

ROMA FIRENZE BOLOGNA PALERMO CATANIA NAPOLI MILANO TORINO

SPECIALISTIC COURSE IN REVENUE AND YIELD MANAGEMENT

The course is addressed to those who want to acquire managerial skills and tools to work with competence and professionalism in the commercial area of hotel companies and hospitality facilities, in charge of the maximization of revenue, income and corporate business through focused rooms and tourists products sales strategies. The course is particularly suggested for General Manager, Front Office Manager and Reception Staff, Commercial Directors, Booking Manager, Web Marketing Manager for retraining and professional updating objectives, as well as for graduates with strong interpersonal skills, flexibility, organizational skills and willing to learn the fundamental theoretical / practical notions on sales and hotel marketing management.

DIDACTICAL SCHEDULE

- Analysis of the hotel structure, of the current business and of the marketing methods in use
- Market analysis and customer segmentation
- Rooms and hotel services sales techniques
- Operational management of web sales channels
- Performance of bookings and elaboration of alternative prices
- Management and analysis of the booking and of the overbooking
- Analysis and creation of promotional packages

START COURSES	every month
DURATION	15 hours (5 lessons of 3 hours)
N° STUDENTS	Course delivered only in individual formula
TARGET	General Manager, Front Office manager, Receptionists, Marketing Managers, Booking Manager, Web Marketing Manager, graduated with relationship and organizational skills
FREQUENCY	Customizable to the needs of the participant
HOURS OF LESSONS	Customizable to the needs of the participant
COST	€ 1000,00 + VAT 22%
INSTALLMENTS	€ 220,00 VAT included at the registration + n. 2 installments of € 500,00 VAT included

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