



High Performance Distribution Strategy for Hotels



ONLINE COURSE



Length

5 weeks



Effort

8 hours / week



Language

Taught in English

Course Content

WEEK 1

Understanding the distribution channels landscape goes over the building blocks of distribution channel management in the hotel industry covering distribution, hotel distribution and individual distribution channel profile.

WEEK 2

Distribution channel management insights and best practices explores the key insights into distribution channel management and defines the prominent distribution channels, covering distribution channel management, know your channel, partners inside-out, direct booking and direct sales.

WEEK 3

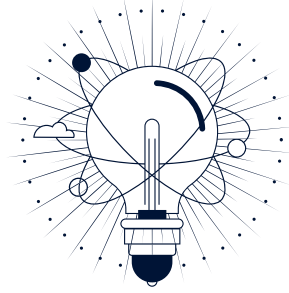
Distribution channel performance audit addresses the fundamental issues of how to identify and determine channel value and the best practices for managing channel performance.

WEEK 4

Distribution channel challenges and what's next explores the data challenges that hotels face as they look at creating and implementing a perfect distribution strategy covering distribution challenges and solutions as well as distribution opportunities.

WEEK 5

Week five is dedicated to the final assessment. To successfully pass the assessment, a minimum of 60% of the total points available need to be obtained. The type of assessment may range from multiple choice quizzes (MCQ) to more open response evaluations, like a case study.



Learning objectives

1. Describe the scope of distribution management and its challenges

2. Illustrate consumer expectations and behavior across distribution channels

3. Describe market segments across distribution channels

4. Define how distribution channel value is evaluated and make decisions

5. Identify key issues and challenges of distribution management

6. Recognize the need to utilize data and insights for marketing strategies