



**TOURISM
INFRASTRUCTURE AND
ENTERPRISE
ZONE
AUTHORITY**

6th & 7th Floors, Tower 1
Double Dragon Plaza
Double Dragon Meridian Park
Macapagal Avenue corner
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MEMO FOR : THE CHIEF OPERATING OFFICER

**THRU : THE ASSISTANT CHIEF OPERATING OFFICER
ASSETS MANAGEMENT SECTOR**

**FROM : THE MANAGER
BUSINESS DEVELOPMENT DEPARTMENT**

**SUBJECT : HOTEL SALES AND MARKETING ASSOCIATION (HSMA)
SEPTEMBER ONLINE SALE (SOS)**

DATE : AUGUST 31, 2020

Sir, this refers to the letter of Ms. Christine Ann U. Ibarreta, Hotel Sales and Marketing Association (HSMA) President, inviting the Authority to participate in their September Online Sale (SOS) activity which will run from September 16 – 30, 2020.

The SOS is a special discount sale for accommodations to help domestic tourism bounce back from the COVID-19 pandemic. It will showcase creative packages suited to the needs of the local market in the new normal. It will attract tourists with the best value driven rates up to 70% off and customized experiential hotel/resort packages that will drive demand and entice them to travel again.




With a registration fee of P 1,500.00 per property, the SOS activity is a cost effective platform that aims to test the market if they are ready to go out and travel again. It seeks to slowly build the confidence of tourists to experience very affordable vacation packages in hotels and resorts; and to gain the trust of clients that they are ensured of safe, hygienic and Covid-free accommodations, facilities and environment. It will not only help in the recovery of individual hotels and resorts but in the revival of the Philippine hospitality sector and the tourism industry as a whole. Further, it will boost promotions for the participating hotels and resorts while waiting for the government's announcement to reopen. Hence, it has a validity period of one (1) year.

In view of the above, may we respectfully recommend the participation of Banaue Hotel (BH) in HSMA's SOS by way of offering a 30% discount on the published room rates with Breakfast applicable to the suite, deluxe and standard rooms. Availment period will start in January 2021-January 2022 (subject to BH's opening date). Remittance of payment net of 2.7% gateway fee will be made by HSMA to TIEZA after the overall sales program.



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In support to this worthy endeavor of the Association, may we further recommend that we extend one 3D/2N Banaue Hotel Gift Certificate at the deluxe room with Breakfast valued at P6,000.00 (P3,000.00 x 1 deluxe room x 2 nights). This will be raffled off during the SOS activity to draw more interest and inject the element of fun to potential buyers.

The total amount of P 7,500.00 representing the participation fee and BH gift certificate shall be chargeable against the Business Development Department's budget.

For the Chief Operating Officer's approval, please.

Thank you.


MA. EVELYNE A. FRANCISCO

Recommending Approval:

Approved:


JETRO NICOLAS F. LOZADA

POCHOLO D. PARAGAS



19 August 2020

Dear Valued Member,

Greetings from the HSMA!

To help domestic tourism bounce back from COVID-19, the Board decided on holding a special discount sale for accommodations in September.

THE SEPTEMBER ONLINE SALE will showcase creative packages suited to the needs of our market in the new normal. While discounted promotions may be attractive, we are inclined to believe that offering the best value-driven and customized experiential hotel/resort packages will drive demand more. HSMA enjoins our members to think out of the box and feel free to let us know what works for your property. Be guided that all packages have one (1) year validity from purchase date, subject to date block-outs and other standard conditions. The September Online sale will run from 16-30 September 2020.

Additionally, HSMA is soliciting gift certificates to draw more interest from the market. For added value to the local consumers, part of the plan is to raffle off hotel stays to inject an element of fun.

Interested members must accomplish the attached application form, pay a participation fee of Php 1,500, and submit other requirements by Monday, 31 August 2020. For submission and further details, please contact our secretariat at hsmasecretariat@gmail.com or our Director for Membership, Tet B. Romualdo at mbromualdo@lindensuites.com.

With your staunch support, HSMA looks forward to a successful program for the benefit of Philippine tourism.

Thank you.

Sincerely,

A handwritten signature in blue ink, appearing to read "A. Ibarreta", is positioned above the printed name of the signatory.

Christine Ann U. Ibarreta
HSMA President

SEPTEMBER ONLINE SALE FREQUENTLY ASKED QUESTIONS:

| | |
|---|--|
| WHERE WILL BE SELLING SITE? | HSMA WEBSITE |
| HOW WILL CUSTOMER BUY PROMOS LAUNCHED BY EACH HOTEL? | WE HAVE PARTNERED WITH ATLANTIS WHO WILL SET UP THE BOOKING ENGINE. A SAMPLE LAYOUT OF THE SITE WILL BE RELEASED FOR BETTER UNDERSTANDING |
| IS THERE A FEE OR COMMISSION THAT WILL BE DEDUCTED FROM EVERY BOOKING? | THERE IS A ONE TIME PARTICIPATION FEE of P1,500/HOTEL OR RESORT. THERE WILL BE NO COMMISSION BUT THE PAYMENT GATEWAY FEE OF 2.7% HAS TO BE CONSIDERED WHEN COMING UP WITH YOUR PROMO RATES |
| WHEN WILL HOTEL GET PAYMENT OF CUSTOMERS THAT BOOKED WITH THEM? | AT THE END OF THE PROMO PERIOD, HSMA WILL DO AN AUDIT OF ALL THE APPROVED PAYMENTS RECEIVED AND ONCE FINAL, HSMA WILL NOTIFY HOTEL THE TOTAL SALES AND AMOUNT OF RECEIVABLES THEY WILL RECEIVE FROM HSMA |
| HOW MANY PROMOS CAN BE RELEASED BY EACH HOTEL | A MAXIMUM OF FIVE PROMOTIONS (ROOMS, F&B, ETC) |
| WILL THERE BE HOTEL CATEGORIES TO DIFFERENTIATE ONE HOTEL OR RESORT FROM THE OTHER? | THE PROMO SITE WILL BE SUBDIVIDED INTO DIFFERENT LOCATIONS (MANILA, MAKATI, ORTIGAS, VISAYAS, DAVAO, TAGAYTAY, CLARK, ETC)DEPENDING ON NUMBER OF PARTICIPANTS |
| WILL THE HOTEL'S POSITION IN THE HSMA SITE ON A FIRST COME FIRST SERVE BASIS OR RANDOM BASIS? | THOSE HOTELS WHO WILL SPONSOR WILL ALWAYS BE IN THE FIRST PAGE WHILE THE REST WILL BE ALPHABETICALLY ARRANGED |
| HOW WILL HOTEL KNOW IF THE CUSTOMER WHO BOUGHT THEIR VOUCHER HAS VALID PAYMENT? | HSMA SHALL MONITOR THE PAYMENTS MADE IN THE SITE AND ENSURE THAT THESE ARE VALID AND APPROVED. WE WILL COME UP WITH A DAILY SUMMARY SHEET TO BE SENT TO ALL PARTICIPATING HOTELS AT AN AGREED TIME SO HOTELS CAN MONITOR IF THEIR SALES ARE MOVING |
| WHAT ARE THE TERMS AND CONDITIONS OF THIS PROMO? | EACH HOTEL IS RECOMMENDED TO GIVE THE BEST RATE POSSIBLE VALID FOR 1 YEAR. NON REFUNDABLE. EACH HOTEL CAN PLACE THEIR OWN T&C (IE. VALID FOR FILIPINO RESIDENTS ONLY, BLACK OUT PERIOD, ETC) |
| WILL THERE BE RATE DISPARITY WITH OTAs? | THIS PROMO IS ON A LIMITED PERIOD ONLY THEREFORE IT SHOULD NOT CAUSE ANY DISPARITY. ALSO, IT IS LAUNCHED ON THE HSMA WEBSITE WHICH IS NOT AN OTA |
| HOW WILL THE HSMA WEBSITE BE FAMILIAR TO THE PUBLIC? | ATLANTIS WILL HELP US WITH THE SEO. HSMA WILL ALSO PROMOTE THROUGH VARIOUS MEDIA. WE ALSO NEED THE HELP OF EACH PARTICIPATING HOTEL TO PROMOTE THROUGH THEIR WEBSITE, FB AND IG PAGES. |

Conforme:


JETRO NICOLAS F. LOZADA
ACOO - Assets Management Sector

BASED ON APRIL 2020 - MARCH 2021 PUBLISHED AND CONTACTED RATES

^aGF - Gateway Fee

proposed room
discount for S.O.S.



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September 1, 2020

**MEMO TO : THE MANAGER
Financial Services Department**

**FROM : THE MANAGER
Business Development Department**

**SUBJECT : HOTEL SALES AND MARKETING ASSOCIATION (HSMA)
SEPTEMBER ONLINE SALE (S.O.S.)**

May we request facilitation of payment in the amount of P 1,500.00 payable to Organization of Hotel Sales and Marketing Professionals, Inc. with TIN# 008-761-293-000 regarding the Authority's participation in HSMA's September Online Sale (SOS) that will run from September 16-30, 2020.

Attached are the documents relative to the above.

For your appropriate action, please.

Thank you.


MA. EVELYNE A. FRANCISCO
Manager
Business Development Department