

Advanced Revenue and Distribution Management Training

facilitated by Shannon Knapp, SKNapp Consulting

Regardless of the type of hotel or the number of rooms that a given property has, an effective hotel revenue management strategy is necessary to achieve success.

Course Content

This One-Day Advanced Revenue & Distribution Management course will assist you in:

1. Creating and deploying distribution and Pricing strategies:

- a. Market Segmentation; understanding demand drivers for different market segments
- b. Pricing guidelines and price optimisation
- c. Estimating price elasticity
- d. Measuring your pricing and inventory controls
- e. Deliver positive revenue generation and sustained profitability for your operation.

2. Using Business Intelligence to set and measure your Revenue strategies in collaboration with your entire organisation:

- a. Benchmarking
- b. Key market demand metrics
- c. Stay current on the demand drivers and work with marketing and sales to assess impacts.
- d. Maintaining a good understanding of the impact of supply change in your market

3. Forming a Revenue Management Culture in your organisation:

- a. Communicating and collaborating to develop a RM Strategy, building on the organisation's goals
- b. Educating the team on their role in the development of effective RM outcomes.
- c. Setting measurable KPIs and reporting on them to the organisation
- d. Forging a long successful career path in Hospitality Revenue Management

This practical and interactive training course will help you to provide the advanced revenue management tools to maximise revenue within your hotel.

Course Facilitator

Shannon Knapp established SKnapp Consulting in January 2015 to capitalize on her 27 year career in hotel management. At Carlson Hospitality Worldwide, in the USA and in Australia, Shannon delivered industry-leading results in hotel contact centres and hotel distribution service centres. Shannon is an accomplished and results-oriented professional with both executive level and operational hotel experience leading multifunction teams at Mirvac Hotels and Resorts and at Accor Hotels Asia Pacific, producing operational excellence and strong profit outcomes.

Course Details

DATE: Tuesday, 16 October 2018

TIME: 9:00am to 5.00pm

WHERE: Level 15, Hudson House, 131 Macquarie St, Sydney

COST: \$450 + gst per participant.

REGISTER: Please email taa@tourismaccommodation.com.au confirming participation in this course by Friday, 5 October.

Who should attend?

This program has been designed for middle management to provide all departments with a strong understanding of the importance of revenue management to the business and how they can contribute.