



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



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

AI | April 30, 2020



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**Hotel Online (UMV
138,990; Points 4) 30th
April 2020**

(IMAGE 1 OF 3)



Hotel Online (UMV 138,990; Points 4) 30th April 2020

(IMAGE 2 OF 3)

NEW YORK (April 30, 2020) To help jumpstart leisure travel, the hospitality industry has united to launch **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 leisure 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 [NewYork-Presbyterian](#), among others of their choice, to distribute to medical professionals who can use them toward their 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 and immediate 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 our sick.”

The hospitality industry 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 Industry 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. “Our research indicates that leisure travel will lead our 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 and follow on [Facebook](#) and [Instagram](#).

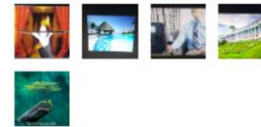
Participants include (in alphabetical order):

- Affinia Hotels & Suites
- AMResorts
- Apple Vacations
- Casablanca Hotel by Library Hotel Collection
- Catskill Seasons Inn
- CheapCaribbean
- Clocktower Inn Ventura
- Estancia La Jolla Hotel & Spa

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Tags

- American Nurses Association
- Buy One Give One hsmai
- mmgy global
- NewYork-Presbyterian

Fairmont Hotels & Resorts
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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
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The Meritage Resort & Spa
The St. Clair Hotel Magnificent Mile
Travel Impressions
Vista Collina
Wedgwood Manor and Glamping Retreat

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(IMAGE 3 OF 3)

ABOUT HSMAI



The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as the [Adrian Awards](#), [HSMAI ROC](#), [Marketing Strategy Conference](#), and [Sales Leader Forum](#). Founded in 1927, HSMAI is a membership organization comprising more than 5,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at [hsmi.org](#), [HSMAI Facebook](#), [HSMAI Twitter](#), and [HSMAI YouTube](#).

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