

Hotel Revenue Management

Make a lasting impact at your organization by employing revenue management techniques and strategies for your hotel operation and earn a highly recognized credential from Cornell University's world-renowned School of Hotel Administration.

This program provides you with in-depth training in the most critical revenue management techniques and strategies that you can apply on the job immediately. This program was developed by hotel revenue management expert and pioneer Sheryl E. Kimes, PhD, professor of operations management in the School of Hotel Administration at Cornell University.

Course content is structured around relevant case examples and interactive exercises, giving you the experience you need to translate theory into practice.



You can complete all 5 courses and earn your certificate in as little as 2.5 months, spending about five to seven hours per course.

Inside the Program

- Courses begin every 2 weeks, so you can start whenever you're ready. You can take the courses back to back or take time off between your courses.
- Students spend approximately 5-7 hours per week on coursework.
- Lectures, text transcripts, readings, discussions, and projects are accessible 24 hours a day for three weeks each.
- Courses include multiple choice quizzes and instructor-moderated discussions. A final project is required for each course, allowing you to practice what you've learned in a real-world context.
- Expect plenty of opportunities for collaboration and networking with fellow participants both during and after your courses.

Who Should Enroll

- Revenue managers and directors, and other hospitality professionals responsible for improving the financial performance of their organizations
- Front desk managers, night auditors, and sales and marketing analysts who want to take on more responsibility for improving profitability in their property
- Those who aspire to hospitality management positions and need a strong foundation of revenue concepts

Each course is two weeks long, so you can finish your certificate in as little as three months.



COURSE LENGTH
2 WEEKS



PROGRAM DURATION
3 MONTHS



CLASS SIZE
UNDER 35 STUDENTS



EFFORT
3-5 HOURS PER WEEK



FORMAT
100% ONLINE



MODEL
INSTRUCTOR LED

Hotel Revenue Management

What You'll Learn

- How to apply the strategic levers of hotel revenue management to increase revenue
- The role of forecasting in hotel revenue management
- How to create a forecast and measure its accuracy
- Be able to establish or recommend room rates that maximize profitability
- Be able to establish or recommend approaches to making price more variable
- How to set appropriate rate fences to create appropriate customer segments
- How to analyze the implications to revenue management of using various distribution channels
- Learn to manage potential customer issues associated with overbooking
- Ways to create strategies to make group-management decisions that maximize revenue
- How to refine the practice of hotel revenue management so it can be applied to additional areas of the hotel
- Methods for extending the practice of revenue management to other industries
- Ways to develop a functional revenue management plan, from gathering baseline data to monitoring post-implementation results

Courses Include:

Introduction to Hotel Revenue Management (SHA531)

Implement a revenue management strategy that maximizes profits by shifting the focus to managing revenue per available room. Increase revenue by applying special pricing models and duration-management techniques.

- Know the component parts and critical considerations of hotel revenue management
- Understand different ways in which revenue management can be applied to other hospitality-related industries

Forecasting and Availability Controls in Hotel Revenue Management (SHA532)

Use forecasts to predict demand and learn how demand influences other organizational functions. Calculate and account for error and apply length-of-stay controls.

- Learn the role of forecasting hotel revenue management
- Recommend room rates and length-of-stay controls to your hotel

Pricing Strategy and Distribution Channels in Hotel Revenue Management (SHA533)

Set prices that align with your organization's sales and positioning strategies. Use the appropriate distribution channels to manage prices.

- Understand the impact of variable pricing and discounting on revenue management
- Recommend different approaches to making prices more variable

Overbooking Practices in Hotel Revenue Management (SHA534)

Overbook strategically to account for no-shows and minimize costs, uncertainty, and customer impact. Examine visiting groups' costs and revenues to identify profitable targets.

- Develop your own overbooking approach and manage the issues associated with it
- Know how to apply group-management decisions

Non-Traditional Applications of Hotel Revenue Management (SHA535)

Develop, implement, and monitor revenue-maximizing strategies in hospitality-related industries. Maximize top-line revenue in spas, golf courses, and meeting spaces.

- Develop your own successful functional revenue management plan
- Extend your own practice of revenue management to other industries