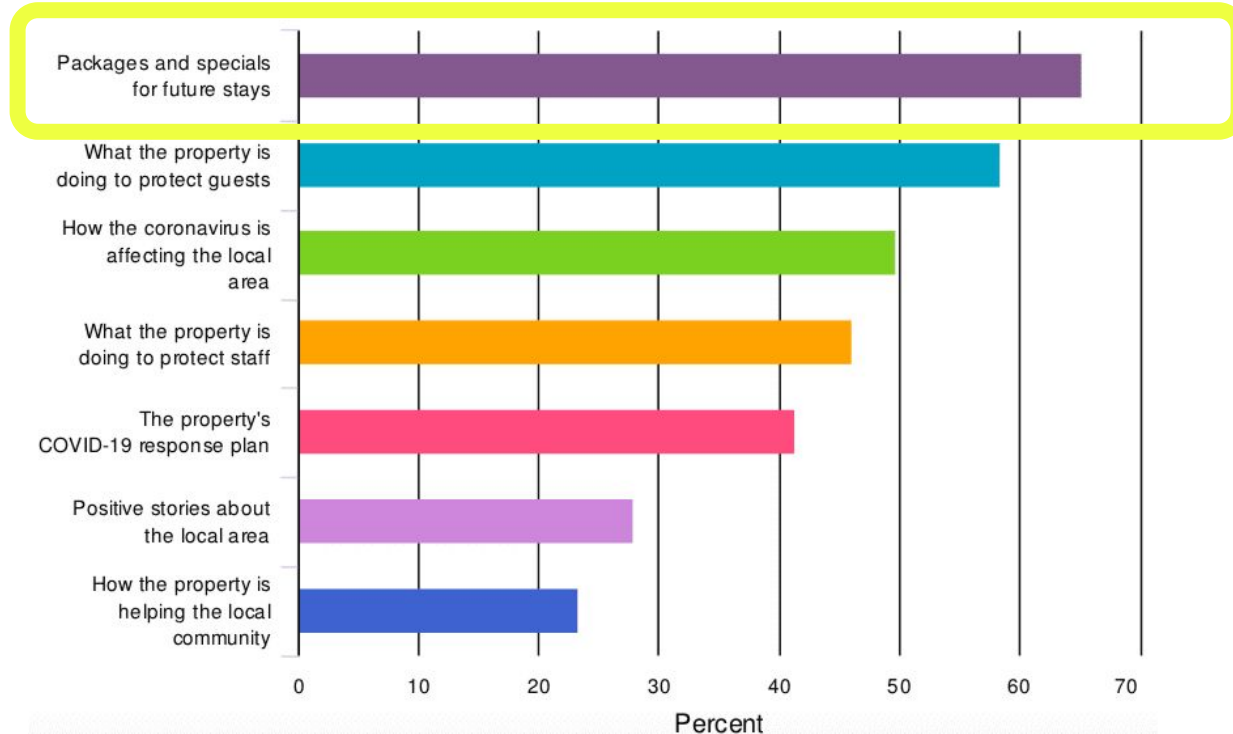
An aerial photograph of New York City, showing the dense skyline of Manhattan and the surrounding water. The text is overlaid in the center of the image.

**BRING IMMEDIATE REVENUE TO HOTELS WHILE
SIMULTANEOUSLY THANKING
HEALTHCARE WORKERS
FOR THEIR TIRELESS EFFORTS**

WHAT CONSUMERS WANT TO HEAR FROM HOTELS



- Jumpstart consumers' decision to travel again when restrictions are lifted (either staycation in home market or beyond)
- Offer collective charitable response to pandemic across the hospitality industry
- Drive web traffic and direct bookings to partnering hospitality brands/hotels
- Increase buzz, awareness and viral reach through media placements and social conversations

Buy One, Give One, a “vacay layaway” initiative, incentivizes travelers to book future travel now that will generate immediate revenue for hotels, while also providing aid to healthcare workers as a thanks for their tireless work on the front lines.

Timing: Launch April 29 – end of June, with possible extension depending on when restrictions are lifted



HOW IT WORKS

- MMGY Global/HSMAI will launch a program landing page (www.BuyOneGiveOneStay.com) featuring program overview, charitable tie-in, participant logos, links to participants websites for booking
- MMGY Global/HSMAI will launch umbrella program via PR and social media campaign and then turn over activation directly to participating hotels.
- Participants will be provided with a program Toolkit to help facilitate program activation and promotion.
- Participants will promote to their loyalty members and via their websites and social channels.
- Consumers will book rooms/purchase credits directly from participating hotels.
- Participants will make charitable donation of room nights directly to one of the suggested organizations.
- Participants will need to track and report bookings and donation amounts directly to HSMAI in order to tally the program's collective results.

1. How do we implement the program?
2. How does the charitable component work?
3. How does the Toolkit work?
4. What does HSMAI/MMGY Global promote versus what the hotel promotes?
5. How do we report results?

- Commitment form
- Brand/hotel vector logo
- 2-5 signature images
- Official website address
- Participation in results surveys deployed at 30 and 60 day marks



- 4/22 – Hotels provide confirmation of participation and commitment form
- 4/28 – Toolkit shared with participants
- 4/29 – Program Launch
- 4/29-6/30 – Promote and execute program



A close-up photograph of two hands, one wearing a blue nitrile glove and the other bare, with their fingers interlaced to form a heart shape. The background is a plain, light gray.

Thank you