



MODULE LEADER

Michelle Wells is an internationally experienced hospitality professional and educator coupled with a background in event management and holds a Masters in Convention and Events Management from Southern Cross University, Australia. She has worked in hospitality education as a Programme Manager and lecturer in Les Roches, Hotel Management School and as a facilitator in Mexico and the Ukraine. Her professional career in hospitality has taken her from resorts in Greece to the UK and to the Maldives with stops in Switzerland along the way, most recently as an independent hospitality consultant and trainer for companies worldwide. She has firm knowledge and experience in management and takes the most pleasure as a facilitator to learning where she can put her creativity, energy, and language and people skills to use. In her free time, Michelle enjoys sports such as volleyball, skiing, squash, tennis, and is a certified diver.

RECOMMENDED READING

- Ingold, A., McMahon-Beattie, U. & Yeoman, I. (2000), Yield Management: Strategies for the Service Industries, Thomson Learning, London, ISBN 0-8264-4825-9
- Yeoman, I. & McMahon-Beattie U. (2004), Revenue Management and Pricing: Case Studies and Applications, Cengage Learning Business Press, London, ISBN 978-1-8448-0062-9

MODULE DESCRIPTION

For over twenty years Revenue Management has been practiced in the lodging business and with the increasing realisation of the financial and operational benefits the extension of practices into other departments is imminent. Be at the forefront of exploring the possibilities and extending the concept of revenue management into other revenue generating departments.

Whether function spaces or spas is your primary product or an additional revenue generator, you can gather competencies in effective forecasting, assessing revenue contributions and exploring optimisation strategies for function spaces and spas. We challenge you to an intensive 3-day module towards profit optimisation.

LEARNING OBJECTIVES

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

Knowledge

- Identify and explain the fundamental concepts and building blocks in Revenue Management
- Elaborate and discuss the development of Revenue Management strategies and methodology into other departments
- Explore systems from decision support to performance control

Competencies

- Apply basic forecasting techniques
- Apply optimisation models and techniques
- Assess business performance and propose 'product' modification strategies

Mindset

- Quantify the impact of Revenue Management
- Appreciate the value of strategies into other revenue generating departments
- Evaluate the daily tasks of Revenue Management and their influences

METHODOLOGY

Balance of interactive lecture-discussions, hands-on exercises and debates.

PARTICIPANTS

- Managers and executives in Rooms division, Sales and Marketing, Spa Managers, Event Organisers and General Management, vested with the responsibility of optimizing revenue and integrating it throughout the company.