

## **2019 Introduction Revenue and Distribution Management Training**

*facilitated by Shannon Knapp, SKNapp Consulting*

Regardless of your type of accommodation property or the number of rooms that you manage, informed team members and an effective accommodation revenue management strategy are necessary to achieve success and to optimise profits.

### **Course Content**

This one-day workshop will provide you with:

- The definition of fundamental revenue and distribution disciplines; 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
- Market segmentation; understanding demand drivers for different sources and segments
- An explanation of the most essential revenue measurements and acronyms: RevPAR, MPI, RGI, and the rest! How do we calculate them and why are they important?
- Recommendations on how to measure your RM success
- Illustrations on how to forge a long successful career path in Hospitality revenue management
- 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 28 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, 27 May 2019  
**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](mailto:taa@tourismaccommodation.com.au) confirming participation in this course by Friday, 10 May.

**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.