

2018
23 – 24th
January
Guildford

HOTEL REVENUE MANAGEMENT: PRICING, MARKETING AND DISTRIBUTION

A 2 day programme in hotel revenue management, introducing a more collaborative approach to understanding and controlling demand.



Overview & Key Outcomes

The 2 day short course aims to broaden an understanding of revenue management, promising some hard work, fun interactive exercises and the opportunity to network.

Attendees will leave being able to contribute more effectively to the discussions and decisions being made in their business, aware of current developments and trends and having made new contacts in their industry.



Industry Networking

There is a drinks reception at the end of day 1 and attendees are actively encouraged to network with both other participants and speakers throughout the event.



Delivery Methods

Practical examples, discussions and exercises are integrated throughout the programme to enhance and apply theoretical learnings.



Simulation Format

In small groups, attendees will take part in a competitive simulation, managing their own 4* property for one year, responding to market conditions. Participants have the opportunity to make strategic decisions concerning:

- Strategic planning and capital expenditure
- Sales and marketing
- Pricing and market segmentation
- Distribution
- KPI and financial analysis and interpretation.



Topics

- Revenue management – its evolution and future
- The customer, who they are, how they book and how to reach them
- Market segmentation
- Distribution and transaction costs
- Pricing and its relationship to value
- The importance of online reputation and reviews
- Trends around the management of ‘big data’.



Guest Speaker

In support of the programme, STR Global will deliver a session to introduce KPI's and benchmarking, with a recent market overview featuring statistics relevant to the regions of the course attendees.



Participants

The course has been developed to suit those who have had little exposure to Revenue Management previously, and are either working in a hotel or with hotels. Typically, attendees on the course will be hotel managers or working in front office, reservations, sales and marketing or other supporting roles.



Course Leaders

The programme will be delivered by Sylvia Ganbert, Teaching Fellow at the University of Surrey and Janel Clark, Head of Consultancy and Education at Next Generation. Sylvia has recently returned to the UK following 4 years in Dubai, working in some of the most exclusive properties within Tiara Hotels & Resorts, Fairmont Raffles Hotels International and InterContinental Hotel Group. Between them, Sylvia and Janel have combined experience of over 40 years in the area of Revenue Management, having worked worldwide in both independent and large group hotel businesses. They are perfectly placed to provide sound teaching, Demonstrating first-hand experience along with an understanding of current challenges and developments in the area of revenue management. Facilitators are approachable and welcome participants questions.



Venue and Timings

Day 1
9.00 – 18.30

Day 2
9.00 – 17.00

Guildford: The workshop will take place in a dedicated space at the University of Surrey campus, set amongst the vibrant student atmosphere, with catering from Lakeside restaurant.



Cost

Price £700 per person.
10% discount for group booking



Why Surrey?

- Facilitators have over 40 years of practical revenue management experience
- The University of Surrey is ranked **number 1** for Hospitality and Tourism higher education in the UK, with over 40 years' experience delivering courses
- We encourage a partnership with you and will support your continued learning by providing supplementary reading, keeping you connected and up to date
- We give you time to network and learn amongst your peers and enjoy new perspectives
- The chance to network in future with other executive education attendees from across our range of programmes
- On the university campus we have a dedicated training venue. Experience our very own Lakeside restaurant and coffee shop.



Testimonials

Previous attendees on the programme said....



“The revenue simulation was a working practice of how strategy, pricing, investment and profitability work in reality.”

“The two days were enjoyable and fun.”

“Relevant, stimulating and well presented.”



For more information and to book please contact:
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