



CAPACITY, PRICING & REVENUE MANAGEMENT – VISITOR ATTRACTIONS

Overview:

This new revenue training workshop for attractions will help you garner new knowledge and techniques that if applied will help you maximise profit, offer better value for money and remain competitive. The workshop is being provided to help you better understand what revenue management is and why it is such an important practice. You will learn the importance of measuring capacity; how to develop a pricing strategy and in general the revenue processes required to inform and drive profit.

Context:

Every business is ultimately about one thing – profit. Profit determines not just the present, but the future direction of a business and is the difference between growing and stagnating.

This programme will help you the visitor attraction manager/owner garner new knowledge and techniques that if applied will help you maximise profit, offer better value for money and remain competitive. You will learn:

- Why revenue management is so important for attractions
- The importance of putting in place a revenue management system in your business right now
- How to read metrics and generate reports
- The importance of measuring capacity
- The data you must capture and consider for setting direct and indirect booking prices.

Revenue Skills Barometer

There are two levels within this programme. To help you decide which level is right for you complete the Revenue Skills Barometer here <https://www.surveymonkey.com/r/Revenue-attractions-barometer> This will allow you to accurately and honestly assess your current skills and competence level and ensure that the level of workshop you attend 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.

Objective:

To give you the skills to put in place and manage basic revenue and distribution management structures in your

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attraction 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: General Managers, Financial Controllers, Revenue Managers and Sales and Marketing Managers i.e. the ‘decision makers’ who are or will be responsible for the design and implementation of a revenue management strategy within your attraction. To gain the most from the intervention, up to a maximum of three members of the attraction can attend together.

You will learn:

Capacity, Pricing and Revenue Management – Visitor Attractions

- What is revenue management and why is it appropriate for Visitor Attractions
- How to understand the market demand for your product
- How to implement metrics and reports that will help inform all your sales and marketing activities for your attraction
- How you can leverage pricing to increase your business, maximise your revenue opportunities, increase competitiveness and add value.