Strategic Hotel Revenue Management and Dynamic Pricing Training Course



19 - 23 Oct 2026

Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

In the highly competitive hospitality industry, maximizing profitability goes beyond simply increasing occupancy rates; it requires a sophisticated and strategic approach to pricing, inventory, and distribution. Revenue management is the discipline of selling the right product to the right customer at the right time for the right price, with the ultimate goal of maximizing revenue. This is the central premise of the Strategic Hotel Revenue Management and Dynamic Pricing Training Course offered by BIG BEN Training Center. This comprehensive program is designed for professionals who want to master the art and science of revenue optimization. Drawing on key academic concepts from authors such as Sheryl E. Kimes and the foundational text "Hotel Revenue Management: Principles and Practices", the course explores critical areas including demand forecasting, pricing strategies, and the use of technology and data analytics. Participants will learn how to analyze market trends, segment customer demand, and apply dynamic pricing models to capture the maximum possible revenue. The curriculum addresses the complexities of a multi-channel distribution landscape and the impact of online reviews and reputation on pricing. By focusing on both the theoretical framework and practical application, BIG BEN Training Center ensures participants are equipped to not only navigate but also lead their properties toward financial success.

Target Audience / This training course is suitable for:

- Hotel revenue managers.
- General managers and hotel owners.
- Sales and marketing directors.
- Hotel financial controllers.
- Front office managers.
- E-commerce and distribution managers.

Target Sectors and Industries:

- Hotels and resorts.
- Hospitality and accommodation.
- Travel agencies and tour operators.
- Events and conference venues.
- Vacation rentals and serviced apartments.
- Government tourism authorities.

Target Organizations Departments:

- Revenue Management.
- Sales and Marketing.
- Finance and Accounting.
- Front Office.
- E-commerce.
- Reservations.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive revenue management strategy for a hotel.
- Master demand forecasting techniques and market analysis.
- Implement dynamic and segmented pricing strategies.
- Optimize revenue from all hotel outlets, not just rooms.
- Analyze key performance indicators such as RevPAR, ADR, and GOPPAR.
- Utilize revenue management systems and data analytics.
- Navigate the complexities of third-party distribution channels.

Course Methodology:

This training course employs a highly interactive and practical methodology designed to foster deep learning and skill application. The approach is centered on real-world scenarios and hands-on activities, ensuring that participants can immediately apply the concepts learned to their professional environments. The training incorporates a mix of engaging methods, including collaborative group work and in-depth case studies of hotels with varied business models to highlight best practices and common pitfalls. Participants will engage in dynamic brainstorming sessions and role-playing exercises to simulate complex decision-making scenarios, such as adjusting pricing in response to a competitor's offer or a market event. Course content is delivered through a combination of expert-led discussions, interactive workshops, and peer-to-peer feedback sessions. This comprehensive training approach, which includes practical exercises and reflection, is a hallmark of BIG BEN Training Center. The methodology is structured to cover essential topics such as pricing strategy, demand forecasting, and distribution channel management, reinforcing the learning with practical, actionable insights. By using a variety of teaching tools, the course ensures that participants are not just passive recipients of information but active participants in their own learning journey, capable of implementing sophisticated revenue management strategies in a way that is both effective and profitable.

Course Agenda (Course Units):

Unit One: The Foundations of Hotel Revenue Management

- What is revenue management and why it matters?
- Historical context and evolution of RM.
- Key performance indicators (KPIs): RevPAR, ADR, Occupancy.
- Understanding fixed versus variable costs.
- The role of market segmentation in pricing.
- Data collection and analysis.
- Pricing strategies overview.

Unit Two: Demand Forecasting and Pricing Strategy

- Forecasting demand for different market segments.
- The importance of booking pace and lead time.
- Developing a competitive pricing strategy.
- Dynamic pricing and yield management.
- Pricing for groups and corporate accounts.
- Price party and channel management.
- The psychology of pricing.

Unit Three: Inventory and Channel Management

- Optimizing inventory allocation.
- Managing distribution channels: OTAs, GDS, direct.
- The cost of distribution.
- Revenue management for non-room outlets (F&B, spa, events).
- Overbooking strategies and their legal implications.
- Revenue management systems (RMS) and their features.
- Upselling and cross-selling techniques.

Unit Four: Data Analytics and Technology

- Using data to make informed revenue decisions.
- Introduction to business intelligence in hospitality.
- The role of big data and AI in revenue management.
- Analyzing competitor pricing and market trends.
- Reputation management and its impact on pricing.
- Personalization and guest data.
- Reporting and performance analysis.

Unit Five: Strategic Implementation and Future Trends

- Integrating revenue management into the hotel's culture.
- Building a revenue management team.
- Future trends: new technologies, sustainability, and dynamic markets.
- Implementing a revenue management strategy from scratch.
- Overcoming common challenges in revenue management.
- Case studies: best practices from around the globe.
- Final project: a comprehensive revenue management plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era where online travel agencies (OTAs) heavily influence customer booking decisions, how can hotels reclaim control over their pricing and direct distribution channels to maximize profitability and guest loyalty?

What unique qualities does this course offer compared to other courses?

This course provides a distinct and specialized focus on the strategic side of hotel revenue management, moving beyond basic theory to practical, actionable applications. Unlike programs that only touch upon pricing, this training course delves into the intricate relationship between data analytics, market segmentation, and dynamic pricing strategies. The curriculum is distinguished by its emphasis on the use of technology and data to make informed decisions, giving participants the tools to lead their properties in a data-driven world. It provides a comprehensive framework for not only increasing room revenue but also optimizing income from all hotel outlets. By combining academic principles with real-world case studies and hands-on exercises, BIG BEN Training Center ensures that participants are equipped to transform their hotel's financial performance and gain a significant competitive advantage.