

AA Revenue Management Workshop

Course overview

This workshop instigates a facilitated discussion for reservations teams, reception staff and management personnel with the fundamental objectives of improving selling strategies, negotiation skills and yield management.

With countless rates and promotions out there, has the art of basic bedroom selling and management been lost? Does the computer consume too much of your staff's time? This is a back-to-basics session with many tips and tricks which you may have forgotten or not known of.

*Delegates will receive an attendance certificate after the course.

Main Objectives

- To maximise bedroom revenue
- To introduce a yield culture to reservation departments
- To learn how to vary selling strategies
- To develop negotiation skills



Who should attend...

- Revenue managers
- Reservation staff
- Reservation managers
- Front of house managers
- General managers



WE TALK, DISCUSS & TEST DELEGATES KNOWLEDGE ON...

Back to Basics

What is REVPAR (revenue per available room)
How does this affect business profitability?
Advanced bookings and bookings on the night

Reservation Systems

Deposit Policy
Out of Hours Control
What is a guaranteed booking
Release Times
Non-arrival policy
Inventory with third party agents
Waiting Lists

Historical Data

Market share
Daily statistics
Room sales
Turnaways

The Yield Process

Planning and measuring yield
Guests' budget
Seasonal demand
Incentives



*The course content is subject to change

Who will be carrying out the workshop?

The AA Revenue Management Workshop will be led by one of the AA's experienced and professional inspectorate team.

BOOK NOW!

To book call **01256 844455** or email
Hospitality.Solutions@theAA.com

This course is also available for private bookings for individual hotel and restaurant groups

View www.AAhotels.com/Hospitality-Solutions for information on our full range of training and consultancy services.