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From: Angelia Chew, Director, Global Travel Industry Relations
To: General Managers, Asia Pacific
Cc: Hilton Worldwide Marketing, Vice Presidents, Presidents

Memorandum **Asia Pacific HotSheet**
October – November 2016

**CYCLE 80 – HILTON HOTSHEET TO SUPPORT
THE HILTON FIELD SALES TEAM**

The primary objective of the Hilton Field Sales Team is to increase sales revenue by influencing the travel agent at the point of sale.

Every eight weeks the Agency Sales Executives (ASEs) visit key travel agents and make sales calls with the aid of the enclosed Hilton HotSheets. Working in a pre-defined territory and on targeted agencies, the ASEs build on-going relationships with the front-line travel agents as their main point of contact. This high call frequency combined with ASE's sales skills and brand knowledge has proved to keep the Hilton Worldwide portfolio of brands front of mind and to influence their booking decisions. We are also using this sales programme to keep agents informed of Hilton's range of generic products, promotions and services.

The HotSheet continues to focus on the following areas:

- New or future openings and refurbishments
- Specific Hilton Worldwide information
- Particular need properties or regions
- Business and leisure promotions
- GDS, HRCC and Hilton.com booking information

The HotSheets are produced in five languages, English, Dutch, French, German and Chinese. In addition to this, the Hilton Field Sales Team also operates in North America, Europe, Asia, UAE and Australia in the areas defined below. These regions utilise a specific HotSheet customised for their markets.



Hilton

In Europe we are represented in:



In North America we are represented in:



In Asia we are represented in:



In Australia/New Zealand we are represented in:

