

# Experience Hotel Revenue & Distribution

Prof. Christopher E. Bates  
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## MODULE DESCRIPTION

Revenue & Distribution Managers are increasingly sought-after to have a wealth of current information and tools to be successful in maximizing hotel revenue. Participants will gain insight into what core competencies are needed to strengthen your hotels Revenue and Distribution strategies. We will have discussions on topics such as Revenue Tools, Pricing Strategies, Forecasting, Reporting, and also Time Management. Knowing where to dedicate your valuable time and limited resources are often the keys to successfully increasing revenue. We will also look at what outside factors pose potential opportunities and threats to our revenue strategies. Being a contender in the Revenue and Distribution field is more than knowing the theories and history of the field; but also being able to apply, implement and take advantage of what opportunities lay ahead.

## RECOMMENDED READING

- Cross, R. (1997), Revenue Management – Hard-Core Tactics for Market Domination, New York: Broadway Books, ISBN-0: 553-06734-6.
- Cullen, K. & Helsel, C. (2006), Defining Revenue Management: Top Line to Bottom Line, McLean Virginia: The HSMAI Foundation, ISBN-10: 1935156039

**Christopher E. Bates, CRME** is experienced Hotel Revenue and Distribution Director with over 18 years of Hospitality experience, the last 11 years specifically dedicated to the discipline of Hotel Revenue and Distribution. His experience includes working with Starwood Hotels, Millennium Cophthorne Hotels and Morgans Hotel Group; at the property, regional and corporate level positions. He has worked in various markets throughout the United States and Europe; including Los Angeles, Chicago, Boston, New York, London, Amsterdam, Monaco, Rome and various other markets.

He offers Hospitality Revenue and Distribution Services including; Out-sourcing of Hotel Revenue and Distribution responsibilities, Hotel Management Consultancy, Hotel Management Training, Hotel Distribution Structure Design and Implementation, and Revenue and Distribution Audits. Chris is an Alumnus of Johnson & Wales University, an HSMAI member and a Certified Revenue Management Executive.



## LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

### Knowledge

- Understand various Revenue and Distribution Strategies
- Identify audit needs from a Revenue and Distribution perspective
- Describe yielding strategies and their objectives

### Competencies

- Apply Revenue and Distribution Best Practices
- Analyze the relationship between pricing strategies, business on the books, forecasts and pick-up
- Develop Revenue and Distribution Strategies

### Mindset

- Defend the application of your Revenue and Distribution strategies

## METHODOLOGY

Group discussions, interactive lectures, in-class exercises, evening assignments, case studies

## PARTICIPANTS

Managers, Executives and Professionals interested in the application of Hotel Revenue and Distribution

## MODULE LEADER