

TAA NSW 2019 Revenue and Distribution Management Training

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.

Introduction to Accommodation Revenue Management

This one-day TAA Introduction 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 workshop will help you understand the role of revenue management and identify the most effective ways to increase revenue and remain competitive.

Who should attend?

This program has been designed for hospitality industry personnel new to reservations and/or revenue focussed roles, those interested in revenue management as a career path or just as a method of improving your property's results.

Facilitated by [Shannon Knapp](#), Founder and Director of SKNapp Consulting and former hotelier.