



Certified Revenue Management Executive (CRME) Certification Application

This document is provided for information only. This is the detail you will need to provide when applying for the CRME certification.

Learn more here: <https://hsmaiacademy.org/certification-revenue-management-crme/>

Apply here: https://online.hsmmai.org/cvweb/cgi-bin/memberdll.dll/info?wrp=customer_new.htm&REDIRECTURL=https://online.hsmmai.org/cvweb/cgi-bin/certificationdll.dll/MasterInfo?WRP=CertApply.htm&gl=1*1drmsb*_gcl_au*NTkoMTU3NDgzLjE3MjEwNzcwNzg.

I. APPLICANT INFORMATION

- Date of Application
- Full Name
- Job Title
- Employer
- Mailing Address
- City, State/Province
- Zip/Postal Code
- Country
- Phone
- Email
- LinkedIn Profile Address
- Years Worked in Hospitality Industry
- How did you hear about the CRME?

II. PROFESSIONAL EXPERIENCE – 2 points minimum | 10 points maximum

You must have a minimum of one (1) year of verifiable experience in a dedicated revenue management position. Revenue management experience may include holding positions such as, but not limited to, revenue manager, director of revenue management, director of revenue optimization, director of pricing and revenue, or director of sales or general manager responsible for revenue management functions.

- First 1 year of experience – 2 points
- Each additional year of experience – 1 point

Provide job title, employer, and dates of experience.

III. ON THE JOB RESPONSIBILITIES – 3 points minimum | 25 points maximum

Candidates must have had some on-the-job responsibilities in revenue management **in the last three (3) calendar years**. Points may be earned through as many of the following responsibilities as are applicable to the candidate.

Annual Revenue Responsibilities...Responsible for:

- Annual total revenues under \$10m – 3 points
- Annual total revenues between \$10m - \$25m – 6 points
- Annual total revenues between \$25m - \$40m – 9 points
- Annual total revenues over \$40m – 12 points

Property Size Responsibilities...Responsible for:

Property Number Responsibilities...Responsible for:

- 2 - 4 properties – 6 points
- 5 - 9 properties – 9 points
- 10 or more properties – 12 points

Management Responsibilities...Responsible for:

- Multiple revenue streams (e.g., F&B, golf, gaming, ski,

- Property size under 250 rooms – 3 points
- Property size between 250 - 500 rooms – 6 points
- Property size between 501 - 1000 rooms – 9 points
- Property size over 1000 rooms – 12 points
- etc.) – 10 points
- 1-3 revenue managers/analysts – 6 points
- 4 or more revenue managers/analysts – 9 points

Provide responsibility, and dates of responsibility.

IV. INDUSTRY SUPPORT ACTIVITIES – No minimum | 10 points maximum

A. Membership in an Industry Association

- Member of HSMAI – 2 points per year
- Member of another hospitality industry association – 1 point per year

Provide association name and dates of membership.

B. Leadership in an Industry Organization

- Member of HSMAI Executive Committee or Board at the Regional or Global level – 10 points
- President of an HSMAI professional chapter – 10 points
- President of an HSMAI collegiate chapter – 5 points
- Other officer or director of an HSMAI chapter – 5 points per year served
- HSMAI chapter committee member – 2 points per year served
- HSMAI Advisory Board member – 5 points per year served
- Officer or committee chair of another hospitality industry association – 1 point per year

Provide association name, your role, and dates or service.

C. Published Articles

- Author a published article on revenue management – 1 point per article
- Be published in an academic, peer-reviewed journal – 3 points per article

Provide article title, publication, and date of publication.

D. Presentations at Industry Programs/Meetings

- Present at industry programs and meetings – 1 point per presentation

Provide presentation title, program/meeting name, and date of program/meeting.

V. EDUCATION – 20 points minimum | No maximum

A. Higher Education Coursework

- Post-graduate Hospitality or Business Administration degree (e.g., MA, MBA, MS, PhD) – 30 points
- Post-graduate degree, other than Hospitality or Business Administration – 20 points
- Bachelor's degree in Hospitality Administration – 40 points
- Bachelor's degree, other than in Hospitality Administration – 30 points
- Associate's degree in Hospitality Administration – 20 points
- Associate's degree, other than in Hospitality Administration – 10 points
- College-level professional development revenue management course – 1 point per completed course
- Certified Revenue Management Analyst (CRMA) certification – 15 points

Provide degree or course name, institution, and dates of study.

B. Professional Development

You may claim points for actual clock time of qualifying professional development coursework up to 8 credits per day. For example, 1½ hours of qualifying education equals 1.5 CRME credits.

All professional development education is acceptable as long as it is directly related to revenue management, revenue optimization, and/or related subject matter (e.g., digital marketing, data and analytics) as defined by the CRME study guide. It must also meet the guidelines below.

Acceptable professional development education include conferences, workshops, seminars, or classes offered by:

- HSMAI
- Brands or management companies
- Other hospitality industry-specific organizations (e.g., HEDNA, HFTP)
- Other revenue management education providers (e.g., Google, TripAdvisor, service providers)

The following are NOT eligible for CRME application or recertification credit:

- General software/training courses
- Expo hall hours
- Networking receptions
- Breaks between educational sessions
- Product-specific promotional demonstrations

Find point-earning non-academic coursework opportunities at:

- <https://global.hsmi.org/events/>
- <https://global.hsmi.org/education/>
- <https://americas.hsmi.org/events/conference-videos/>
- <https://americas.hsmi.org/membership/chapters/>

Provide professional development course name, presenting organization, and date(s).

VI. ADDITIONAL CERTIFICATIONS – No minimum | No maximum

You may claim points for other certifications that you hold within the hospitality industry including:

- [Certified Hospitality Digital Marketer \(CHDM\)](#) – 5 points
- [Certified in Hospitality Business Acumen \(CHBA\)](#) – 5 points
- [Certified Revenue Management Analyst \(CRMA\)](#) – 5 points
- Certified Meeting Professional (CMP) – 5 points
- Certified Hotel Administrator (CHA) – 5 points

Provide certification name and date awarded.

VII. POINT TOTALS

You must have a minimum of 50 points to submit your application.