

# AFAR

May 5, 2020

## How to Give a Vacation to Frontline Medical Workers When You Book One Yourself





# Book a future stay (or buy a gift card) at a participating hotel, and the purchase includes a donated room night or gift card for health-care workers so that they can take a well-deserved vacation once they're able to.

If you're anything like us, you're feeling a bit helpless these days. After all, when it comes to ways you can help flatten the curve of the coronavirus pandemic, if you're not a doctor, nurse, health-care, or essential worker, it feels a bit like having your hands tied behind your back—there's not much you can do other than to stay home. That's why we were particularly taken by a new offer that aims to offer assistance through one of the things we're best at: travel.

A group of some 30 domestic and international hotels and hospitality brands—including some of our favorite properties, such as the Fairmont portfolio, Langham New York and Chicago, and the Meritage Collection resorts—have joined forces to launch what they are calling the [Buy One, Give One](#) program: After you book, the property will donate room nights or gift cards to organizations that include the [American Nurses Association](#) (which represents the country's 4 million registered nurses) and [NewYork-Presbyterian](#) Hospital (which comprises 10 hospitals throughout New York and has 47,000 employees and affiliated physicians). The donations will be given to medical professionals who can use them toward future vacations.

The hope is that this program will serve double-duty by giving to health-care workers while also aiding a hospitality industry that has been severely crippled by the coronavirus pandemic. Approximately 70 percent of hotel employees have been laid off or furloughed due to the COVID-19 crisis, and 8 in 10 hotel rooms currently sit empty, according to the latest data released by the American Hotel & Lodging Association.

If you're concerned about the need for flexibility in terms of canceling or changing the booking, check the policy for each hotel: Most hotel bookings include the ability to change or cancel a future booking without a fee. The majority of booking offers we browsed allowed for travel well into 2021, but you can also find a property that is offering a gift card that you can buy for yourself—or for someone else—with no expiration date.

The hotels and companies represent options around the world; Fairmont Hotels & Resorts alone consists of a portfolio of 75 global properties. There are also hotels throughout the United States, Canada, the Caribbean, Mexico, and Europe participating in this promotion.





The initiative runs through June 30, and the full list of participating hotels and travel companies is available on the [Buy One Give One website](#). To see what each property is offering, just click on the property or brand.

As an example of what's available, if you buy a \$300 gift card with [Fairmont](#) (which feels like a really great gift, too, by the way), the company will donate a room night to health-care workers. Discounted bookings at [Outrigger Hotels and Resorts](#) in Hawaii will result in up to 1,000 room nights for health-care workers—the number of giveaways Outrigger has pledged (we played with the booking tool, and it allowed us to book as far out as November 4, 2021).

Purchase a \$500 voucher for [Meritage Collection](#) resorts—which include escapes such as the Mediterranean-styled [Estancia La Jolla Spa & Resort](#) in San Diego, and the playful and modern [Paséa Hotel & Spa](#) in Huntington Beach, California—and the company will give a complimentary room night to local health-care workers. Looking for some sophistication? Book a bed and breakfast reservation at the upscale [Langham New York](#), and a complimentary stay will be donated to the American Nurses Association. If you're not sure when you will want to stay, you can book as far out as January 31, 2021.



May 1, 2020

# Best gift ideas for Mother's Day

Food subscriptions that give back, vacation layaways, flowers and more

The [COVID-19](#) pandemic may be keeping loved ones apart this year, but there are still ways to celebrate mom this Mother's Day wherever you are. Companies are offering contactless delivery and items that give back to those in need with every purchase.

Here are some thoughtful gift-giving ideas sure to brighten up mom's special day:

## Vacay Layaway

Give her something she can look forward to – like an all-expenses-paid [vacation](#) post-pandemic. [Buy One, Give One](#), an initiative launched by hospitality industry leaders, is letting people buy future travel packages while giving back to front-line workers. Participants include CheapCaribbean, Fairmont Hotels & Resorts and Florida's four-star Hilton Clearwater Beach Resort & Spa among many others globally. Each will donate hotel stays, gift cards and loyalty points to select charities for every booking.







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# BUSINESS INSIDER

May 3, 2020

**Hotels are selling credits and 'bonds' for future discounted travel in order to stay afloat during coronavirus shutdowns**





## 4. Buy One, Give One



### Buy One, Give One

Launched by travel marketing company MMGY Global and Hospitality Sales & Marketing Association International, **Buy One, Give One** is a "vacay layaway" program created to support hotels and thank healthcare workers with the gift of future travel.



Through June 30, travelers can purchase room nights, gifts cards, or loyalty points for future use at 30 participating hotels and hotel brands, including Fairmont Hotels and The Langham, Chicago. For every offer purchased, hotels will donate room nights or points to frontline workers affiliated with the American Nurses Association and New York-Presbyterian.

To view and book offers, travelers can click on the hotel logos listed on Buy One, Give One's website, which redirect to individual hotel websites.





May 4, 2020

## **Hotels are selling credits and 'bonds' for future discounted travel in order to stay afloat during coronavirus shutdowns**





## Hotels are selling credits and 'bonds' for future discounted travel in order to stay afloat during coronavirus shutdowns

- Hotels around the globe are experiencing [unprecedented declines in occupancy](#) due to [lockdowns](#) and [stay-at-home orders](#) meant to curb the spread of the coronavirus.
- Thanks to three new initiatives — "[Buy Now, Stay Later](#)," "[Hotel Credits](#)," and "[We Travel Forward](#)" — travelers can purchase bonds and credits to support hotels during the coronavirus outbreak and redeem them in the future for up to \$100 more than what they paid.
- Through [Hotel Credits](#) and "[Buy One Give One](#)," travelers can also gift future travel to frontline workers when booking offers now.
- Here's a look how each program works and what types of [hotels](#) are involved.
- Do you work in the hotel industry? Do you have an opinion about how your company or the industry as a whole has handled the coronavirus? Email this reporter at [mwiley@businessinsider.com](mailto:mwiley@businessinsider.com).
- [Visit Business Insider's homepage for more stories.](#)

Read the original article on [Business Insider](#)



# ShermanTravel

May 1, 2020

## Travel Tidbits: News Bites for the Globetrotter





From feel-good travel stories to airline updates to cruise news, here are quick travel tidbits to inform and inspire.

### **Vacation on layaway**

MMGY Global, in partnership with the Hospitality Sales & Marketing Association International (HSMIAI), have launched [Buy One, Give One](#), a program called “vacay layaway.” This idea was developed to help jumpstart travel (and generating immediate dollars) for hotels. Customers will be able to buy discounted stays to gift cards to loyalty points, which will be donated to organizations such as American Nurses Association and NewYork-Presbyterian, to distribute to front-line healthcare workers who can use them toward future leisure stays. Just in time for International Nurses Day on May 12, the Buy One, Give One initiative aims to provide rooms to first responders with brands like Marriott and Rosewood Hotels in addition to Fairmont Hotels & Resorts, Affinia Hotels & Suites, and The Langham, Chicago to name a few.





April 30, 2020

# Staypineapple Joins Hospitality Industry's "Buy One, Give One" Campaign To Help Jumpstart Travel And Provide a Thank You To Healthcare Workers

**New "Vacay Layaway" offer incentivizes travelers to purchase gift certificates for future hotel stays while giving back to frontline healthcare professionals**

BELLEVUE, Wash., April 30, 2020 /PRNewswire-PRWeb/ -- To help jumpstart leisure travel, Staypineapple has united with other members of the hospitality industry to participate in [BuyOneGiveOneStay.com](https://www.buyonegiveonestay.com) 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 [Staypineapple.com](https://www.staypineapple.com) and [BuyOneGiveOneStay.com](https://www.buyonegiveonestay.com) through June 30, 2020, Staypineapple's Buy One, Give One offer has three ways for you to save on future stays and pay it forward!

Spend \$180 and receive a \$200 gift certificate = We donate 1 room night

Spend \$350 and receive a \$400 gift certificate plus 2 fluffy signature Staypineapple bath sheets = We donate 2 room nights.

Spend \$850 and receive a \$1000 gift certificate plus 1 full set of fluffy signature Staypineapple towels (2 bath sheets, 2 hand towels, 2 washcloths, 1 bathmat) = We donate 5 room nights.

All donated rooms will go to the American Nurses Association. These donated room nights will be distributed to medical professionals who can use them toward future leisure stays so they can truly enjoy time with their loved ones.

"Our industry has been hit hard by this pandemic. We wanted to give those who have a passion for travel a way to buy something that they can look forward to and at the same time provide the well-deserved recognition and reward to the nurses who are sacrificing so much to take care of those in need", stated Sharon Andrade, Executive Vice President of Sales for Staypineapple.

Staypineapple partnered with [MMGY Global](#), the largest integrated marketing company specializing in the travel, tourism and hospitality industry, and the [Hospitality Sales & Marketing Association International](#) (HSMIA) who spearheaded the program's creation and launch effort.

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 American Hotel & Lodging Association (AHLA).

For more information or to book Staypineapple's Buy One, Give One offer, visit [Staypineapple.com](#) or call 866.866.7977. To learn more about the overall Buy One, Give One program, please visit <http://www.BuyOneGiveOneStay.com> and follow on [Facebook](#) and [Instagram](#).

Media Contacts:

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Buy One, Give One Stay

MMGY GLOBAL

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#### About Staypineapple

Based in the Pacific Northwest, Staypineapple represents a brand of ten privately owned and managed hotels in New York, Chicago, San Francisco, Boston, Seattle, Portland, and San Diego. Focused on thoughtful service and design with an uncanny knack for anticipating needs, the brand wholeheartedly embraces the pineapple's symbol of hospitality and joy. For more information, visit <http://www.staypineapple.com>

#### 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 [hsm.ai.org](http://hsm.ai), HSMAI Facebook, HSMAI [Twitter](#), and HSMAI [YouTube](#).

#### About MMGY Global

With more than 38 years of experience, MMGY Global is the world's largest and most integrated global marketing firm, specializing in the travel, hospitality, and entertainment industries. With nine operating brands across the world, the award-winning organization maintains a global communications practice in all marketing channels, serving many of the world's premier travel and tourism brands. As a company dedicated to the global travel industry, MMGY Global strives to create a connected, inclusive, and peaceful world by promoting travel as a cultural bridge of understanding. For more information, visit <http://www.mmgycglobal.com>.

#### About American Nurses Association

The American Nurses Association (ANA) is the premier organization representing the interests of the nation's 4 million registered nurses. ANA is at the forefront of improving the quality of health care for all. Founded in 1896, and with members in all 50 states and U.S. territories, ANA is the strongest voice for the profession.



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April 30, 2020

# MMGY Global, HSMAI Debut Buy One, Give One Program to Jump-Start Interest in Travel



To help stimulate interest in leisure travel while also paying tribute to medical personnel, MMGY Global and the Hospitality Sales & Marketing Association International (HSMAI) unveiled [Buy One, Give One](#), a vacation layaway program of sorts.



Hotel brands participating in the program will provide travelers with a range of offerings, including discounted stays, loyalty points and gift cards. In return, properties and brands will donate room nights, gift cards or loyalty points to such organizations as the American Nurses Association and New York–Presbyterian Hospital in New York City.

The program, which begins today in time for International Nurses Day on May 12, will be in effect through June 30.

In all, more than 30 hotels and brands are participating in the program, including [AMResorts](#); Fairmont Hotels & Resorts; Affinia Hotels & Suites; The Langham, Chicago, New York and Pasadena; [Outrigger Hospitality Group](#) and Lion Hotels Corporation.

“In these unprecedented times, it is more important than ever for all of us to join together to fuel recovery,” said HSMAI President & CEO Bob Gilbert. “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.”

The hospitality industry has been hit hard by the effects of COVID-19. According to Hotel & Lodging Association data, 70 percent of hotel employees were laid off or furloughed, with eight out of 10 guestrooms unoccupied.

“The COVID-19 crisis has been devastating to the hospitality industry, with countless hotels currently closed globally and hospitality employees out of work – but our research indicates that leisure travel will lead out recovery in the travel industry,” said MMGY Global President Katie Briscoe. “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.”





May 22, 2020

# Apple Leisure Group Joins 'Buy One, Give One' Campaign to Jump-Start Travel



[Apple Leisure Group Vacations](#) (ALGV) announced today that it's coming together with other hospitality operators to participate in a new 'Buy One, Give One' program, which serves the dual purpose of generating immediate revenue for hotels suffering from the effects of the ongoing [COVID-19 crisis](#) and providing a "thank you" gesture to the dedicated healthcare professionals who've worked tirelessly on the front lines of the pandemic.



As such, ALGV becomes the only wholesale tour operator thus far to join in the “pay it forward” campaign. Restarting leisure travel is a major priority for the whole hospitality industry, which has been among the most severely impacted economic sectors amid COVID-19. According to recent data from the American Hotel & Lodging Association (AHLA), 70 percent of hotel employees have been laid off or furloughed, and 80 percent of hotel rooms sit empty.

The ‘Buy One, Give One’ promotion is stackable atop massive travel deals, such as [Dream Now, Travel Later](#) rate reductions and [Steal of a Deal](#), which is offering limited-time, rock-bottom pricing on vacations to inspire would-be travelers to take action now in planning their future getaways.

“One of the most important values we hold as a company is that WE CARE,” said Jacqueline Marks, Executive Vice President of Apple Leisure Group’s Trade Brands division. “We have been consistent with that from the beginning, and are proud to inspire action, own results, and show passion for all that we do because we care. With this initiative, we are delighted to have an opportunity to show that commitment once more, thanks to partnerships with organizations such as MMGY Global and Hospitality Sales & Marketing Association International.”



Travel advisors and consumers can support the program by booking a future air-inclusive stay of six nights or more at participating properties in the Caribbean or Mexico through one of ALGV's tour operators (namely, [Apple Vacations](#), [Funjet Vacations](#) or [Travel Impressions](#)) by June 30, 2020. Each reservation made generates a room-night that will be banked by ALGV (for up to 500 nights) and distributed to eligible medical professionals, who will be able to use them toward future stays at participating hotel properties.

For more information, visit [buyonegiveonestay.com](http://buyonegiveonestay.com).

May 1, 2020

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



**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 [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."*

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*"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
- 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

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Oct. 21, 2020

## Hospitality Industry's "Buy One, Give One" Campaign Jumpstarted Recovery Efforts With Over 65,000 Room Nights Purchased And Gave Back To Frontline Healthcare Workers

The "Vacay Layaway" program provided immediate funds to hotels during an unprecedented time, while rewarding the tireless efforts of healthcare professionals with a future getaway



In response to the COVID-19 pandemic and its devastating effect on travel, the hospitality industry banded together to launch Buy One, Give One, a "vacay layaway" program. The initiative resulted in the purchase of more than 65,000 room nights for future stays, providing immediate revenue for participating hotel partners, who then donated room nights to frontline healthcare workers as a well-deserved "thank you."



The program, launched by MMGY Global, the largest integrated marketing company specializing in the travel, tourism and hospitality industry, in partnership with the Hospitality Sales & Marketing Association International (HSMIAI), kicked off on April 30 and was available through July 31, 2020. It encouraged consumers to book future stays with a variety of enticing offers, from discounted stays, to gift cards, to loyalty points. In return, the more than 40 participating travel brands and properties donated room nights, gift cards and loyalty points to select charitable organizations, including the American Nurses Association and NewYork-Presbyterian. The organizations are in the process of distributing the equivalent of 8,000 room nights to healthcare workers for them to redeem for future leisure stays.

"During this incredibly difficult time, we were thrilled to see the positive impact made by the Buy One, Give One program as the hospitality industry continues its recovery and consumers start traveling again," said Katie Briscoe, President of MMGY Global. "The thousands of room nights sold are making a substantial difference not only to the hotel partners eager to welcome guests, but also to the healthcare workers who have worked tirelessly throughout the pandemic and deserve a much needed vacation."

The travel industry has been particularly hard-hit by the pandemic, with nearly two out of three hotels at or below 50% occupancy and four out of 10 hotel workers unemployed, according to a August 31 study by the American Hotel & Lodging Association. However, the "vacay layaway" results paint a promising picture that consumers are eager to travel again as restrictions continue to ease. This is further bolstered by MMGY Travel Intelligence's Travel Safety Barometer survey, which tracks the impact of COVID-19 on the intentions of U.S. travelers. Its findings indicate that perceptions of safety in the travel industry continue to rise; interest in leisure travel reached a high in the early October update, with 45% of respondents reporting that they are at least somewhat likely to take a domestic leisure trip in the next six months.



"With countless hotels closed and hospitality professionals out of work the past several months, it was crucial that we came together as an industry to forge a path towards recovery," added Bob Gilbert, CHME, CHBA, President & CEO of HSMAI. "We take comfort in knowing that a meaningful contribution was made to the program participants who, in turn, rewarded healthcare professionals with a much-needed break."

To learn more about the program, please visit [www.BuyOneGiveOneStay.com](http://www.BuyOneGiveOneStay.com) or visit the campaign's [Facebook](#) and [Instagram](#).

## Participants included (in alphabetical order):

- Affinia Hotels & Suites
- AMResorts
- Apple Vacations
- Baymont Inn
- 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
- NOPSI Hotel
- 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 Moran City Centre Hotel
- The St. Clair Hotel Magnificent Mile
- Travel Impressions
- Vista Collina
- Wedgwood Manor and Glamping Retreat
- Westin Dallas Park Central
- Westin St. Louis

## 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 [hsmai.org](https://www.hsmai.org), [HSMAI Facebook](#), [HSMAI Twitter](#), and [HSMAI YouTube](#).



## About MMGY Global

With more than 38 years of experience, MMGY Global is the world's largest and most integrated global marketing firm, specializing in the travel, hospitality, and entertainment industries. With nine operating brands across the world, the award-winning organization maintains a global communications practice in all marketing channels, serving many of the world's premier travel and tourism brands. As a company dedicated to the global travel industry, MMGY Global strives to create a connected, inclusive and peaceful world by promoting travel as a cultural bridge of understanding. For more information, visit [www.mmgyglobal.com](http://www.mmgyglobal.com).

## About American Nurses Association

The American Nurses Association (ANA) is the premier organization representing the interests of the nation's 4 million registered nurses. ANA is at the forefront of improving the quality of health care for all. Founded in 1896, and with members in all 50 states and U.S. territories, ANA is the strongest voice for the profession.

## About NewYork-Presbyterian

NewYork-Presbyterian is one of the nation's most comprehensive, integrated academic healthcare systems. Founded nearly 250 years ago with the fundamental belief that every person deserves access to the very best care, NewYork-Presbyterian now encompasses 10 hospital campuses across Greater New York, more than 200 primary and specialty care clinics and medical groups, and an array of telemedicine services.

NewYork-Presbyterian Hospital is ranked #1 in New York and #5 in the nation in U.S. News & World Report's "Best Hospitals" survey. NewYork-Presbyterian is the nation's only hospital affiliated with two world-class medical schools, Weill Cornell Medicine and Columbia University Vagelos College of Physicians and Surgeons. Its 47,000 employees and affiliated physicians are dedicated to providing the highest quality, most compassionate care to New Yorkers and patients from across the country and around the world.

# Hotel Business<sup>®</sup>

April 30, 2020

## Helping Hands: HVMG, Centara and More

INTERNATIONAL REPORT—At this time of crisis, those associated with the hotel industry make every effort to take care of their own, as well as others in the areas that they serve. Here are some organizations that are helping any way they can during the coronavirus pandemic:

### **MMGY Global, HSMAI Launch 'Vacay Layaway' Program**

MMGY Global, in partnership with the Hospitality Sales & Marketing Association International (HSMAI), has launched Buy One, Give One, a "vacay layaway" program designed to help jumpstart leisure travel, generate immediate revenue for hotels and thank healthcare workers for their tireless efforts on the front lines.

Available through June 30, the initiative incentivizes consumers to purchase future travel now with special offers ranging from discounted stays and 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 New York-Presbyterian, among others of their choice, to distribute to medical professionals who can use them toward future leisure stays.

"In these unprecedented times, it is more important than ever for all of us to join together to fuel recovery," said Bob Gilbert, 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."



# Hotel Business<sup>®</sup>

May 6, 2020

## Lending a Hand: Ace Hotel, Great Wolf Lodge and More

### Library Hotel Collection Joins 'Buy One, Give One' Campaign

The Library Hotel Collection's four New York City properties—the Library Hotel, Casablanca Hotel, Hotel Giraffe and Hotel Elysee—along with the collection's newest property, Hotel X Toronto, is participating in Buy One, Give One, a "vacay layaway" program spearheaded by the Hospitality Sales & Marketing Association International (HSMAI). The Buy One, Give One program is designed to generate immediate revenue for hotels, while simultaneously giving thanks to healthcare workers who have been tirelessly working on the front lines.

The Library Hotel Collection's Buy One, Give One offer lets guests purchase gift vouchers in the amounts of \$250, \$500, \$750 and \$1,000; with each purchase, a matching donation of 50% of the net proceeds from the sale, up to \$100,000, will be donated to the Healthcare Heroes at New York Presbyterian Hospital. These gift vouchers will be distributed to medical professionals who can use them toward future leisure stays at any one of the participating Library Hotel Collection properties as a thank you to all they are sacrificing during the COVID-19 pandemic.

Both healthcare workers and participating guests will be able to apply the funds to any publicly discounted rates. The Buy One, Give One campaign runs through June 30, and the prepaid gift vouchers may be redeemed up to five years after purchase.

# Hotel Business®

Oct. 21, 2020



## Hospitality Campaign Jumpstarts Recovery With More Than 65,000 Room Nights Purchased

NATIONAL REPORT—In response to the COVID-19 pandemic and its effect on travel, the hospitality industry banded together to launch Buy One, Give One, a “vacay layaway” program. The initiative resulted in the purchase of more than 65,000 room nights for future stays, providing immediate revenue for participating hotel partners, who then donated room nights to frontline healthcare workers as a well-deserved “thank you.”



The program, launched by MMGY Global, an integrated marketing company specializing in the travel, tourism and hospitality industry, in partnership with the Hospitality Sales & Marketing Association International (HSMIAI), kicked off on April 30 and was available through July 31, 2020. It encouraged consumers to book future stays with a variety of enticing offers, from discounted stays, to gift cards, to loyalty points. In return, the more than 40 participating travel brands and properties donated room nights, gift cards and loyalty points to select charitable organizations, including the American Nurses Association and New York-Presbyterian. The organizations are in the process of distributing the equivalent of 8,000 room nights to healthcare workers for them to redeem for future leisure stays.

"During this incredibly difficult time, we were thrilled to see the positive impact made by the Buy One, Give One program as the hospitality industry continues its recovery and consumers start traveling again," said Katie Briscoe, president of MMGY Global. "The thousands of room nights sold are making a substantial difference not only to the hotel partners eager to welcome guests, but also to the healthcare workers who have worked tirelessly throughout the pandemic and deserve a much-needed vacation."

The travel industry has been particularly hard-hit by the pandemic, with nearly two out of three hotels at or below 50% occupancy and four out of 10 hotel workers unemployed, according to an Aug. 31 study by the American Hotel & Lodging Association. However, the "vacay layaway" results paint a promising picture that consumers are eager to travel again as restrictions continue to ease. This is further bolstered by MMGY Travel Intelligence's Travel Safety Barometer survey, which tracks the impact of COVID-19 on the intentions of U.S. travelers. Its findings indicate that perceptions of safety in the travel industry continue to rise; interest in leisure travel reached a high in the early Oct. update, with 45% of respondents reporting that they are at least somewhat likely to take a domestic leisure trip in the next six months.

"With countless hotels closed and hospitality professionals out of work the past several months, it was crucial that we came together as an industry to forge a path towards recovery," added Bob Gilbert, CHME, CHBA, president/ CEO of HSMIAI. "We take comfort in knowing that a meaningful contribution was made to the program participants who, in turn, rewarded healthcare professionals with a much-needed break."



May 1, 2020

# Buy One, Give One aids hotels, essential workers

MMGY Global and HSMAI partnered to launch Buy One, Give One, a “vacay 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.





NEW YORK (April 30, 2020) 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](#) 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 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 (HSMIA) 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 HSMIA. "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](#) 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
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- 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

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### 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 [hsm.ai.org](http://hsm.ai.org), HSMAI Facebook, HSMAI Twitter, and HSMAI YouTube.

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NewYork-Presbyterian is one of the nation's most comprehensive, integrated academic healthcare systems. Founded nearly 250 years ago with the fundamental belief that every person deserves access to the very best care, NewYork-Presbyterian now encompasses 10 hospital campuses across Greater New York, more than 200 primary and specialty care clinics and medical groups, and an array of telemedicine services.

NewYork-Presbyterian Hospital is ranked #1 in New York and #5 in the nation in U.S. News & World Report's "Best Hospitals" survey. NewYork-Presbyterian is the nation's only hospital affiliated with two world-class medical schools, Weill Cornell Medicine and Columbia University Vagelos College of Physicians and Surgeons. Its 47,000 employees and affiliated physicians are dedicated to providing the highest quality, most compassionate care to New Yorkers and patients from across the country and around the world.

May 4, 2020

## **COVID-19: Hilton, Wynn at White House | U.S. continues decline**

### **'Buy one, give one'**

MMGY Global, in partnership with the Hospitality Sales & Marketing Association International (HSMAI), has launched a vacation layaway program, "Buy One, Give One," designed to help jumpstart leisure travel, and generate immediate revenue for hotels. Participating hospitality brands will offer a range of offers to consumers — from discounted stays to gift cards to loyalty points — and in return, donate room nights, gift cards or loyalty points to organizations like the American Nurses Association and NewYork-Presbyterian, to distribute to medical professionals who can use them toward future leisure stays.

[Read more](#)



June 3, 2020

## Barceló Partners with Apple Leisure on “Buy One, Give One” Campaign



Everyone is wondering how to jumpstart leisure travel as we emerge from the COVID-19 crisis, but some suppliers are already working on ways to do just that. Barceló Hotel Group has now partnered with Apple Leisure Group Vacations and united with other members of the hospitality industry to participate in “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 Apple Vacations, CheapCaribbean, Funjet and Travel Impressions or [www.BuyOneGiveOneStay.com](http://www.BuyOneGiveOneStay.com) through June 30, Apple Leisure Group Vacations will contribute room nights on behalf of Barceló Hotel Group. These stays will be distributed to medical professionals who can use them toward future leisure stays so they can truly enjoy time with their loved ones.

“It is a pleasure for us to be part of this project,” said Zarina Montalvo, sales manager at Barceló Bávaro Grand Resort. “The global situation affects us all and we are proud to be able to recognize the hard work of health care personnel who are one of many playing an essential role during this moment.”

“Barceló Maya Grand Resort is pleased to collaborate with all the partners on this great endeavor to thank and pamper medical professionals,” said Stefania Ballotta, head of sales and marketing at Barceló Maya Grand Resort. “We appreciate the magnificent job they are doing during this difficult time and wish to host them as they deserve.”

Barceló Hotel Group partnered with Apple Leisure Group Vacations to join MMGY Global, the largest integrated marketing company specializing in the travel, tourism and hospitality industry, and the Hospitality Sales & Marketing Association International (HSMIAI), which spearheaded the program’s creation and launch effort. Hospitality has been one of the industries most impacted by the coronavirus pandemic with 70 percent of hotel employees laid off or furloughed and eight in 10 hotel rooms empty, according to data released by the Hotel & Lodging Association (AHLA).

For more information or to book, check out Apple Vacations, CheapCaribbean, Funjet or Travel Impressions. To learn more about the overall Buy One, Give One program, please visit [www.BuyOneGiveOneStay.com](http://www.BuyOneGiveOneStay.com).



# LODGING

May 1, 2020

## Program Generates Revenue for Hotels While Gifting Future Vacations to Healthcare Workers



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](https://www.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 and 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 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 and CEO of HSMAI. “With Buy One, Give One, we offer a collective charitable response to the pandemic across the 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 percent 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.”



The “Buy One, Give One” program has more than 30 participating hospitality brands and hotels—and counting. 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; and Wedgwood Manor and Glamping Retreat.



May 15, 2020

# This Hotel Deal Shows the Love for Health Workers

Join the Meritage Collection's "vacay layaway" program, and know that an overnight will be donated to a healthcare hero.





**GETTING TO SOAK IN...** a favorite destination, hotel, restaurant, attraction, or city? That has been on hold during our #StayatHome period. But a number of places are looking down road, to the time when they can again welcome guests and we can return and show them our support. A few spots have been offering pay-ahead deals, or gift cards, or ways to purchase from the gift shop, all efforts that help out the hotel's employees right now while also giving guests a chance to daydream about a future trip. The [Meritage Collection](#), which includes several Golden State properties, is also offering people the chance to put that vacation on layaway, but there's a nice twist: If you buy your visit ahead of time, the company will donate a night to a healthcare worker.

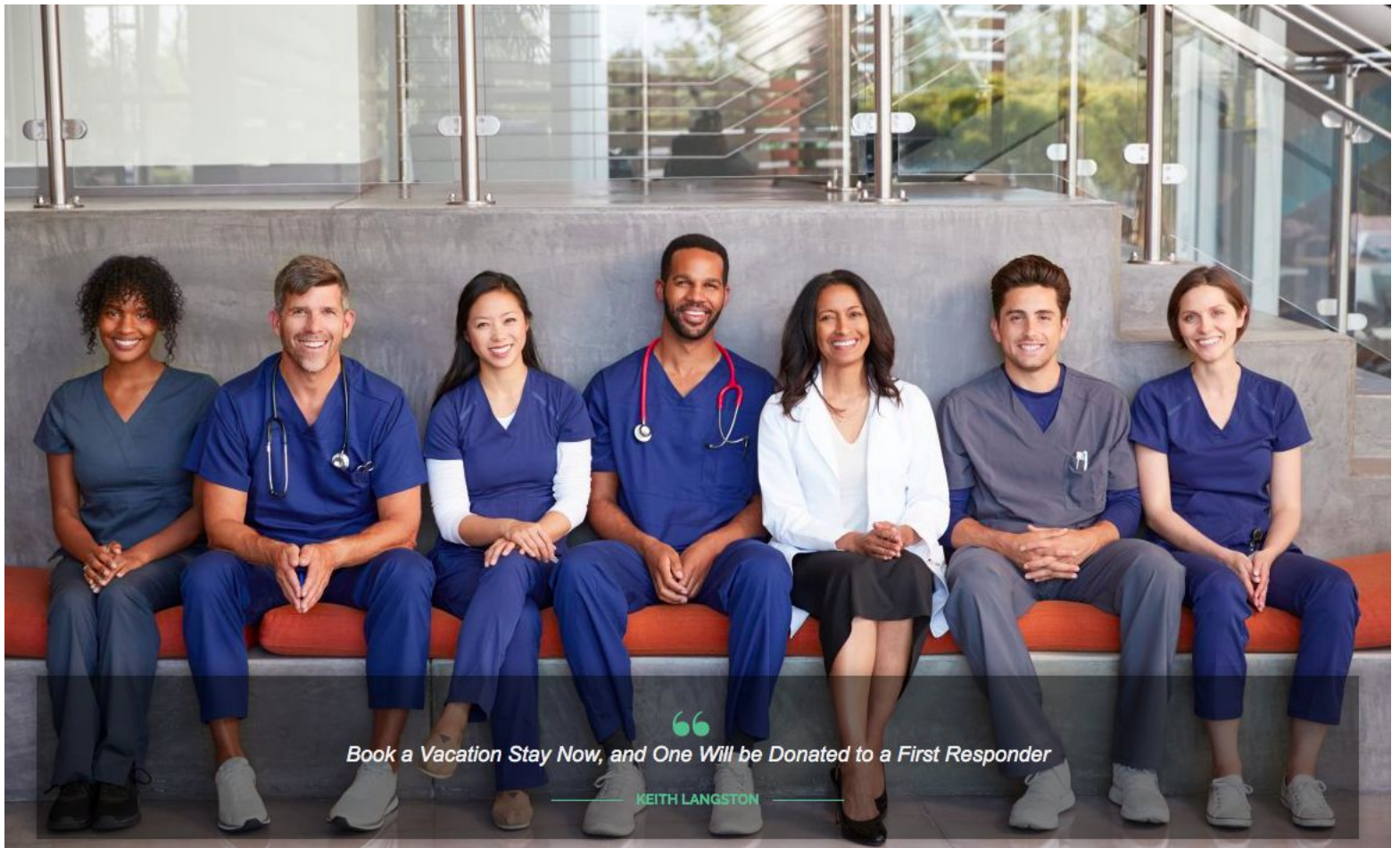
**BUY ONE, GET ONE...** is the name of the deal, and it works like this: You're invited to purchase a gift voucher, one that will be honored at any of the collection's 30 luxe properties. Then? The hotel has "...has pledged to give a complimentary night gift voucher as a thank you gift to local Healthcare Heroes." The destinations include Estancia La Jolla Hotel & Spa, which will donate overnight stays to UC San Diego Health, and Meritage Resort & Spa, which give away great stays to Queen of the Valley Medical Center in Napa Valley (Vista Collina is also supporting Queen of the Valley). The gift vouchers are \$500, and for each one purchased, the Meritage Collection will donate a night to a healthcare hero. For more on the program, visit the company's [Buy One, Get One](#) page now.

# PASSPORT

TRAVEL • CULTURE • STYLE • ADVENTURE • ROMANCE!

May 11, 2020

## BOOK YOURSELF A VACATION AND GIVE ONE TO A FIRST RESPONDER



We can all agree that, right now, times are tough. As travelers, we're unable to do the thing that comes most naturally to us: Travel! We must remember to keep our eye on the prize. A short period of hibernating now will mean the world can open back up to us sooner.

One project, called **Buy One Give One Stay**, is trying to help out in a very unique (and totally awesome) way. The premise is simple: You book a vacation stay, or even buy a gift card, to some of the world's leading hotels and they will donate a free stay to a first responder.





*Participating Hotel: The Langham Huntington in Pasadena (Photo: Joanna K Drakos)*

Participating hotels include some of the most well-respected in the business, like **The Langham**, **The Fairmont Collection**, and **Hilton**, as well as some awesome and funky local hideaways, like **The Flamingo** in California's Wine Country, and the **Catskill Seasons Inn**, located near the historic site of the famous Woodstock music festival! In total, there are hotels from the Caribbean to Polynesia, to Canada to Europe, and many of them are offering special promotions through the BOGO campaign. The hardest part will simply be deciding where to go.

The coolest part about this program is that it will help out in more ways than one. Not only will it be giving a much-deserved reward to America's workers on the frontlines, but it will also help rejuvenate the world's hospitality and tourism industry, which, if left ignored, could lead to millions losing the ability to provide for their families.





*Participating hotel: Curacao Renaissance (Photo: NAN728)*

Organizations receiving the donated hotel stays include the American Nurses Association and the New York-Presbyterian medical network, which operates numerous hospitals and patient facilities. To keep up with the program and to show your support, use **#BuyOneGiveOneStay** and **#BuyOneGiveOne** on social media.

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For a full list of hotels and resorts that are participating, check out the **BOGO Vacay Layaway website**. There, you can find more info, as well as the full list. Then you can click on the various hotel's links and book directly through them. The promotion is running now through **June 30, 2020**.



April 30, 2020

# Hospitality Industry Launches “Vacay Layaway” Program



To help jumpstart leisure travel, select members of the hospitality industry have 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](https://www.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 **NewYork-Presbyterian**, among others of their choice, to distribute to medical professionals who can use them toward future leisure stays.

Hospitality has been one of the industries most impacted by the coronavirus pandemic with 70 percent of hotel employees laid off or furloughed and eight in 10 hotel rooms empty, according to data released by the **American Hotel & Lodging Association** (AHLA).

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.

**MMGY Global** and the **Hospitality Sales & Marketing Association International** (HSMAI) partnered to launch the effort.



May 14, 2020

# Hotels Lend A Helping Hand



Hospitality is one of the worst-impacted industries during the **COVID-19** (coronavirus) crisis, but despite being hit hard by the pandemic, resilient hotels are reaching out to local communities and are also expressing gratitude to the frontline healthcare workers in their own ways. Here are a few feel-good stories from the world of hotels.

### **Buy One, Give One Campaign Unveiled**

In a bid to give impetus to leisure travel, **MMGY Global** and **Hospitality Sales & Marketing Association International** (HSMAI) have come together to launch **Buy One, Give One**, a “vacay layaway” program. The initiative aims to generate immediate revenue for hotels, while simultaneously showing appreciation for the tireless efforts of the healthcare workers, who are fighting the pandemic from the front lines.



More than 30 hospitality brands and hotels are participating in the program, which is available at [buyonegiveonestay.com](https://buyonegiveonestay.com) through June 30 and comes with an array of offers, such as discounted stays, gift cards and loyalty points for consumers purchasing future travel now. In return, the hospitality brands/hotels will donate room nights, gift cards or loyalty points to such organizations as the **American Nurses Association** and **NewYork-Presbyterian**, to distribute to medical professionals who can use them toward future leisure stays.

The pandemic has left the hospitality industry in dire straits with 70 percent of hotel employees laid off or furloughed and eight in 10 hotel rooms empty, according to data released by the **American Hotel & Lodging Association** (AHLA). All of the participating entities can be found on the website.



May 8, 2020

## **Paragon joins 'Buy one, Give one' campaign to help jumpstart travel and thank healthcare workers**



**To help jumpstart leisure travel, Paragon 700 Boutique Hotel & Spa in Puglia, Italy, has united with other members of the hospitality industry to participate in Buy One, Give One, a 'vacay layaway' programme 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.**

Spearheaded by MMGY Global, the largest integrated marketing company specialising in the travel, tourism and hospitality industry and the Hospitality Sales & Marketing Association International (HSMAI), Buy One Give One aims to provide immediate funds to hotels in this unprecedented time, in addition to providing a much-deserved respite to look forward to for those who have put their lives on the line in the fight against COVID-19.

Available to buy on the hotel's website from now until 30 June 2020, the hotel offer sees one night contributed as a gifted stay to a healthcare worker for every two nights guests book to stay in the future.



May 6, 2020

## Hospitality industry unites for “Buy One, Give On” campaign



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 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.



May 27, 2020

## Hospitality industry unites for “Buy One, Give One” campaign

*New “Vacay Layaway” program incentivizes travelers to book future hotel stays now, while giving back to frontline healthcare professionals.*



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# TRAVEL WEEKLY

THE TRAVEL INDUSTRY'S TRUSTED VOICE

June 12, 2020

## Suppliers show their gratitude to healthcare heroes, first responders



With every crisis comes heroes. And travel companies are lining up to recognize the frontline medical workers and first responders putting their lives on the line to fight Covid-19, offering everything from discounts to free hotel rooms, adventure trips and river cruises.



One of the larger efforts comes from MMGY Global and Hospitality Sales and Marketing Association International, which have united a host of hotels in the Americas and the Caribbean to participate in their Buy One, Give One program. Companies donate room nights, gift cards or loyalty points for select charitable organizations to distribute as a "thank you" to healthcare workers. Apple Leisure Group and its various tour brands have also joined that effort. Other companies are launching their own giveaways and discounts.

**Pleasant Holidays and its luxury brand, Journese**, for example, last month expanded their standing 10% discount for military personnel to include medical workers and first responders and their immediate families.

And AmaWaterways launched what is essentially a two-for-one river cruise offer for medical personnel and first responders.

"There are none more deserving of a river cruise vacation than today's frontline heroes: the doctors, nurses, paramedics and other frontline medical professionals who are diligently helping others and inspiring hope during these challenging times," said Kristin Karst, executive vice president and co-founder of AmaWaterways. "To express our deepest gratitude, we hope to welcome these very special individuals and their loved ones on an unforgettable river cruise as soon as we resume sailing."

Still others are hosting contests under which travelers can nominate first responders for free trips.

"I am nominating my daughter as she is my hero and a hero to all her patients she takes care of," reads one of the more than 600 nominations that Uniworld Boutique River Cruise Collection CEO Ellen Bettridge said the company has received for its contest to give away 25 seven-night European river cruises for two. "She is a survivor of a rare form of lung cancer in 2017, at the age of 30. She also just found out that she has a carotid body tumor and will require surgery to have it removed. Despite her lung history, she continues to put her life on the line to care for others. She is a single mother to a now 8-year-old who was born with severe bilateral club feet. By the age of 7, he had already had five surgeries from complications!"



African Travel, meanwhile, has asked travel advisors to nominate a local hero, whether a first responder or community member, to win a trip for two to South Africa and Botswana.

The advisor who nominates the winning hero will receive a complimentary spot on an African Travel educational trip to either South Africa, Kenya or Tanzania.

Similarly, Tour Radar and G Adventures have teamed up to take nominations for one medical worker to receive two \$2,500 G Adventures vouchers.

And Small Luxury Hotels of the World will give away two free hotel stays to 500 winners of its #SLHforheroes contest, which it said is intended to "gratefully thank 'Heroes' such as frontline emergency service workers, teachers, health professionals, delivery drivers and anyone going above and beyond during the pandemic."

# TRAVELAGE WEST

April 30, 2020

## Thank Health Care Workers via Buy One, Give One Hotel Stays



By purchasing future travel now, consumers support both the hurting hotel industry and the health care workers on COVID-19's frontlines.



**Global hospitality organization Hospitality Sales & Marketing Association International (HSMIA) and marketing firm MMGY Global have partnered to launch the Buy One, Give One campaign in a show of appreciation for those working tirelessly on the frontlines of the COVID-19 pandemic. The “vacay layaway” program will also support the hotel industry, whose businesses have been devastated by the coronavirus.**

With the incentive of discounted offers, consumers can purchase future travel now by way of bookings in addition to gift cards or loyalty points for later redemption. This buying of forthcoming travel will provide instant funds to more than 30 (and counting) participating hotels and hotel brands.

At the same time, the hotels and hotel brands will donate room nights, gift cards or loyalty points to charitable organizations benefiting health care workers, who can also redeem these items for future stays.

Donation recipients include American Nurses Association, a nonprofit organization that has represented the nation’s registered nurses since 1896; and NewYork-Presbyterian, a nonprofit academic medical center in New York City and one of the top hospitals in the U.S.

“In these unprecedented times, it is more important than ever for all of us to join together to fuel recovery,” said Bob Gilbert, president and 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.

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According to data from the American Hotel & Lodging Association, 70% of hotel employees have been laid off or furloughed due to the outbreak. In addition, eight in 10 hotel rooms are empty.

“The COVID-19 crisis has been devastating to the hospitality industry, with countless hotels currently closed globally and hospitality employees out of work,” said 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.”



For the full, up-to-date list of participating hotel brands and individual properties, as well as their respective deals, visit the [Buy One, Give One website](#).

### **The Details**

Buy One, Give One

[www.buyonegiveonestay.com](http://www.buyonegiveonestay.com)

Hospitality Sales & Marketing Association International

[global.hsmai.org](http://global.hsmai.org)

MMGY Global

[www.mmgyglobal.com](http://www.mmgyglobal.com)