



ACADEMY

Yielding and Segmentation

Hotel Revenue Management



REVINSIGHT
HOTEL REVENUE MANAGEMENT

AGENDA

2020-2021

3 Sessions + 1 Q&A
Weekly Recurrence

1h 30 min p/session

Agenda & Topics

- Supply & Demand Forecasting
- Purpose of Yielding
- Yielding Strategies and Fencing
- Segmentation Analysis
- Diversity of Segmentation
- Segment Structures

This seminar is one of our advanced learning experiences, covering hotel revenue management, yielding and advanced segmentation strategies and implementations.

The purpose of **yield management** in the hotel is not to simply vary the room rates or to increase the occupancy percentage. **Hotel market segmentation** is a way of dividing potential guests into groups based on a set of shared characteristics. General **marketing** strategies will point to age, race, income, and general personality traits when creating these groups.

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 1st 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 1st 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?



- Understanding types of Segmentations applied to hotels
- Use Booking curves, behavior, to implement strategies
- Pricing according to Segmentation
- Optimization by Yielding

Useful Links

Discover more Modules and Courses

The *Complete* Revenue Management Module :

www.rev-insight.com/hotel-revenue-academy

Start learning essential terminology, for free! :

www.rev-insight.com/glossary

About RevInsight :

www.rev-insight.com/revenue-insight

Members Only | The Partner Portal

www.rev-insight.com/members

Contact us :

www.rev-insight.com/meetings

Your Career & Objectives

Fast track your career, there's one valuable and effective path, above all, of achieving your objectives, and standing out. **Knowledge**, networking, and experience. RevInsight's Hotel Revenue Management Academy dedicates to learning and development, being a core Company value. - "Knowledge is Power".

Some are fortunate to be at the right place at the right time, having a convenient network and reference which often lead to golden doors of opportunities, followed by a promising future regardless of experience. Nevertheless, most colleagues we've had the pleasure in meeting, are striving for career growth, and mostly have limited opportunities of learning on the job, unlikely to be elected to pursue a cross-training at hotel level, and are therefore personally committed to focus and take the lead and responsibility of their own development, aiming to gain applicable knowledge.

The Academy has been primarily established in order to facilitate and justify a career change or move, with the objective of refining the skills and understanding within the field of hotel revenue management, essentially to become a successful knowledgeable Revenue Management expert. Our Company mission is to enable each and every participant to

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!"