

Revenue Management, Advanced Strategies



En bref

- > **Langues d'enseignement:** Anglais
- > **Méthodes d'enseignement:** En présence
- > **Ouvert aux étudiants en échange:** Oui

Présentation

Objectifs

- Understand why market data matter and how it should be gathered
- Define and calculate key performance indicators at market level
- Analyse in details the performance of a hotel on its market for a given period, and between two periods
- Make an impactful oral presentation of a hotel revenue performance using a market data table

Heures d'enseignement

CM	Cours Magistral	10h
TD	Travaux Dirigés	8h

Pré-requis obligatoires

- Either students have attended the « Fondamentaux du Revenue Management » course in Semester 1
- Or they have studied this course by themselves (Exchange students)

Plan du cours

- Market definition and competitive set (CompSet)

- Market Performance Indicators (MPI, ARI, RGI)
- Market Performance analysis
- Impactful presentation of a Market Performance table

Compétences visées

- Market & Competition
- Competitive Set
- Compset providers
- RevPAR index, ADR index and Occupancy Index
- Market Analysis
- Presentation with impact

Bibliographie

Revenue Management for the Hospitality Industry (D.K Hayes & A.A. Miller) ed. Wiley

Infos pratiques

Lieux

› Chambéry (domaine universitaire de Jacob-Bellecombette - 73)

Campus

› Chambéry / campus de Jacob-Bellecombette