



Welcome

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**An Update from the  
Hotel Marketing Association**

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Presented By Harry Fielder  
HMA Community Chair

## About The HMA

The Hotel Marketing Association is the leading professional body for hotel marketers and advocates for best marketing practice within the hospitality sector.

Bringing together industry experts to share insight, inspire innovation and drive commercial success.

The HMA delivers a programme of events, webinars and thought leadership to support marketers in staying ahead of trends in an ever-evolving hospitality landscape.

## A Strong Outlook for 2026

- A dynamic, year-round calendar of standout events
- Fresh, thought-provoking blogs and expert insights
- Engaging webinars featuring leading voices in the field
- High-impact in-person events
- Record-breaking participation across entries, categories, and sponsors at our annual awards

**hma** hotel  
marketing  
association  
part of **HOSPA**

# The **hmma** 2026 Hotel Marketing Awards

Celebrating excellence in UK hotel marketing, the HMA 2026 Hotel Marketing Awards recognise outstanding campaigns, teams and emerging talent.

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## The Categories

Best Website

Best Partnership Marketing

Social Media Campaign of the Year

Innovative Use of AI in Marketing (new)

Creative Excellence

Best Hotel Marketing Team

Rising Star in Hotel Marketing

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Headline  
Sponsor



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# The Finalists

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## **Best Website**

The Belfry Hotel & Resort  
The Newman  
The Savoy

## **Best Partnership Marketing**

The Grove  
The Newman  
Waldorf Hilton London

## **Social Media Campaign of the Year**

Barons Eden  
Bespoke Hotels Hotel  
Imperial London Hotels

## **Innovative Use of AI in Marketing**

Corinthia Hotels  
Red Carnation Hotels

## **HMA Creative Excellence Award**

Horwood House Hotel,  
Small Luxury Hotels of the World  
The Torridon

## **Best Hotel Marketing Team**

London Hilton on Park Lane  
Luxury Family Hotels  
Sutton Hotel Collection

## **Rising Star In Hotel Marketing**

Jack Bumstead, GuestHouse Hotels  
Rebecca Downey, Robinsons Managed Pubs  
May Facey, Marriott International

The  
**hmma** 2026

Hotel Marketing Awards

**Join us to celebrate the winners**

**Monday 22 June 2026 at the Waldorf Hilton London.**

This flagship event brings together the brightest minds in hotel marketing for an evening of inspiration, celebration and industry connection - featuring a welcome reception, insightful leaders panel, the HMA Awards Ceremony and post-event networking with drinks and canapés.

**The**  
**hmma** 2026  
Hotel Marketing Awards

# Book Your Place

Book via the QR code or go and meet Emily and Amanda  
at the HMA stand for discounted tickets





# **We're growing and looking for future committee members**

**If this sounds like you, please see  
Emily or Amanda at the HMA stand.**

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