

Hospitality Revenue Management

Understanding the Drivers of Hospitality Revenue



Focus on: **The Manager** **The Specialist** **Spotlight Programme** **Hands-on Skills**

Course Overview

The Introduction to Hospitality Revenue Management course aims to provide participants with a foundational understanding of how pricing, demand forecasting, and inventory control are used to maximize revenue and profitability in hospitality businesses. The course explores revenue management principles as applied to hotels, restaurants, and related hospitality operations, with a strong focus on data-driven decision-making and customer behavior.

Participants will learn key concepts such as demand patterns, pricing strategies, market segmentation, distribution channels, and performance metrics. The course also introduces the use of revenue management tools and reports, including occupancy, average daily rate (ADR), revenue per available room (RevPAR), and yield management techniques. Emphasis is placed on aligning revenue strategies with marketing, sales, and operational goals to enhance overall business performance.

Course Objectives		This Course is Ideal For:	
1	Understand the core principles of hospitality revenue management and their role in driving profitability.	✓	Individuals looking to build a strong foundation in hospitality revenue management.
2	Analyse demand patterns, customer behaviour, and market segmentation to support pricing decisions.	✓	Hospitality professionals eager to understand how pricing and demand drive business success.
3	Apply dynamic pricing, forecasting, and inventory control techniques within hospitality operations.	✓	Front office, reservations, and operations staff aiming to expand into commercial roles.
4	Manage distribution channels effectively while balancing cost, visibility, and rate parity.	✓	Early-career managers seeking to strengthen their strategic and analytical skillset.
5	Interpret key revenue performance indicators such as Occupancy, ADR, RevPAR, & GOPPAR.	✓	Hospitality students and graduates preparing for long-term career growth in the industry.
6	Use revenue management reports, tools, and dashboards for data-driven decision-making.	✓	Professionals exploring career pathways in revenue, sales, & commercial management.
7	Align revenue management strategies with sales, marketing, and operational objectives for total revenue optimisation.	✓	Anyone motivated to develop data-driven thinking and commercial confidence in hospitality.

Course Content

Day	Theme	Coverage
1	Introduction to Revenue Management in Hospitality	<ul style="list-style-type: none">Definition and objectives of revenue managementEvolution of revenue management in hospitality

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		<ul style="list-style-type: none">Role of revenue management in hotels and restaurantsConcept of Revenue ManagementUnderstanding supply, demand, and perishabilityMarket segmentation and customer behaviorKey revenue management terminology
2	Pricing Strategies	<ul style="list-style-type: none">Pricing fundamentals in hospitalityDynamic pricing and rate structuresPrice sensitivity and booking behaviourEthical pricing and rate parityDemand forecasting methodsSeasonality, events, and demand drivers
3	Room inventory control	<ul style="list-style-type: none">Optimizing Room InventoryRoom inventory control techniquesLength of stay (LOS) managementOverbooking strategies and controlsDistribution Channel ManagementDistribution channels (OTA, direct, GDS, wholesalers)Channel costs and profitabilityManaging rate parity and availability
4	Key performance indicators	<ul style="list-style-type: none">Revenue Performance MeasurementKey performance indicators (occupancy, ADR, RevPAR, GOPPAR)Forecast vs actual performance analysisInterpret sample revenue reports and KPIsTools (key metrics and reports)Introduction to Revenue Management Systems (RMS)Competitive set (Comp Set) analysisReporting and decision-making dashboards
5	Future trends	<ul style="list-style-type: none">Total Revenue ManagementTotal revenue management (rooms, F&B, spa, events)Collaboration with sales, marketing, and operationsStrategy IntegrationRevenue strategies for different hotel typesManaging high-demand and low-demand periodsFuture trends in hospitality revenue managementCareer pathways in revenue management

Course Assessment	Certification
Participants will be assessed on: Participation in sessions	Upon successful completion of the course, participants will receive a Certificate of

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Completion of exercises & case studies

Performance in assessments

Successful Completion, along with a **Transcript of Marks** showing the performance by grade in each element of assessment and overall.

Course Instructor

The instructor holds BSc and MSc degrees from the United States and brings over 20 years of combined experience in hospitality education and hotel management. With more than two decades of teaching experience in academia and professional training across Cyprus, alongside extensive hands-on leadership in hotel management and operations, the instructor offers a strong blend of academic insight and real-world industry expertise. Their background spans operational excellence, service quality, and strategic hospitality management, providing participants with practical, experience-driven learning grounded in international best practices.