Hotel Revenue Management Simulation Course

The Total Simulator Company are the world leaders in business simulation technology and we have been working with the hotel and hospitality industry for over 20 years.

Our industry leading simulation program (HOTS) puts users into the position of managing a hotel in a virtual environment that mirrors the real world. This allows us to set up scenarios and exercises to meet key learning and development criteria.

We work with clients worldwide to deliver bespoke courses that meet key learning and development objectives. HOTS has supported the hospitality industry for many years and is also used by over 100 global Universities, Colleges and Hotel Schools. ARMA deliver industry and education courses using HOTS in Australia.

This exercise will give attendees experience of the information and decision-making processes commonly used by revenue managers in the hotel industry. During the exercise attendees will,

- Become familiar with the working environment in which revenue managers make business decisions on a day to day basis, including the language used.
- Make and apply business decisions using the information and tools available to revenue managers in the hospitality industry.
- Apply analytical techniques to a given hotel industry scenario to determine its current state and make rational plans for its future operations to achieve realistic goals.
- Apply techniques of revenue management and distribution channel management to a hotel's pricing and yield policies.

This course can either be delivered over a part, half or full day. Attendees will be briefed on the scenario, before being placed into the simulation which is an active and experiential learning environment. The format for this exercise would be as follows:

- Attendees would be split into teams, with three or four people in each team.
- Each team would manage one hotel property within the simulation and all teams would be in direct competition with each other.
- This exercise would focus on revenue management and each team would be required to sell rooms for their simulated property using online channels and agents, which are designed to match real life OTA's. This allows for a very realistic and interesting exercise.
- Teams will compete with each other, which ensures that all attendees remain focused on the task – the event will teach attendees about revenue management, whilst also being a great team building exercise.

Clients include:

[Images of client logos: Deloitte, Marriott, Hilton, Carlson, IHG, Wyndham]