



AssetSim

asset management simulation

Teams operate as Asset Managers of a full-service property owned by a publicly-traded real estate investment trust. As Asset Managers, they are responsible for directing the investment, operational costs, legal and third-party management contract aspects.

Concept

Achievement focused and competency based learning.

Individuals or teams operate as Asset Managers of a full-service property owned by a publicly-traded real estate investment trust. As Asset Managers, individuals or teams are responsible for directing the investment, operational costs and contract management focused to deliver sustainable returns on investment and increased property value. Teams will encounter responsibilities within real-to-life market conditions and competition. Decisions taken not only affect the property, but impacts properties in the competitive set.

Process

Gather, understand, strategise, review.

1. Gather information about your hotel, the competition, and the market
2. Understand the legal, real estate, and contract parameters of the property
3. Form competitive, operating, and investment strategies
4. Make decisions consistent with strategic decisions
5. Review results and refine

Key Learning

Strategy, tactics, management and revenue optimisation.

1. Develop strategic thinking, planning and competitive sense in a dynamic market
2. Enhance strategic and tactical commercial optimisation
3. Engage in distribution and channel management strategies
4. Enhance analytical thinking utilising market data including STR reports
5. Develop vital skill sets including forecasting, budgeting and revenue optimisations tactics

“From the outset, the delivery team realised it’s the relationships not just the product that contribute to strong sustainable business. We respect them as a global market leader.”

- hosco. the hospitality network



helping you direct the **investment**, optimise **operational costs** and manage **contracts**.

About Russell Partnership Technology

Russell Partnership Technology are global technology developers and educators who design, build and deliver hospitality programmes for over 200 global clients.

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