

# ACADEMY PRICING & MARKETS

*Hotel Revenue Management*



REVINSIGHT  
HOTEL REVENUE MANAGEMENT

**AGENDA**

**2020-2021**



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3 Sessions + 1 Q&A  
Weekly Recurrence

1h 30 min p/session

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## Agenda & Topics

- Supply & Demand Forecasting
- Events and Influencing variables
- Geographic targeting & partners
- Booking behaviors and patterns
- Length of Stay Duration Pricing
- Pricing Strategies
- Break-even Analysis
- Non-Pricing Strategies
- Pricing Elasticity Evaluation
- Economics of Elasticity
- Constant Elastic Demand
- Price Sensitivity
- Linear Regression
- Correlation vs Regression
- Price Elasticity and Fair Share

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This seminar is one of our advanced learning experiences, covering hotel revenue management applied to pricing and markets. In this course you will develop creative strategies of pricing in any given market environment, optimizing each opportunity applicable for at your property.

# REVENUE ACADEMY

## Is this Course for you?

Suitable for students and hotel professionals who are eager to develop skills in the field of hotel revenue management.

Recommended for various size groups or individual 1 to 1, or personalized courses for the best possible learning experience. All courses are offered in English and French.

## How to Enroll

There are several adapted possibilities for enrolling depending on your convenience and planning. Start with deciding which sessions would guarantee you the best possible return and experience based on planning, engagement and above all your availability.

**The Weekly Online Seminars**, are recurring and the first course of each module starts on *every 1<sup>st</sup> week of the month*. It is recommended to enroll early and before the beginning of the next month in order to be able to participate in all 4 sessions from the beginning, consisting of 3 weekly sessions on topic, and 1 Q&A (Optional), joined by a guest speaker and expert in the field. An ideal occasion and opportunity for questions, seeking additional on the job advise and overall course feedback and discussion. Consider to dedicate up to 2 hours per week on a fixed day of week depending on course date, for a duration of 1 calendar month. Online seminars are limited to 15 enrollments.

**Prefer 1-1 Private Sessions?** This is possible! Enrollment is *not necessary*, please do book a meeting with our Training Manager at RevInsight via our Online Booking System, to plan in your sessions based on your availability. Among many other advantages, self-scheduling could reduce the overall duration of the module, allowing the possibility to complete a module in less than a month's standard time frame. You could benefit by using your remaining availability for additional modules related to Hotel Revenue Management.

## Your Planning

Each course is recurring monthly and is to be completed within one calendar month. The first course starts on every 1<sup>st</sup> week of the month. All continuous courses within the same module are always on the same day of week, depending on the course. Consider to dedicate up to 2 hours per week on a fixed day of week depending on course date, for a duration of 1 calendar month. Every other module is scheduled on another day week, making it possible to participate in several modules simultaneously covering additional revenue management related subjects such as Financial Fundamentals, Sales & Marketing, Distribution, Yielding, and many more relevant topics of interest.

# Good to know

Completing all of the coursework should take approx. 5 to 6 hours. What is the objective of the course?



- Implement a strategic approach in pricing decisions
- Evaluate the importance of price elasticity in pricing.
- Estimate price sensitivity to use the results in pricing decisions
- Use mathematical modeling and analysis to understand the relationship between variables

## Useful Links

Discover more Modules and Courses

The *Complete* Revenue Management Module :

[www.rev-insight.com/hotel-revenue-academy](http://www.rev-insight.com/hotel-revenue-academy)

Start learning essential terminology, for free! :

[www.rev-insight.com/glossary](http://www.rev-insight.com/glossary)

About RevInsight :

[www.rev-insight.com/revenue-insight](http://www.rev-insight.com/revenue-insight)

Members Only | The Partner Portal

[www.rev-insight.com/members](http://www.rev-insight.com/members)

Contact us :

[www.rev-insight.com/meetings](http://www.rev-insight.com/meetings)

## Certification

Invest in your team, your colleagues, or yourself! Knowledge in any field of expertise is the key to success. We conduct onsite training, seminars, 1-1 coaching sessions, group presentations, and online e-learning. **All content is certified**, in partnership with HorecAssist.

As added value and reference, our seminars and courses are conducted by experts with over 15 years' experience within the hotel industry, certified by **Ecole hôtelière de Lausanne**, and **Cornell University**, specializing in *Advanced Hotel Revenue Management* as well as *Hotel Real Estate Investments & Asset Management*. Get the most from combined Revenue Management best practices inspired by experiences from the most renown leading hotel groups namely Intercontinental Hotel Group, Jumeirah Resorts, 'former' Starwood Hotels and Resorts, Kempinski Hotels, ACCOR, Warwick Hotels & Resorts, and Marriott International.

Leave enlightened with knowledge and keep our compiled "bible" of the most applicable theories, SOP's, tools, and much more included. All content and our tools can be downloaded via our Members Only Partner Access Platform. Our program and Training instructors are dedicated to supporting your success and development.

*"Training, Development and Education is the ultimate investment!"*