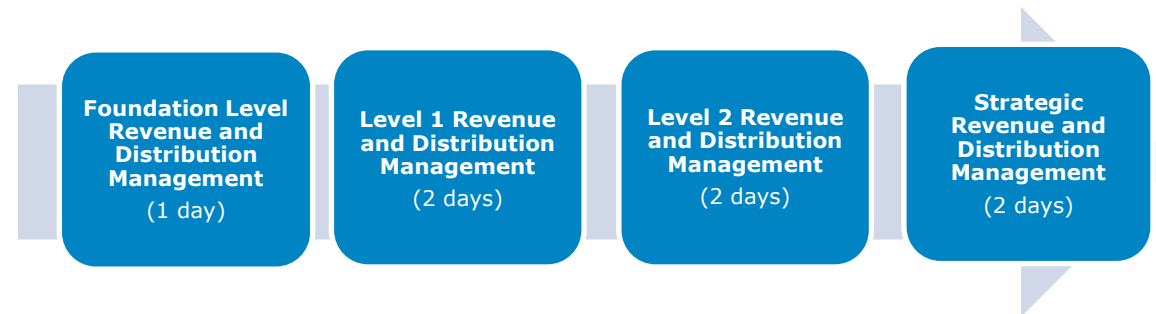


REVENUE MANAGEMENT FOR HOTELS – LEVEL 2

Overview:

The Level 2 Revenue and Distribution Management Programme for hotels teaches you how to segment the business and optimise in particular your online sales. The Level 2 programme is the third 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 completed a level, you are invited to return 6 months later to complete the next level. The link to the Revenue Skills

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barometer is <https://www.surveymonkey.com/r/FailtelrelandRevenue>

Objective: To give you the skills to improve rate performance, occupancy performance, data insights and increase overall room revenue.

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: Deputy General Managers; General Managers; Director of Sales and Marketing; Front Office Manager; Receptionist; Deputy Manager; Duty Manager; Sales Executive; Sales & Marketing Manager; Reservations Supervisor; Revenue Manager.

Key Content:

Day 1	Day 2
<ul style="list-style-type: none">• Revenue management as a business process• Market mix, business mix, channel mix - the metrics of your business• How segmentation can inform the sales and marketing process and in turn enable you to drive increased revenue for your hotel.	<ul style="list-style-type: none">• Channel mix review and target setting• Account managing suppliers• Brand web – tips for managing successfully• Mobile devices and their growing relevance• GDS channel – a snapshot of how to maximise business from this channel• Revenue meetings.