

Introduction 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 workshop will provide you with:

- The definition of fundamental Revenue and Distribution Management, how it applies in any business where profit is a goal
- Practical applications of Revenue Management in the accommodation industry, how it applies in your type of property
- An explanation of all those critical Revenue Management acronyms; RevPAR, GOPPAR, NOPPAR, TRevPAR and the rest! How do we calculate them and why are they important?
- By optimising the right channel of distribution and focus business to more cost-efficient and/or highest producing channels, Accommodation Managers can maximise their property's profitability. We'll show you how!
- Recommendations on how to measure your RM success
- An opportunity to network and collaborate with your industry peers

This practical and interactive training course will help you understand the role of Revenue Management and identify the most effective ways to increase hotel revenue while also remaining competitive.

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: Monday, 15 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.