



crews

Where you belong

TRAINING COURSE

Yield Management

COURSE GOALS

- Define the the impact of yield management and the main distribution strategies
- Identify your market, your targets, your key indicators
- Deploy an optimization strategy to boost sales performance

TRAINING DURATION

14 hours, in 2 days or 4 half-days

TARGETED AUDIENCE

Accessible from all levels of study, the training is aimed at hospitality professionals or job seekers wishing to train in these sectors.

PREREQUISITES

Hospitality Fundamentals

ACCESS

Online application and discussion with the Experience team, response within 48 hours

RATES

- Group video training: 1,590 euros per person
- Customized training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Fundamentals of Revenue Management
 - Understand the principles and mechanisms of Revenue Management
 - Identification and collection of key data
 - Performance indicators (KPIs): internal vs. external
 - Evaluation and adjustment of the Yield strategy
 - Collaboration between departments for the success of Revenue Management
- Demand control and segmentation
 - Constrained demand forecasting vs. unconstrained
 - Market segmentation
 - Developing an optimal business mix
 - Planning the demand schedule
 - Demand Forecasting Methodologies
- Competition and price positioning
 - The different pricing methods in a competitive context
 - Assessing Price Sensitivity
 - Using the Price/Value Matrix for Competitive Benchmarking
 - Price positioning strategies on the market
- Developing effective pricing strategies
 - Understanding tangible and intangible price barriers
 - How to establish the Best Available Rate (BAR)
 - Measuring the impact of promotions
 - Strategies for Raising Prices
 - Strategies for increasing volume
- Optimization of availability management
 - Inventory management techniques
 - Implementation of restrictions on length of stay
 - Distribution channel management
 - Best practices for managing overbooking
 - Overview of technology tools for RM

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, attendants will be able to apply for positions including the concepts of revenue management. They can also continue to train in other skills in this sector.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: 100%
- Individual progress rate: 100%

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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- By email: contact@crews-education.com

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