

2017
19-20th
September
Guildford

HOTEL REVENUE MANAGEMENT: PRICING, MARKETING AND DISTRIBUTION

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



Summary & 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

As well as a networking drinks reception at the end of day 1, attendees will have plenty of time to chat with other participants/speakers during breaks.



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.

As tension rises, who will win the all-important prizes...



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 it's 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 SnapShot. 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 knowledgeable and approachable, welcoming your 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.

London: The workshop will take place at The Bloomsbury hotel, nearest tube Tottenham Court rd.



Cost

Attendees booking 1 month + in advance receive a **10% discount** on the course fee, which includes course materials, refreshments and lunch, networking drinks reception, supporting reading material and parking permits where available.

'Early-bird' price £594

Full price £660

Pricing per person (inc VAT)



Why Surrey?

- Facilitators have over 40 years of practical revenue management experience
- Content features the latest in real time industry developments, showcasing the latest analytical tool in a cloud based solution
- We give you time to network – learn amongst your peers and enjoy new perspectives
- 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
- 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:

cre@surrey.ac.uk/+44 (0)1483 683780

University of Surrey, Guildford, Surrey, GU2 7XH, UK

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FORECASTING MASTERCLASS FOR HOTELIERS

The 1 day forecasting masterclass is a natural continuation from our 2 day introduction to hotel revenue management, led by Sylvia Ganbert and Janel Clark.



Summary & Key Outcomes

The programme will provide attendees with an understanding of the data needed to produce a forecast as well as the methods of forecasting.

Theoretical learnings are applied immediately, asking attendees to produce their own manual forecast, and then test it by responding to business situations, assessing demand and using market intelligence to make decisions to revise strategies.

Attendees will leave being able to produce a forecast manually that is accurate and reliable, practically tested and able to drive business forward.



Delivery Methods

The learning environment that we create is friendly and mutually supportive with interactive discussions, and practical challenges integrated throughout the programme to enhance and apply theoretical learnings.



Industry Networking

With time for networking throughout the day, attendees can make new contacts in their industry and draw on each others experiences.



Venue and Timings

9.00 – 17.30

London: The workshop will take place at The Bloomsbury hotel.

Nearest tube Tottenham Court rd.



Topics

- Forecasting methods
- Market awareness, segmentation and identifying trends
- Demand driven decision making
- Gathering data and producing a manual forecast
- Understanding demand levers
- Pick-up, wash, pace
- Assessing business on the books
- Market testing and evaluation
- Understanding variances and amending a forecast



Participants

The course has been designed as a follow on from the 2 day introductory course in hotel revenue management or for those who are new to revenue management. Typically, attendees on the course will be hotel managers, junior revenue managers/coordinators or working in front office, reservations.

Delegates are required to have basic excel skills.



Cost

The course fee includes course materials, refreshments and lunch.

Full price £350

Pricing per person (inc VAT)

For more information and to book please contact:

cre@surrey.ac.uk/+44 (0)1483 683780

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