

MARKETING & COMMUNICATION | COURSE BROCHURE

Revenue Management for Hospitality and Services

5 days | Classroom training | English

SMART HORIZON

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London W2 6BD, United Kingdom

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https://smarthorizon.uk



Course content

Why attend

Revenue management uses pricing and inventory controls to maximise revenue from perishable capacity such as hotel rooms, seats and appointments. This course covers demand forecasting, segmentation, pricing strategies, inventory controls, distribution channels, overbooking, metrics and revenue management technology.

Effective revenue management can significantly increase revenue without adding capacity. This course gives you practical tools to apply it in hospitality and service businesses.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses revenue simulations, pricing exercises, case studies and metrics analysis.

Course objectives

By the end of this course, participants will be able to:
• Explain revenue management principles
• Forecast demand for perishable capacity
• Segment customers and design pricing strategies
• Apply inventory controls and overbooking
• Manage distribution channels
• Measure revenue performance

Target audience

This course is suitable for:
• Revenue managers
• Hotel and hospitality managers
• Airline, travel and events professionals
• Sales and marketing managers
• Pricing analysts



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Target competencies

Participants will develop competencies in:

- Demand forecasting
- Dynamic pricing
- Inventory control
- Channel management
- Revenue metrics
- Revenue strategy

Course outline

Day 1: Revenue Management Principles

09:00–09:54	Perishable capacity
09:54–10:48	Revenue management history
10:48–11:00	Key concepts
11:00–11:30	**Coffee break**
11:30–12:12	Key concepts (continued)
12:12–13:06	Organisational role
13:06–14:00	Exercise: Revenue opportunities

Day 2: Forecasting and Segmentation

09:00–09:54	Demand patterns
09:54–10:48	Forecasting methods
10:48–11:00	Market segmentation
11:00–11:30	**Coffee break**
11:30–12:12	Market segmentation (continued)
12:12–13:06	Booking pace
13:06–14:00	Lab: Forecasting



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Day 3: Pricing and Inventory

09:00–09:54	Dynamic pricing
09:54–10:48	Rate fences
10:48–11:00	Length of stay controls
11:00–11:30	**Coffee break**
11:30–12:12	Length of stay controls (continued)
12:12–13:06	Overbooking
13:06–14:00	Simulation: Revenue game

Day 4: Distribution

09:00–09:54	Direct and indirect channels
09:54–10:48	Channel costs
10:48–11:00	Parity and contracts
11:00–11:30	**Coffee break**
11:30–12:12	Parity and contracts (continued)
12:12–13:06	Digital marketing links
13:06–14:00	Case study: Channel mix

Day 5: Performance

09:00–09:54	Revenue KPIs
09:54–10:48	Competitive analysis
10:48–11:00	Technology systems
11:00–11:30	**Coffee break**
11:30–12:12	Technology systems (continued)
12:12–13:06	Revenue culture
13:06–14:00	Capstone: Revenue strategy

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (GBP)
Singapore Confirmed dates	9 Nov 2026	13 Nov 2026	**£2,820.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**£1,250.–**
London Confirmed dates	23 Nov 2026	27 Nov 2026	**£2,450.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**£1,250.–**
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**£3,150.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**£2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**£1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Kuala Lumpur Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,450.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**£1,250.-**
Paris Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,860.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.-**
Vienna Confirmed dates	1 Feb 2027	5 Feb 2027	**£2,940.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**£1,250.-**
Istanbul Confirmed dates	8 Feb 2027	12 Feb 2027	**£2,650.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**£1,250.-**
Amsterdam Confirmed dates	22 Feb 2027	26 Feb 2027	**£2,540.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**£1,250.-**
Singapore Confirmed dates	8 Mar 2027	12 Mar 2027	**£2,820.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.-**
London Confirmed dates	22 Mar 2027	26 Mar 2027	**£2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**£1,250.-**
Barcelona Confirmed dates	5 Apr 2027	9 Apr 2027	**£2,840.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**£1,250.-**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**£3,150.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Frankfurt Confirmed dates	26 Apr 2027	30 Apr 2027	**£2,650.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	10 May 2027	14 May 2027	**£1,450.-**
Online Confirmed dates	10 May 2027	14 May 2027	**£1,250.-**
Paris Confirmed dates	24 May 2027	28 May 2027	**£2,860.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**£1,890.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**£1,250.-**
Istanbul Confirmed dates	14 Jun 2027	18 Jun 2027	**£2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.-**
Amsterdam Confirmed dates	21 Jun 2027	25 Jun 2027	**£2,540.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**£1,250.-**
Singapore Confirmed dates	12 Jul 2027	16 Jul 2027	**£2,820.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**£1,250.-**
London Confirmed dates	26 Jul 2027	30 Jul 2027	**£2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**£1,250.-**
Rome Confirmed dates	2 Aug 2027	6 Aug 2027	**£2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	9 Aug 2027	13 Aug 2027	**£3,150.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Frankfurt Confirmed dates	23 Aug 2027	27 Aug 2027	**£2,650.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**£1,250.-**
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**£2,860.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Cape Town Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,890.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**£1,250.-**
Istanbul Confirmed dates	11 Oct 2027	15 Oct 2027	**£2,650.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
Amsterdam Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,540.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**
Singapore Confirmed dates	8 Nov 2027	12 Nov 2027	**£2,820.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**£1,250.-**
London Confirmed dates	22 Nov 2027	26 Nov 2027	**£2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**£1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Rome Confirmed dates	29 Nov 2027	3 Dec 2027	**£2,450.–**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**£1,250.–**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**£3,150.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.–**
Frankfurt Confirmed dates	13 Dec 2027	17 Dec 2027	**£2,650.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**£1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online