RM APP

Revenue Management App

revenue management application

Individuals take on the role of a Hotel Revenue Manager and are tasked with making the revenue decisions for a one-month period. All with the goal of generating the optimum results in profitability and hotel occupancy.

Concept

Understanding the basics of revenue management.

The topic of revenue management has been fiercely debated in the hotel industry over recent years, with greater importance placed on optimising revenue. Utilising marketing channels including external distribution channels and social media, hotels drive increased occupancy and room rates charged begin to grow alongside a growth in demand, enabling hoteliers to maximise revenue. The App is designed to assist in the early stages of an individuals understanding on the topic of Revenue Management. Participants take on the role of a hotel revenue manager and are tasked with making the revenue decisions for a one-month period. All with the goal of generating the best possible results with regard to profitability occupancy, RevPAR, ADR and overall contribution.

Key Learning

Understand revenue, develop pricing skills, interpret and analyse data

1. Understand the impact of channel sales on revenue.
2. Develop skills to utilise pricing strategies to increase revenue
3. Interpret demand forecasting to deliver effective discussions
4. Analyse reporting data and understand booking displacement

Process

Gather information, set rates and analyse results.

1. Gather information about your hotel and the distribution channels available
2. Set room rates and build occupancy rates throughout the month
3. Accept or decline contracts based on current positioning
4. Review Occupancy, ADR and RevPAR results at the end of the month and simulate
5. Cycle the simulation to assess your performance

"There is great value in this partnership due to the depth that RP Technology programmes add to revenue management training we deliver for hospitality professionals"
- Australian Revenue Management Association

helping you understand hotel **revenue management**, develop **operational skills** and maximise **key industry metrics.**

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