



INTERNATIONAL
HOTEL SCHOOL



Hospitality Revenue Management



- Duration -

10 weeks
(5-10 hours per week).



- Certification -

Graduates receive the IHS Short Course Certificate as well as an AHLEI award.

Course Description

This course will give students a basic understanding of the revenue management process. It addresses the proper use and importance of revenue management in hospitality operations and describes the wide range of elements that must be considered in order to use revenue management effectively.

What does the programme cover

- The concept of revenue management and the history of its development.
- Business traits that create the environment appropriate for the use of revenue management.
- Strategic and tactical revenue management.
- Internal and external measures that can be used to judge a property's performance.
- Determining the effectiveness of revenue management tactics and strategies.
- Forecasting demand and room availability in driving tactical revenue management.
- Implement tactical rate management and stay controls to maximize hospitality revenue.
- Capacity management.
- Displacement analysis.
- Using revenue management in generating demand and the creation of marketing strategies.
- Strategic pricing and revenue streams management
- Managing distribution channels for the greatest effect.
- Automated revenue management systems.

IHS ONLINE CAMPUS

8th Floor Strauss Daly Place,
41 Richefond Circle, Umhlanga, 4320
Tel: +27 31 536 6650
Email: online@hotelschool.co.za

www.hotelschool.co

