Hotel·lo BUSINESS ACADEMY

Strategic Revenue Management

WHO SHOULD ENROLL IN THIS COURSE:
Professionals with hotel experience and/or with studies related to tourism who already have some experience in revenue management and would like to acquire more in depth knowledge.

This course focuses on two of the pillars of revenue management: forecasting and pricing. How to predict future demand and revenues in order to determine a pricing strategy. A highly visual and interactive course with online exercises, business cases and online forum and tutorial. Our platform allows students to connect at any moment at any given place. Our course tutors – specialists in the subject – are available to solve any questions students may have.

Course outline:
- Introduction
- Pricing: internal and external factors
- Competition and Positioning
- Forecasting: importance and elements
- Forecast Accuracy
- Forecast in day to day business
- Business cases

MORE INFO:
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249€
+ TAXES
(IF APPLICABLE)

PRICE INCLUDES:
course, diploma, course material, access to the online platform, tutorship, forums, full access to additional information such as glossary, articles, etc..

STARTING DATE:
you may enroll at any time

ENROLLMENT PROCESS:
to enroll in the course please fill in the online form or send us your personal data via e-mail.

TUTOR:
Gabi Mueller

FORM OF PAYMENT:
bank transfer or credit card

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