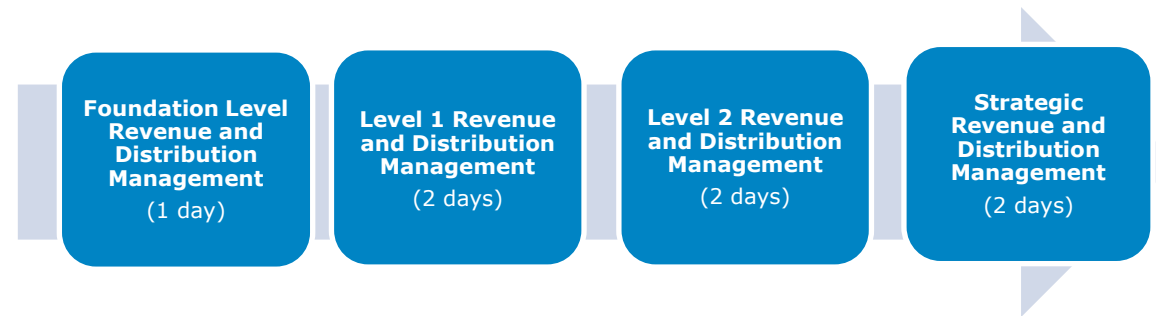


REVENUE MANAGEMENT FOR HOTELS – LEVEL 1

Overview:

The Level 1 Revenue and Distribution Management Programme for hotels moves you towards putting the structures in place in your business to help you control prices; assess the optimum channels for your business to sell through and how to forecast demand. The Level 1 programme is the second 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

REVENUE MANAGEMENT FOR HOTELS – LEVEL 1

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/FaiteIrelandRevenue>

Objective: To give you the skills to set prices, forecast demand and assess the optimum your optimum sales channels.

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

Delivery: 2 day training programme. Can be delivered by sector or as an open programme.

Cost: €200.00 per person

Who should attend: As a building block for developing future Revenue and Distribution Management capabilities, this workshop is for the following personnel: Front Office Manager; Receptionist; Deputy Manager; Duty Manager; Sales Executive; Sales & Marketing Manager; Reservations Supervisor and Revenue Manager.

Key Content:

Day 1	Day 2
<ul style="list-style-type: none">• Revenue and distribution management definitions and objectives• Structure and processes• Measurements used in revenue and distribution management• Pricing – what you need to consider• Rates types, rates parity and rate integrity• Distribution landscape.	<ul style="list-style-type: none">• Optimisation of your distribution channel mix• The data you need to collect and analyse• Demand forecasting and metrics to include how you categorise• Demand months and revenue objectives• Setting the process for Rate Control• Rate Control – process and frequency• Reporting tools available to support rate optimisation.