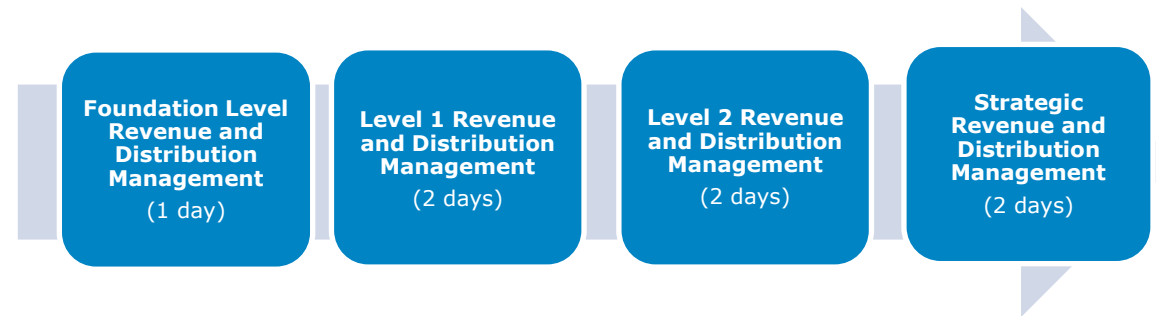


REVENUE MANAGEMENT FOR HOTELS – FOUNDATION LEVEL

Overview:

The Foundation Level Revenue and Distribution Management Programme is all about getting to know the terminology; what you need to consider when setting prices; and how to read demand for your business. The Foundation Level is the first programme in the 4 levels of Fáilte Ireland’s Revenue and Distribution Management suite.



Context:

The area of Revenue and Distribution Management is a dynamic space. As the subject area is changing daily in terms of technology and innovation, your business has to be able to adapt quickly to remain competitive. Fáilte Ireland has a suite of training programmes that can quickly move your business from putting basic revenue and distribution structures in place in your business to adapting new techniques and innovations that can really drive profit.

Fáilte Ireland first began its Revenue and Distribution Management suite of training programmes in 2014. Since then almost 500 participants have engaged in its Foundation, Level 1, Level 2 and Strategic Level 3 programmes. Results of the June 2017 survey of hotels by Fáilte Ireland shows positive results and an obvious shift towards much stronger practices leading to stronger growth, better occupancy levels with improved rates and returns across the sector.

[Revenue and Distribution Management Training Barometer](#)

To help you decide which level of revenue training is right for you, Fáilte Ireland has developed a Revenue Skills Barometer. This will allow you to accurately and honestly assess your current skills and competence level and ensures that the level of workshop applied for, will be of optimum benefit to you and your business. Once you have

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completed a level, you are invited to return 6 months later to complete the next level. The link to the Revenue Skills barometer is <https://www.surveymonkey.com/r/FailtelrelandRevenue>

Objective: To give you the skills to put in place and manage basic revenue and distribution management structures in your business to include optimum pricing and key metrics for analysis.

Location: Regional locations, nationwide. Venues to be confirmed.

Delivery: 1 day training programme. Can be delivered by sector or as an open programme.

Cost: €100.00 per person

Who should attend: As a building block for developing future Revenue and Distribution Management capabilities, this workshop is for the following personnel: Accommodation Providers, Owners, Bookings Co-ordinators, Reservations Agents and Reservations Manager.

Key Content:

Revenue and Distribution Management – Foundation Level

- Revenue and distribution management definitions and objectives
- Terminology in this area
- Metrics we use in revenue and distribution management
- Pricing – what you need to consider
- How to read demand for your business
- Top 5 actions for you to implement right now.