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Professional Course:
Revenue Management: **Maximizing
Revenue** for Hospitality Businesses
(Greek Stream)

Vendors

Designed & Powered by:



Revenue Management: Maximizing
Revenue In Hotels
Online Mode (20h) – (6 Days)
13th of March 2023



Welcome

The evolution of internet technology continues to change the way we work, live, consume and communicate. In addition, new technologies and best practices are transforming the way Hospitality organisations and consumers engage with each other.

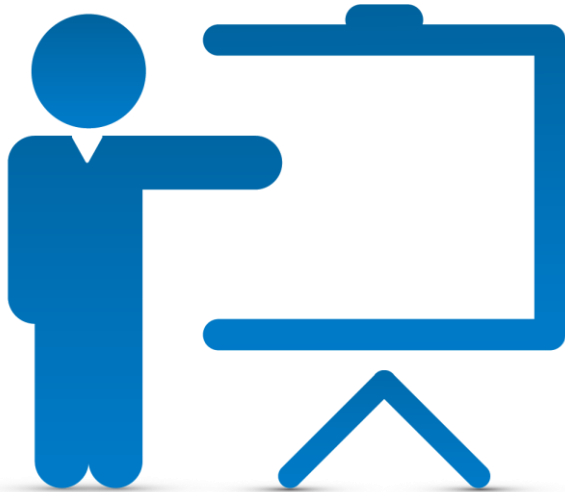
We understand that advancing and progressing your future career, acquiring new customers over the internet and maximizing the revenue of your hospitality business is both important to you and the Hospitality Industry. Now, you can effectively strategize and apply those revenue management skills and techniques that can affect your performance within the Hotel & Tourism Sector.

A Revenue Manager faces the daily challenge of evaluating a lot of historical, current, and future data and making the best decisions about the target market and the mix of channels it will use to maximize hotel revenue. Therefore, it is crucial for such a professional to have the required experience but also to have specialized training to be a member of the elite professionals in the hotel industry.

Revenue Management is currently considered worldwide as the most important professional specialty for effective hotel management. It indicates that you have a position among the best in your profession, and you are aware of current trends in the hospitality industry. Serves as a lever in current and future career opportunities.

Designed by DMH Academy and local experts specialized within the Hospitality context, this innovative course applies to either experienced industry professionals or emerging ones who want to grow a successful career in the world of Revenue Management in the Hotel & Tourism sector.





Program **Overview**

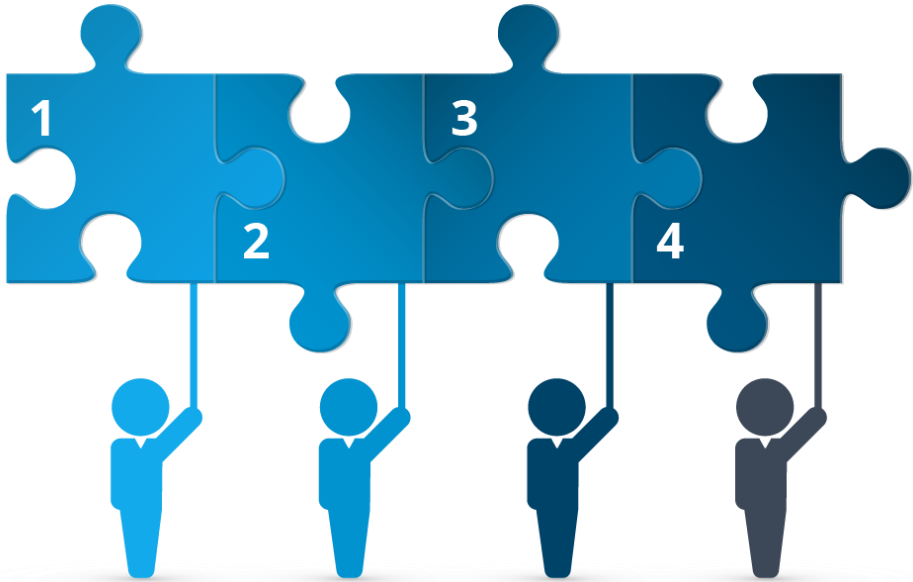
Who is this **Specialized** Course for?

- Senior Management & Hospitality Entrepreneurs
- Sales Executives in Hotels
- Digital Marketing Professionals
- Executives working for Online Travel Agencies (OTAs)
- Hospitality Management and Sales Companies
- (Airbnb) home share accommodation Owners & Managers
- Recent Graduates
- Anyone responsible for developing and/or implementing a sales strategy for their Hospitality organization
- Anyone looking to pursue a new career in the hotel sector seeking new opportunities by enhancing their knowledge in the technical maximization of a hotel revenue.

This program will empower you to maximize the impact of your Revenue Management performance through powerful digital tools and skills used in the Hotel & Tourism sector.

Takeaways for you!

- Be informed on industry trends and best practices in Revenue Management.
- Understand the key concepts of Revenue Management in the hospitality context and evaluate its role in your organization.
- Apply the strategic practices of hotel revenue management to increase revenue.
- Explain the role of forecasting in hotel revenue management and being able to measure its accuracy.
- Be able to establish or recommend room rates that maximize profitability and approaches to making price more variable.
- Analyse the implications to revenue management of using various distribution channels
- Set appropriate rate fences to create appropriate customer segments and manage potential customer issues associated with overbooking
- Create strategies to make group-management decisions that maximize revenue.
- Refine the practice of hotel revenue management so it can be applied to additional areas of the hotel.
- Develop a functional revenue management plan, from gathering baseline data to monitoring post-implementation results.



Program delivery - **learning**
outcomes & Topics



Specialized Course (20h)

Revenue Management: Maximizing Revenue in Hotels

- You will Understand what Revenue Management is and its today's Challenges in the Hotel Sector and explain performance measurements related to hotel revenue management.
- Explore the several metrics that play a significant role in strategic revenue management for hotels.
- Understand the aspects of differentiation that generate demand, to explain how revenue management relies on effective demand analysis & forecasting and how strategic pricing decisions are affected in hospitality.
- The role of distribution channels in the revenue management performance.
- Through this module you will become familiar with a pioneering Revenue Management System (RMS) and its contribution in Tactical and Strategic pricing for Hotels.

Subject Matter Experts

- Delivered by industry leading experts, this specialized course will introduce you to the most relevant aspects of Revenue Management in the Hotel Sector.
- Our specialist team work closely with leading industry experts to create, review and update the learning outcomes on a regular basis. This ensures that what you learn is instantly applicable and aligned to the needs of your role and business.
- Subject Matter Experts collaborate on the design and development of program materials, so your learning is shaped by their practical experience, expert insight and case studies.
- Industry experts will be joining our classes as guest speakers to share real-time Hospitality examples and best practices.

Topics covered include:

Hotel Revenue Management and Challenges

- What is Hotel revenue Management
- How to go from Tactical to Strategic and Total Revenue Management
- Forecasting tactics for Revenue Management i.e. (Pick up reports)
- Differences between Tactical & Strategic Revenue Management

How to Sell More Rooms at the Right Rate

- Which are the Important Elements of a Hotel Room Pricing Strategy
- Control and Capacity Management
- Internal & External Measurement Metrics
- Net Room Revenue
- Occupancy Percentage
- Average Daily Rate / RevPAR
- Contribution Margin
- Competitive Set / Market Share

Off and Online Marketing Strategies for Revenue Management

- Demand Generation Strategies
- Market Targeting - Market Positioning
- Budgeting & online sales
- Customer Relationship Management
- Market Mix Management

Distribution Channel Management for effective Revenue Management

- Property Distribution Channels
- Effective PMS Usage
- GDS Channel / Internet Channels
- **Walkthrough with Real Case Study examples for Hotels**
- **Provided with Martial, Formulas and Metrics for on-the-job use.**
- **RMS Presentation (based on availability)**

Date & Duration (with the corresponding breaks for online delivery) Total 20h		Location
13 Mar 2023 (3h) 18:00 – 21:00	Revenue Management: Maximizing Revenue in Hotels	StudySmart DMAH / Online Mode
14 Mar 2023 (3h) 18:00 – 21:00	Revenue Management: Maximizing Revenue in Hotels	StudySmart DMAH / Online Mode
15 Mar 2023 (3,5h) 18:00 – 21:30	Revenue Management: Maximizing Revenue in Hotels	StudySmart DMAH / Online Mode
16 Mar 2023 (3.5h) 18:00 – 21:30	Revenue Management: Maximizing Revenue in Hotels	StudySmart DMAH / Online Mode
17 Mar 2023 (3h) 18:00 – 21:00	Revenue Management: Maximizing Revenue in Hotels	StudySmart DMAH / Online Mode
18 Mar 2023 (4h) 11:00 – 15:00	Revenue Management: Maximizing Revenue in Hotels	StudySmart DMAH / Online Mode

Instructor Led Classroom & Online Mode

Supporting your
learning **journey...**

- This ensures you can learn in a **classroom or an online based** setting from anywhere in the world, where the experience stays consistent and high quality for everyone.
- **20 Diversified teaching hours delivered** through a blend of group workshops, videos lectures, case studies and exercises from experts with both theoretical and real-life experience of Revenue Management in the Travel & Tourism Industry.
- **Language:** All lectures are conducted through a blend of Greek and English terminology, with English presentations and teaching material.
- Lecture notes, articles and case studies are provided. It covers all the fields and practices of Revenue Management and allows participants to evaluate their **knowledge and experience. All participants will receive all recorded sessions.**
- Upon completion of the specialized course, participants will receive a certificate of participation & completion from the Digital Marketing Academy for Hospitality (**DMAH**).
- Your **Program Manager** is available to support you during your studies and assist with any administrative issues.

Online Mode

Tuition Fees

Tuition Fees & Discount Rates:

Offers	Rates (per person)
Rack Rate (registrations up to 12/03/2023)	360€
Early Bird 15% (registrations up to 28/02/2023) Deposit: 30%	300€

(Applies only to Rack rate fees)

- For 2+ participants from the same Company 20% DR
- For Nelios corporate members & clients 20% DR
- For Graduates of Smart Hospitality Center & StudySmart Professional Courses 20% DR
- For Students and Unemployed 25% DR
- Payment methods: Cash - Wire Transfers
- Payment methods also available to view in our application form: <http://bit.ly/2Vc4VAk>

Course | General Information:

Total 6 Days – Hours: 20: Monday to Friday 18:00-21:30 | Saturday 11:00-14:00

Contact Details: Mr. Costas Chandrinos

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w: <https://www.dmh.academy/>

Online Mode

Payment Methods

Payment terms / Specialized programs: Revenue Management - Maximizing Revenue for Hospitality Businesses

For the attendance of the specialized programs, but also the use of services related to the respective educational programs, the students must either prepay a 30% deposit of the total amount of the tuition fees before the beginning of the courses and the remaining amount must be paid before the completion date of the course. Or they may choose to pay off the whole amount.

Payment methods:

Bank deposit

When sending payment by electronic bank transfer, please indicate the power of attorney, name and / or invoice number, if available by sending the following details:

STUDYSMART – ΚΩΝΣΤΑΝΤΙΝΟΣ ΚΥΡΙΤΣΗΣ & ΣΙΑ ΕΕ

Payments in Euro

Piraeus Bank – Account Number: 6649-135642-795

IBAN: GR 74 0171 6490 0066 4913 5642 795

Alpha Bank: AP. ΛΟΓ:120002320-005441

IBAN:GR 7801401200120002320005441

After completing the payment transfer, please send the receipt via

Email at info@dmh.academy



Becoming a Revenue Management Specialist in Hospitality will ensure you are equipped with the tools and skills needed to create a cohesive and effective Revenue Management strategy across the Hospitality industry.

Upon Completion of the course all Participants will receive a Certification of Attendance from:

DMH Academy – STUDYSMART – NELIOS

Vendors

Designed & Powered by:

The logo for StudySmart features a small icon of a tablet with a checkmark on the left, followed by the text "StudySmart" in a sans-serif font.The logo for HELIOS features a stylized sun icon composed of two overlapping gray shapes above the word "HELIOS" in a bold, black, sans-serif font.