



RevSim

revenue management simulation

Hotels compete in real time within the realistic market dynamics of a competitive set of hotels. The simulation delivers skills in anticipating demand, optimising availability and pricing in order to deliver commercially sustainable results.

Concept

Achievement focused and competency based learning.

Individuals or teams operate as members of the hotels executive committee with a leading focus on revenue optimisation. Hotels compete with each other in real time and within the realistic market dynamics of a competitive set of hotels. The competitive strategies and decisions of each hotel affect their own results and those of competitors. A hotel's market share, revenue share, and financial results depend on the teams ability to construct, promote, and deliver a competitive price/value proposition to the market.

Process

Gather, understand, strategise, review.

1. Gather information about your hotel, the competition, and the market
2. Create a competitive and operating strategy
3. Make decision consistent with the strategy
4. Review results and refine

Key Learning

Strategy, planning, budgeting and business skills.

1. Optimise strategic thinking, planning and implementation with a holistic overview of high value but perishable products
2. Construct a cost effective and competitive product which offers both market value and sustainable levels of financial return
3. Develop business skills including pricing structure, budgeting, channel management and cost control measures to deliver optimal room revenue

"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 gather a **holistic financial overview**, develop **business skills** and optimise **room revenue**.

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.

www.russellpartnership.com

