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PRESS RELEASE

1 May 2020

# Hospitality Industry United for “Buy One, Give One” Campaign to Jumpstart Travel, Support Hotels and Provide Thank You to Healthcare Workers

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**NEW YORK** - To help jumpstart leisure travel, the hospitality industry has united 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](http://BuyOneGiveOneStay.com) through June 30, the initiative incentivizes consumers to purchase future travel now with special offers ranging from discounted stays to gift cards to 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

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NewYork-Presbyterian, among others of their choice, to distribute 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 fuel recovery,"* 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 70% of hotel employees laid off or furloughed and eight in 10 hotel rooms empty, according to data released by the Hotel & Lodging Association (AHLA).

*"The COVID-19 crisis has been devastating to the hospitality industry, with countless hotels currently 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, and 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](http://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

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(IMAGE 3 OF 3)

### About HSMAI

The Hospitality Sales & Marketing Association International (HSMAI) is committed to growing business for hotels and their partners. As the industry's leading advocate for intelligent, sustainable hotel revenue growth, HSMAI provides hospitality professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the Revenue Optimization Conference, Digital Marketing Strategy Conference, and Adrian Awards. We offer organizational and individual