HOTEL REVENUE MANAGEMENT: PRICING, MARKETING AND DISTRIBUTION

A 2 day SnapShot in revenue management at the University of Surrey, introducing a more collaborative approach to Demand Management.

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...

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 from front office, reservations, sales and marketing or other supporting roles.

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
- KPIs and benchmarking
- The importance of online reputation and reviews
- Trends around the management of ‘big data’. 
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.

### Course Leaders

- 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
- Dedicated training venue within the School of Management. Experience our very own Lakeside restaurant and coffee shop.

### Why Surrey?

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### Venue

The workshop will take place in a dedicated and flexible executive education space at the epicentre of the main University of Surrey campus, set amongst the vibrant student atmosphere.

**Day 1**

9.00 – 18.30

**Day 2**

9.00 – 17.00

### 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 £585
- Full price £650
- Pricing per person (inc VAT)

### 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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