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COURSE BROCHURE

Restaurant Seat-Hour Revenue and Table Turn Management Training Course

15 – 19 February 2027
London

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Ref: 2810_107714 **Date:** 15 – 19 February 2027 **Location:** London **Fees:** 5900 GBP

Restaurant Seat-Hour Revenue and Table Turn Management is a 1-week training course for restaurant owners, managers and food and beverage revenue staff, and it closes with a seat-hour revenue dashboard. Rising rents and labour costs mean every seat and every hour must earn more, so operators now manage capacity and timing closely. Jupiter Prime Training delivers this course.

Why Restaurant Seat-Hour Revenue and Table Turn Management Matters Now

Three forces shape this subject today. Online booking platforms and delivery apps give operators live data on demand by hour, but few turn it into seating and pricing decisions. Guests compare wait times and booking availability before choosing where to eat, so slow turns and empty peak tables lose custom quickly. Owners and investors judge outlets on revenue per seat hour rather than total sales alone. A restaurant that controls table mix, turn time and daypart pricing fills its dining room profitably; one that does not runs full at peak yet loses money across the week. The course rests on restaurant revenue management research and capacity utilisation measures.

Who Gains Most from Restaurant Seat-Hour Revenue and Table Turn Management

- Restaurant managers setting floor plans, booking rules and service pacing
- Owners and operators judging outlet performance and capacity investment
- Revenue staff tracking covers, average check and seat occupancy by hour
- Reservations and host staff allocating tables and managing waiting lists
- Multi-outlet coordinators comparing dining rooms across a group

A restaurant group gains most when its owners, outlet managers and reservations leads attend together and agree one set of seat-hour measures.

Restaurant Seat-Hour Revenue and Table Turn Management Capabilities

Participants learn to read a dining room as a grid of seats and hours, each with its own demand and earning power.

- Calculate revenue per available seat hour by daypart — owners and outlet managers
- Design a table mix that matches party size demand — floor and host staff
- Specify reservation slots, duration rules and overbooking limits — reservations teams
- Apply demand-based pricing and offers to slow periods — revenue and marketing staff
- Build covers forecasts from booking pace and history — kitchen and rota planners
- Communicate seat-hour results in a weekly dashboard — operators and investors

Key Restaurant Seat-Hour Revenue and Table Turn Management Terms

- Revenue per available seat hour — total revenue in a period divided by seats available multiplied by opening hours.
- Table turn — one complete cycle of seating, serving and clearing a table for the next party.
- Table mix — the combination of two-, four- and larger tables in a dining room layout.
- Seat occupancy — the share of available seats filled during a given hour.
- Daypart — a defined trading period such as breakfast, lunch, afternoon or dinner.
- Booking pace — the rate at which reservations accumulate before a service.

Restaurant Seat-Hour Revenue and Table Turn Management Day by Day

Day 1: Capacity as the Restaurant's Perishable Stock

- Seats and Hours as Perishable Inventory — Reframing Restaurant Performance
- Revenue per Available Seat Hour Calculation — Comparing Outlets and Dayparts
- Seat Occupancy and Average Check Drivers — Separating Volume From Spend
- Casual, Fine Dining and Quick-Service Formats — Setting Capacity Priorities
- Point-of-Sale and Booking System Data — Extracting Hourly Revenue Records

Day 2: Table Mix and Dining Room Layout

- Party Size Distribution Analysis — Matching Tables to Real Demand
- Table Mix Optimisation and Combinable Tables — Reducing Empty Seats
- Floor Plan Zoning and Server Sections — Balancing Pace and Service
- Bar, Terrace and Private Room Capacity — Valuing Different Seat Types
- Seat Efficiency Heat Maps — Spotting Underused Areas

Day 3: Reservations and Turn-Time Control

- Reservation Slot Design and Duration Rules — Fitting More Covers Into Peaks
- No-Show Rates, Deposits and Overbooking Limits — Protecting Peak Capacity
- Walk-In and Waiting List Management — Converting Queues Into Covers
- Service Stage Timing From Seating to Payment — Removing Turn-Time Delays
- Kitchen Pacing and Course Firing — Keeping Turns Predictable

Day 4: Demand-Based Pricing and Forecasting

- Daypart Demand Curves — Identifying Peak, Shoulder and Slow Hours
- Time-Based Offers and Set Menus — Lifting Revenue in Quiet Periods
- Minimum Spend and Peak Pricing Rules — Valuing Prime-Time Seats
- Covers Forecasting From Booking Pace and History — Planning Staff and Prep
- Guest Perception and Fairness Limits — Keeping Pricing Acceptable

Day 5: Practising the Seat-Hour Revenue Dashboard

- Hourly Revenue and Occupancy Grid — Applying Day 1 Measures
- Table Mix Change Proposal — Applying Day 2 Layout Analysis
- Booking Rule and Turn-Time Targets — Applying Day 3 Controls
- Daypart Pricing and Covers Forecast Inputs — Applying Day 4 Methods
- Seat-Hour Revenue Dashboard — Peer Review and Weekly Reporting Routine

Applying Restaurant Seat-Hour Revenue and Table Turn Management After the Course

- Build an hourly revenue per available seat hour grid for the last four weeks.
- Run a two-week trial of new reservation durations for peak dinner slots.

Restaurant Seat-Hour Revenue and Table Turn Management Questions FAQ

What is restaurant seat-hour revenue and table turn management, and why does it matter now?

It is the practice of earning more from each seat and hour through table mix, booking rules, turn control and daypart pricing. It matters now because rents, labour and guest expectations squeeze margins on fixed dining room capacity.

Which roles gain most from restaurant seat-hour revenue and table turn management?

Owners, outlet managers, revenue and reservations staff gain most. You benefit most if you run hotel restaurants, independent dining rooms or multi-outlet groups.

How does restaurant seat-hour revenue and table turn management differ from menu engineering and food costing?

It focuses on capacity and time: seats, tables, bookings, turns and daypart pricing. Menu engineering and food cost courses analyse dish popularity, recipe costs and margins rather than how the dining room fills hour by hour.

What do you bring back from restaurant seat-hour revenue and table turn management?

You bring back a seat-hour revenue dashboard with an hourly occupancy grid, a table mix proposal, booking and turn-time targets, daypart pricing rules and covers forecast inputs.

Restaurant Seat-Hour Revenue and Table Turn Management: The Way Forward

The seat-hour revenue dashboard is the starting point, and the first decision it informs is which daypart to target with new booking rules or offers. Outlet managers and owners use it in weekly reviews. After the first month, revisit whether shorter turn times affected guest satisfaction and average check.