 years of experience, MMGY Global is the world's largest and most
rated global marketing firm, specializing in the travel, hospitality, and entertainment
stries. With nine operating brands across the world, the award-winning organization
tains a global communications practice in all marketing channels, serving many of the
l's premier travel and tourism brands. As a company dedicated to the global travel
stry, MMGY Global strives to create a connected, inclusive and peaceful world by
oting travel as a cultural bridge of understanding. For more information, visit
mmgyglobal.com.

t American Nurses Association
merican Nurses Association (ANA) is the premier organization representing the
ests of the nation's 4 million registered nurses. ANA is at the forefront of improving the
ty of health care for all. Founded in 1896, and with members in all 50 states and U.S.
ories, ANA is the strongest voice for the profession.

t NewYork-Presbyterian
York-Presbyterian is one of the nation's most comprehensive, integrated academic
hcare systems. Founded nearly 250 years ago with the fundamental belief that every
n deserves access to the very best care, NewYork-Presbyterian now encompasses 10
ital campuses across Greater New York, more than 200 primary and specialty care clinics
medical groups, and an array of telemedicine services.

York-Presbyterian Hospital is ranked #1 in New York and #5 in the nation in U.S. News &
d Report's "Best Hospitals" survey. NewYork-Presbyterian is the nation's only hospital

Hotel News Now Online (UMV 172,920; Points 4) 1st May 2020

(IMAGE 3 OF 3)

GRIFCO
AN MMGYGLOBAL COMPANY