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COURSE BROCHURE

Hotel Revenue Strategy and Dynamic Pricing Training Course

7 – 18 November 2027
Kuala Lumpur

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Hotel Revenue Strategy and Dynamic Pricing Training Course

Ref: 300_9961 **Date:** 7 – 18 November 2027 **Location:** Kuala Lumpur **Fees:** 8500 GBP

Hotel Revenue Strategy and Dynamic Pricing is a 2-week training course for revenue managers, directors of sales and distribution managers who decide what to sell, to whom, through which channel and at what rate, and each participant builds a revenue strategy and pricing calendar for a property. Booking windows have shortened and channel costs keep rising, so pricing discipline now separates profitable hotels from busy ones. Jupiter Prime Training offers this course for commercial teams.

Why Hotel Revenue Strategy and Dynamic Pricing Matters Now

Three forces reshape hotel pricing today: guests who compare rates across online travel agencies, metasearch and brand sites within seconds; distribution costs that erode net room revenue; and owners who now judge commercial teams on profit per room rather than occupancy. A hotel that forecasts well and prices by segment protects rate integrity in soft periods and captures peaks; one that discounts by reflex trains guests to wait. The course reads performance through the Uniform System of Accounts for the Lodging Industry USALI and uses established yield management, demand forecasting and price elasticity methods.

Who Gains Most from Hotel Revenue Strategy and Dynamic Pricing

- Revenue leaders who own forecasts, rate strategy and inventory controls for one or several hotels
- Sales directors who negotiate corporate, group and wholesale contracts against displacement
- Distribution heads who manage channel mix, commissions and rate parity
- E-commerce leads who convert direct bookings through brand websites and loyalty offers
- Commercial cluster leaders who align pricing across a portfolio of properties

A hotel commercial committee gains most when its revenue, sales and distribution leads attend together and agree one pricing rulebook.

Hotel Revenue Strategy and Dynamic Pricing Capabilities

Participants turn booking pace, competitor rates and segment behaviour into pricing moves they can defend at the weekly revenue meeting.

- Build unconstrained and constrained demand forecasts from pick-up and pace data — weekly pricing decisions
- Design segment-based rate structures with fences and length-of-stay controls — rate integrity
- Calculate group displacement and overbooking levels — sales directors and front office
- Weigh net channel contribution after commissions and acquisition costs — distribution mix
- Test pricing outcomes through RevPAR, GOPPAR and TRevPAR — owners and general managers
- Communicate a revenue strategy and pricing calendar to sales and operations — commercial alignment

Key Hotel Revenue Strategy and Dynamic Pricing Terms

- Dynamic pricing — changing room rates frequently in response to forecast demand, booking pace and competitor rates rather than holding fixed seasonal prices.
- Booking pace — the speed at which reservations accumulate for a future date compared with the same point in earlier periods.
- Displacement analysis — comparing the profit of a group booking with the transient business it would push out on the same dates.
- GOPPAR — gross operating profit per available room, showing how much profit each room produces regardless of whether it sold.
- TRevPAR — total revenue per available room, adding food, beverage, spa and other income to rooms revenue.
- Rate fence — a condition such as advance purchase or non-refundable terms that separates guests willing to pay different prices.

Hotel Revenue Strategy and Dynamic Pricing Day by Day

Day 1: Commercial Context and Market Forces

- Booking Window and Guest Behaviour Shifts — Pricing Horizon Choices
- Online Travel Agency and Metasearch Influence — Channel Power Balance
- Owner Profit Expectations Beyond Occupancy — Commercial Success Measures
- Market Seasonality and Event Calendars — Demand Peak Identification
- Revenue Culture Across Sales, Front Office and Marketing — Shared Accountability

Day 2: Segmentation and Demand Structure

- Market Segmentation by Purpose, Channel and Rate — Mix Decisions
- Price Elasticity by Segment — Discount Response Expectations
- Business Mix Optimisation Models — Target Segment Shares
- Corporate and Wholesale Contract Structures — Negotiated Rate Floors
- Leisure and Group Demand Patterns in Resorts — Seasonal Strategy

Day 3: Demand Forecasting Methods

- Pick-Up and Pace Forecasting Models — Rolling Forecast Accuracy
- Unconstrained Demand Estimation From Denials and Regrets — True Demand Size
- Historical and Advanced Booking Combination — Forecast Method Choice
- Special Event and Anomaly Adjustments — Outlier Treatment
- Forecast Error Tracking and Bias Correction — Forecast Credibility

Day 4: Pricing Strategy and Rate Architecture

- Best Available Rate Structures and Rate Tiers — Pricing Ladder Design
- Rate Fences and Product Differentiation — Willingness-to-Pay Capture
- Competitor Rate Shopping and Positioning — Price Index Targets
- Psychological and Value-Based Pricing — Guest Perception of Rate
- Packages and Attribute Pricing — Upsell and Ancillary Revenue

Day 5: Dynamic Pricing and Inventory Controls

- Dynamic Pricing Rules and Revenue Management Systems — Automation Limits
- Length-of-Stay, Closed to Arrival and Minimum Stay Controls — Shoulder Night Filling
- Overbooking Models and Walk Policies — Spoilage Versus Guest Risk
- Room Type Upgrades and Upsell Ladders — Inventory Balancing
- Last-Minute and Distressed Inventory Tactics — Rate Integrity Protection

Day 6: Group, Meetings and Displacement

- Group Displacement Analysis — Accept or Decline Decisions
- Meeting and Event Space Pricing per Square Metre — Function Room Yield
- Group Block Attrition and Cut-Off Clauses — Contract Protection
- Total Customer Value Including F&B Spend — Group Profitability
- Group Pace Reports for Sales Teams — Selling Priorities

Day 7: Distribution Strategy and Channel Costs

- Channel Mix and Net Contribution Analysis — Cost of Acquisition
- Online Travel Agency Commission and Visibility Schemes — Ranking Trade-Offs
- Rate Parity and Direct Booking Incentives — Brand Website Conversion
- Global Distribution System and Wholesaler Channels — Business Travel Reach
- Channel Manager and Booking Engine Set-Up — Rate Distribution Accuracy

Day 8: Performance Measurement and Profit

- RevPAR Index and Market Share Analysis — Competitive Position
- GOPPAR and Flow-Through by Segment — Profit-Led Pricing
- TRevPAR and Ancillary Revenue Capture — Total Hotel Revenue
- Revenue Meeting Dashboards and Pick-Up Reports — Weekly Actions
- Budget and Reforecast Alignment — Owner Reporting Accuracy

Day 9: Total Revenue and Portfolio Strategy

- Spa, Restaurant and Parking Revenue Management — Non-Room Yield
- Cluster Revenue Management Across Properties — Shared Expertise
- Loyalty Scheme Economics and Member Rates — Guest Lifetime Value
- Personalised Offers and Guest Data Use — Conversion Uplift
- Revenue Strategy Governance and Pricing Authority — Decision Rights

Day 10: Practising the Revenue Strategy and Pricing Calendar

- Segmentation and Forecast Applied to a Chosen Property — Demand Baseline
- Rate Architecture and Controls Applied to the Property — Pricing Rules
- Channel Mix Targets Applied to the Property — Net Revenue Goals
- Group and Event Calendar Applied to the Property — Displacement Plan
- Revenue Strategy and Pricing Calendar Completed and Presented — Commercial Committee Approval

Applying Hotel Revenue Strategy and Dynamic Pricing After the Course

- Run a weekly revenue meeting using the pick-up, pace and competitor rate reports covered, and agree three pricing or control moves with sales and front office
- Recalculate net channel contribution for the last quarter after commissions and acquisition costs, and propose a channel mix shift to the general manager

Hotel Revenue Strategy and Dynamic Pricing Questions FAQ

What is Hotel Revenue Strategy and Dynamic Pricing and why does it matter now?

Hotel Revenue Strategy and Dynamic Pricing is the discipline of forecasting demand and setting rates, controls and channels to maximise hotel profit. It matters now because short booking windows, rising channel costs and profit-focused owners punish fixed or reflexive pricing.

Which roles gain most from Hotel Revenue Strategy and Dynamic Pricing?

Revenue managers, sales directors, distribution and e-commerce leads, and cluster commercial leaders gain most. Each of them sets or influences rates, inventory or contracts, so a shared pricing logic improves weekly decisions.

How does Hotel Revenue Strategy and Dynamic Pricing differ from an introductory revenue management course?

An introductory course explains occupancy, ADR and basic yield ideas. This advanced subject builds forecasts, rate architecture, displacement and channel economics, and measures results through GOPPAR and TRevPAR rather than rooms revenue alone.

What do you bring back from Hotel Revenue Strategy and Dynamic Pricing?

You bring back a revenue strategy and pricing calendar for a chosen property, with segment targets, forecasts, rate rules, controls, channel goals and group dates ready for your commercial committee.

Hotel Revenue Strategy and Dynamic Pricing: The Way Forward

The revenue strategy and pricing calendar first informs the rate and control settings for the coming season. Revenue managers, sales directors and distribution heads use it as the agenda for weekly revenue meetings. After its first use, the forecast assumptions deserve a second look, because unconstrained demand estimates shape every later pricing and overbooking choice.