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SALES AND MARKETING

Hotel Revenue Management Training Course

Maximising Room, Food and Event Revenue Through Pricing and Distribution

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	CS-106

Upcoming dates

Dates	Venue	Format	Fee
8 – 12 Feb 2027	Live online	Online (live)	€1,200
15 – 19 Mar 2027	Paris	Classroom	€4,800
28 Jun – 2 Jul 2027	Singapore	Classroom	€5,500
16 – 20 Aug 2027	Live online	Online (live)	€1,200
6 – 10 Sep 2027	Amman	Classroom	€3,800
13 – 17 Dec 2027	Amsterdam	Classroom	€4,800

Register or ask a question

Online: x8ti.com/course/hotel-revenue-management-training-course/

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Hotel Revenue Management Training Course

Introduction

Revenue management helps hotels sell the right room to the right guest at the right price through the right channel. With new hotels opening rapidly in the Gulf, effective revenue management is critical to performance.

This course covers revenue management concepts, forecasting, pricing, distribution, channel management, group business and performance analysis.

Learning Objectives

By the end of this course, participants will be able to:

- Understand revenue management principles
- Analyse demand and forecast occupancy
- Set pricing strategies and rate structures
- Manage distribution channels and costs
- Evaluate group and event business
- Measure performance with hotel KPIs

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants complete forecasting and pricing exercises using hotel data.

Benefits for Your Organisation

- Higher revenue per available room
- Better pricing decisions
- Lower distribution costs
- Data-driven commercial strategy

Benefits for You

- Revenue management skills
- Forecasting and pricing tools
- Understanding of distribution
- Strong commercial career skills

Who Should Attend

This course is designed for:

- Revenue managers and analysts

- Hotel general managers
- Sales and marketing managers
- Reservations managers
- Front office managers

Course Outline

Day 1: Revenue Management Basics

- Revenue management concepts
- Hotel KPIs: occupancy, ADR and RevPAR
- Market segmentation
- Demand patterns
- Competitor analysis

Day 2: Forecasting

- Forecasting methods
- Booking pace and pickup
- Events and seasonality
- Overbooking
- Forecast exercises

Day 3: Pricing

- Pricing strategies
- Rate structures and fences
- Dynamic pricing
- Length-of-stay controls
- Pricing exercises

Day 4: Distribution

- Distribution channels
- Online travel agencies
- Direct booking strategies
- Channel costs
- Channel management

Day 5: Total Revenue

- Group and event displacement analysis
- Food, beverage and spa revenue
- Revenue meetings
- Performance reporting
- Action plan

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Registration Form

Hotel Revenue Management Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

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Register online
Open the course page