



REVENUE RESOLUTIONS

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Hospitality Revenue Management Courses

COURSE DESCRIPTION			BEGINNER	INTERMEDIATE	ADVANCED
WEEK 1	Understanding Revenue Management (RM)	<ul style="list-style-type: none"> - What is it? - Why do we need it? - How do we measure it? - Where can we apply it? 	✓	✓	✓
WEEK 2	Benchmarking	<ul style="list-style-type: none"> - Internally - Externally 	✓	✓	✓
WEEK 3	Tactical Revenue Management	<ul style="list-style-type: none"> - Optimising Revenue - Stay and Pricing Controls / Restrictions - Yield Management - Displacement - Overbooking 	✓	✓	✓
WEEK 4	Tactical Revenue Management <i>continues</i>	<ul style="list-style-type: none"> - Stimulating Demand - Promotions - Distribution 	✓	✓	✓
WEEK 5	Benchmarking	<ul style="list-style-type: none"> - Demand Forecasting - Revenue Forecasting 	✓	✓	✓
WEEK 6	Pricing	<ul style="list-style-type: none"> - Pricing Structure - Pricing Public Rates (BAR & Promotions) 	✓	✓	✓
WEEK 7	Pricing <i>continues</i>	<ul style="list-style-type: none"> - Setting Prices for the future - Negotiating Prices - Contracting Prices 		✓	✓
WEEK 8	Strategic Revenue Management	<ul style="list-style-type: none"> - Future Revenue growth - Market Segmentation Mixing - Bulk Business (series business) 		✓	✓
WEEK 9	Income Budget Processes	<ul style="list-style-type: none"> - Budget for the next Financial Year - Budget for the next 3-5 years aligned with your strategy - Revenue Plan 			✓
WEEK 10	Cost of Sales	<ul style="list-style-type: none"> - Cost per source market - Cost per booking - Optimising Profits 			✓
TOTAL DURATION OF COURSE			6 weeks	8 weeks	10 weeks
TOTAL COST PER COURSE			R3 999.00	R4 999.00	R5 999.00

Fees are exclusive of VAT. Course costs include notes and sample spreadsheets where applicable. Cost is based on training taking place at the premises of Revenue Resolutions or online via Skype. Travel costs will apply if we are required to do the training at your premises. A minimum of 3 students are required for onsite training.

PROCESS:

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
Pre-reading will be sent to you 2 days prior	One hour of theory will be conducted per session	30 Minutes Q&A will be done in the session	Assignments will be given in each session	Assignments are due prior to the next session	Assignments will be marked and scored

COURSE COMPLETION:

A certificate of completion with your success scores will be issued at the end of course.
NOTE: We also offer Excel training for basic report writing.

Please Enquire about our seminars and half-day workshops