

Course Name

Hotel Revenue & Pricing Decisions

Sector Name

Hospitality & Hotel Management

Document Type

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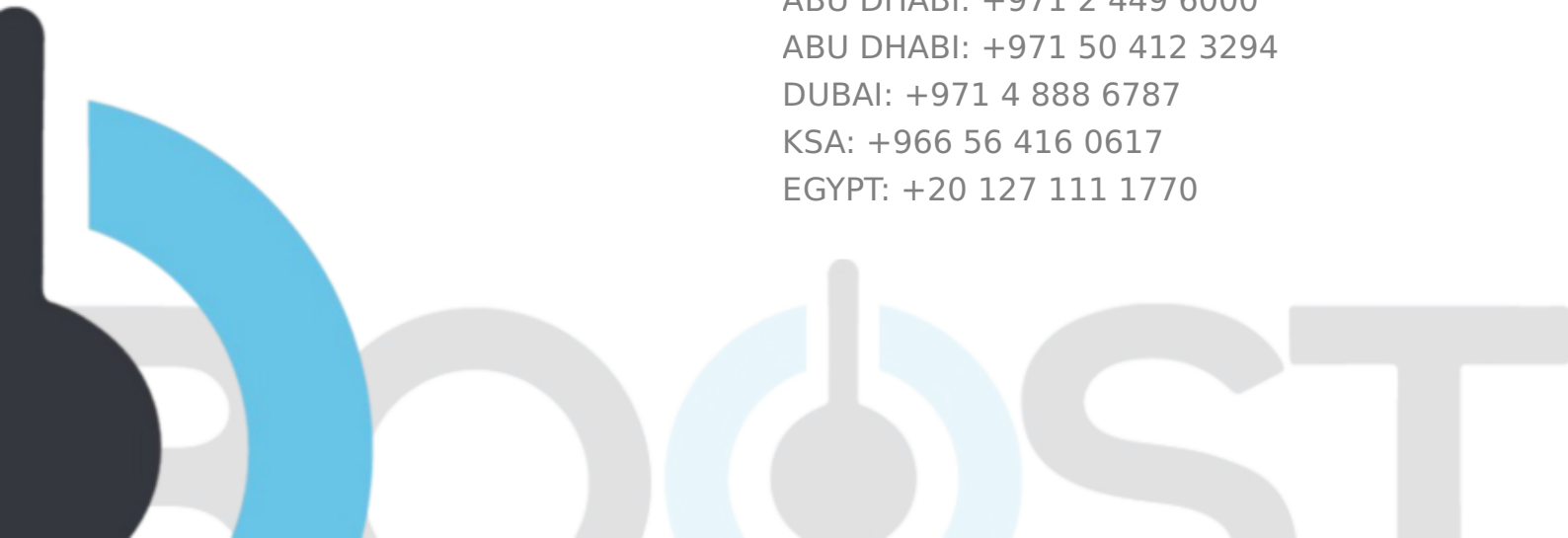
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Hotel Revenue & Pricing Decisions

Course Introduction

Hotel revenue is not determined by occupancy alone. A hotel can achieve high occupancy and still lose revenue opportunities if rooms are sold at the wrong rates, inventory is poorly controlled, demand patterns are misunderstood, or pricing decisions are made without considering booking behavior and market conditions. Effective revenue management requires hotels to decide not only how many rooms can be sold, but which rooms should be available, at what price, through which channels, and at what time.

Boost Consulting & Training has designed this course to develop practical decision making in hotel revenue and pricing. Participants will work with occupancy patterns, booking pace, demand forecasts, pricing decisions, room inventory, market segments, distribution channels, and key hotel revenue indicators. Rather than treating revenue management as a purely numerical function, the course connects data with the commercial decisions that influence hotel performance.

The main concept of this course is to convert demand and booking information into smarter pricing and inventory decisions that maximize the revenue potential of available hotel rooms.

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Target Audience

- ✓ Revenue managers and revenue professionals
- ✓ Reservations and front office managers
- ✓ Hotel sales and commercial professionals
- ✓ Hotel managers responsible for revenue performance

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Learning Objectives

- ✓ Interpret the key indicators used to evaluate hotel revenue performance.
- ✓ Analyze historical and current booking patterns to understand demand behavior.
- ✓ Develop practical hotel demand forecasts using relevant operating information.
- ✓ Adjust room pricing according to demand, timing, and market conditions.
- ✓ Manage room inventory across different customer segments and booking channels.
- ✓ Evaluate the revenue impact of discounts, restrictions, and pricing decisions.
- ✓ Identify revenue opportunities during both high and low demand periods.
- ✓ Make integrated pricing and inventory decisions using realistic hotel scenarios.

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Hotel Revenue & Pricing Decisions

Course Outline

✓ DAY 01

Reading Hotel Revenue Performance

Understanding the Revenue Picture

- ✓ Examining occupancy, Average Daily Rate, Revenue per Available Room, and related performance indicators
- ✓ Understanding how occupancy and room rate interact to influence room revenue
- ✓ Comparing different hotel performance situations beyond occupancy percentages alone

Reading Demand Patterns

- ✓ Identifying weekday, weekend, seasonal, event driven, and other demand variations
- ✓ Examining booking lead times, cancellation behavior, and length of stay patterns
- ✓ Completing a Hotel Revenue Performance Analysis using realistic operating data

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Course Outline

✓ DAY 02

Forecasting Hotel Demand

Building the Demand Forecast

- ✓ Using historical performance, current bookings, booking place, and market information
- ✓ Distinguishing confirmed business from expected future demand
- ✓ Updating forecasts as booking conditions and market signals change

Recognizing Demand Opportunities

- ✓ Identifying compression periods where demand is likely to exceed available inventory
- ✓ Recognizing soft periods requiring a different commercial response
- ✓ Developing a Hotel Demand Forecast for changing booking scenario

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Course Outline

✓ DAY 03

Making Smarter Pricing Decisions

Setting Rates According to Demand

- ✓ Connecting room pricing with expected demand and remaining inventory
- ✓ Adjusting rates as booking pace and availability change
- ✓ Avoiding unnecessary discounting when demand supports stronger pricing

Managing Price Structure

- ✓ Working with room categories, rate levels, packages, and booking conditions
- ✓ Evaluating how discounts and restrictions influence revenue potential
- ✓ Completing a Dynamic Pricing Challenge across different demand conditions

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Course Outline

✓ DAY 04

Controlling Inventory & Distribution

Allocating Rooms for Better Revenue

- ✓ Managing room availability across customer segments and booking sources
- ✓ Evaluating when to accept, restrict, or protect inventory for different demand opportunities
- ✓ Considering length of stay when making inventory decisions

Managing Distribution Decisions

- ✓ Examining direct booking and third-party distribution from a revenue perspective
- ✓ Evaluating channel costs alongside booking volume and rate performance
- ✓ Running a Room Inventory Allocation Simulation with competing booking opportunities

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Course Outline

✓ DAY 05

Making Integrated Revenue Decisions

Responding to Changing Market Conditions

- ✓ Adjusting forecasts, pricing, and availability when actual demand differs from expectations
- ✓ Managing high demand without selling valuable inventory too early
- ✓ Selecting appropriate responses when expected demand fails to materialize

Turning Revenue Data into Commercial Action

- ✓ Bringing occupancy, rate, forecast, inventory, and channel information into one decision process
- ✓ Reviewing results to identify missed opportunities and stronger future decisions
- ✓ Completing a Hotel Revenue & Pricing Decision Challenge for an integrated hotel case

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 7, 2026	Dec. 11, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
May 3, 2027	May 7, 2027	5 days	4950.00 \$	England , London
Jan. 31, 2027	Feb. 4, 2027	5 days	4250.00 \$	Qatar , Doha
July 26, 2027	July 30, 2027	5 days	4250.00 \$	UAE , Dubai

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