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Professional course:  
**Revenue Management  
Fundamentals.**



Who is this **Specialized**  
Course for?

- Senior Management & Hospitality Entrepreneurs
- Sales Executives in Hotels
- Digital Marketing Professionals
- Hospitality Management and Sales Companies
- (Airbnb) home share accommodation Owners & Managers
- Recent Graduates
- Anyone responsible for developing and/or implementing a sales strategy for their Hospitality organization
- Anyone looking to pursue a new career in the hotel sector seeking new opportunities by enhancing their knowledge in the technical maximization of a hotel revenue.

This program will empower you to maximize the impact of your Revenue Management performance in the Hotel & Tourism sector.



## Takeaways for you!

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- Understand the key concepts of Revenue Management in the hospitality context and evaluate its role in your organization.
- Introduction to Tactical and Strategic Revenue Management.
- Introduction to long- and short-term forecasting in hotel revenue management.
- Introduction to Internal and external metrics.

**introductory Course (4h)**

## Revenue Management: An introduction to Revenue Management.

- Through this course you will Understand what Revenue Management is and its today's Challenges in the Hotel Sector in addition, explain performance measurements related to hotel revenue management.
- Understand the aspects of differentiation that generate demand, to explain how revenue management relies on effective demand analysis & forecasting and how strategic pricing decisions are affected in hospitality.
- The role of distribution channels in the revenue management performance.



# Topics covered include:

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## Hotel Revenue Management and Challenges

- What is Hotel revenue management
- Differences between Strategic & Tactical Revenue Management
- Differences between Long- and short-term forecasting

## Revenue Management Metrics

- Differences between External & Internal Metrics
- Analysis of the most important Internal & External Metrics
- Actual Revenue - Occupancy Percentage
- Average Daily Rate - RevPAR
- Contribution Margin (Net Revenue)
- Competitive Set - Market Share

## Distribution Channel Management for effective Revenue Management

- Property Distribution Channels
- Effective PMS Usage
- GDS / IDS Channels

## • Revenue Management Walkthrough case study:

- Application of Revenue Management key elements on a real case scenario (Hotels)
- Understand how internal and external metrics & variables influence the day-to-day implementing of Revenue Management in Hotel Properties.