



Driving Hotel Revenues



ONLINE COURSE



Length

3 x 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.

Course Content

REVENUE MANAGEMENT FOR MARKET LEADERS

WEEK 6

What is revenue management looks at the principles of revenue management such as an introduction to revenue management, the revenue management game and the principles of revenue management.

Pricing strategy covers different concepts such as the game theory, best rate guarantee, price discrimination, rate fence and the psychology of pricing.

WEEK 7

Forecasting is a vital part of revenue management and covers demand management, unconstrained demand vs. constrained demand, booking curve and pickup forecasting, forecasting methods and error measurement.

Overbooking looks at developing overbooking policies and how to manage this delicate area, including different approaches.

WEEK 8

Inventory allocation and capacity control explores the basics of inventory allocation, expected marginal revenue, nested reservation system and linear programming.

Group request management teaches displacement analysis to manage a group request.

WEEK 9

Revenue management implementation explores the challenges that revenue managers face such as key performance indicators (KPIs), revenue management systems (RMS) and career in revenue management.

Latest trends in revenue management explores the changing focus of revenue management, total revenue management, big data analytics and data Visualization.

WEEK 10

Week ten 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.

Course Content

SUCCESSFUL HOTEL DIGITAL MARKETING AND SOCIAL MEDIA STRATEGIES

WEEK 11

Seeing the big picture of digital marketing explores the digital marketing landscape and terminology needed to be an effective digital marketer. Participants will learn how to use digital channels to benefit marketing approach and identify mistakes that are made when implementing digital marketing strategies in the hotel industry.

WEEK 12

Building a strong brand with content marketing looks at different types of content and online media and explores why it is important to build a hotel's brand online, whether it is a budget, mid-market or luxury hotel. Participants will explore different types of online media, how to build an engaging Brand.com, Search Engine Marketing (SEM), Search Engine Optimization (SEO) and branding: the science of storytelling.

WEEK 13

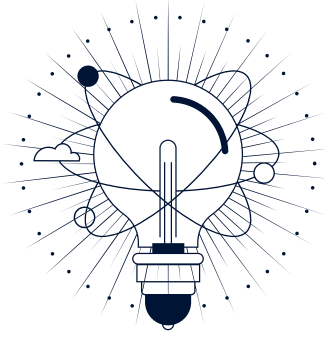
Social media, user-generated content, and digital performance looks at social media and what it includes and what users do on it and with it. Participants will discover social media best practices and location-based social media as well as user generated content and peer interaction.

WEEK 14

Digital Marketing challenges and what's next welcomes HeBS Digital, a company that has been helping US hotels and hotel groups to design and build direct booking strategies for 15 years. Recently, they have expanded into Europe and Asia Pacific. They will share their expertise and insights to help participants learn how to boost direct booking, which is one of the most profitable channels for hotels.

WEEK 15

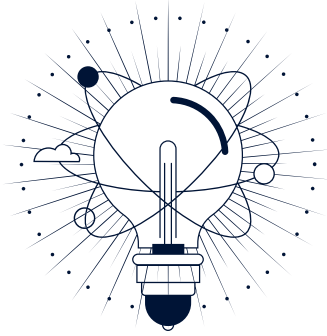
Week fifteen is dedicated to the final assessment. To successfully pass the assessment, a minimum of 60% of the total points available need to be obtained. The type of assessment may range from multiple choice quizzes (MCQ) to more open response evaluations, like a case study.



Learning objectives

High Performance Distribution Strategy for Hotels

- 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**



Learning objectives

Revenue Management for Market Leaders

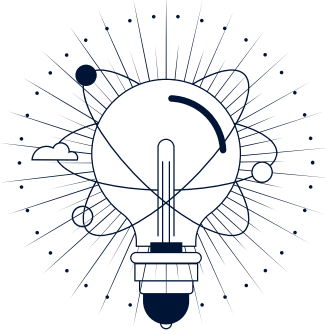
1. Apply different methods to forecast future demand

2. Identify new data sources and conduct a comprehensive data analysis

3. Distinguish between revenue optimization and revenue generation

4. Evaluate hotel performance using KPIs

5. Discuss the key trends in revenue management for hospitality businesses



Learning objectives

Successful Hotel Digital Marketing and Social Media Strategies

1.

Categorize consumer expectations and behavior across digital platforms

2.

Apply market segmentation techniques

3.

Interpret digital marketing analytics to distinguish customers

4.

Develop strategies for customer relationship management

5.

Explain the key issues and challenges of digital marketing

6.

Integrate digital marketing with traditional marketing activities