



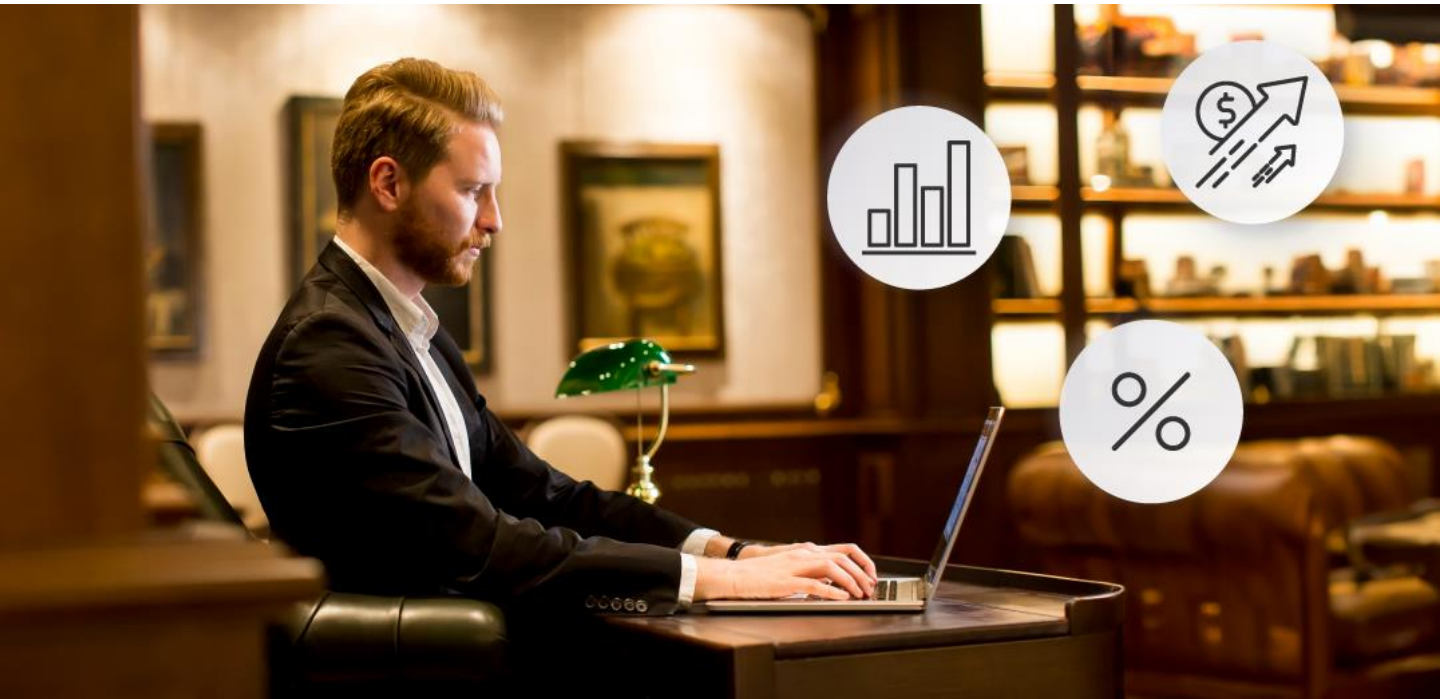
安讯教育与科技有限公司
Axon Consultancy Sdn Bhd

HOTEL REVENUE MANAGEMENT

TRAINING DETAILS

Duration : 2 Days

Training Hour : 9am to 5pm



Recommended Participants:

Hotel managers, revenue managers, front office managers, sales & marketing executives, and aspiring leaders in the hospitality industry



Axon Consultancy Sdn. Bhd.

(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,
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Course Overview:

This comprehensive two-day programme is designed to equip hospitality professionals with the skills, strategies, and tools to optimize revenue across all areas of hotel operations. Participants will gain a strong foundation in revenue management principles, master key performance indicators (KPIs), and develop practical expertise in demand forecasting, market segmentation, and pricing strategies. Through interactive lectures, case studies, simulations, and role plays, participants will also explore how to leverage distribution channels, online platforms, and total hotel revenue management practices, including F&B and ancillary services. The course concludes with strategies for building a revenue-focused culture and using technology to drive smarter business decisions.

Course Objective

By the end of this course, participants will be able to:

- Understand the fundamentals of hotel revenue management.
- Apply key performance indicators (ADR, RevPAR, Occupancy, GOP, RevPAM).
- Develop effective pricing strategies to maximize profitability.
- Implement demand forecasting and market segmentation techniques.
- Optimize distribution channels and online booking platforms.
- Apply revenue management to rooms, F&B, and ancillary services.
- Foster a culture of revenue management within hotel teams.

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Course Outline:

Day 1: Fundamentals of Revenue Management

Session 1: Introduction to Hotel Revenue Management

- Importance and evolution of revenue management
- Core principles: right room, right customer, right price, right time
- *Activity:* Group discussion – “Revenue challenges in our hotels”

Session 2: Key Metrics & Performance Indicators

- ADR, RevPAR, GOPPAR, Occupancy Rate, TrevPAR, RevPAM
- Calculating and interpreting KPIs
- Benchmarking and competitive set analysis
- *Activity:* KPI calculation exercise with case study

Session 3: Market Segmentation & Customer Behavior

- Types of segmentation: corporate, leisure, group, online, walk-in
- Guest booking behaviors and patterns
- Identifying high-value segments
- *Activity:* Create a segmentation profile for your property

Session 4: Forecasting Demand & Capacity Management

- Forecasting models and techniques
- Seasonality, special events, and demand patterns
- Balancing occupancy vs. profitability
- *Activity:* Forecasting simulation exercise

Methodology :

- Interactive lectures
- Hotel case studies
- Group simulations
- Role plays



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Course Outline:

Day 2: Advanced Revenue Management Practices

Session 5: Pricing Strategies

- Dynamic vs. static pricing
- BAR, corporate, and group rates
- Upselling and cross-selling strategies
- *Activity:* Pricing scenario role-play

Session 6: Distribution Channels & Online Strategies

- Direct bookings vs. OTAs
- Channel management and cost of distribution
- CRS, GDS, and booking engines
- *Activity:* Case study – OTA vs. direct booking profitability

Session 7: Revenue Optimization Beyond Rooms

- F&B revenue management basics
- Ancillary services: spa, events, transport, etc.
- Total hotel revenue management (THRM)
- *Activity:* Group exercise – “Designing a total hotel revenue plan”

Session 8: Building a Revenue Management Culture

- Role of revenue managers vs. department managers
- Aligning sales, marketing, and operations with revenue goals
- Using technology and BI tools for decision-making
- *Activity:* Action plan – “Revenue strategies I will implement at my hotel”

Methodology :

- Interactive lectures
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Trainer Portfolio: Mr. Wan Mohd Fadzil

HRDC Accredited Trainer | Certified Hospitality Trainer | Training Consultant

Wan Mohd Fadzil is a Certified Hospitality Trainer (CHT, AHLEI) with over **40 years of experience** in international hospitality and corporate training. Renowned for his passion, innovation, and leadership, he has driven success across world-class brands including **Pan Pacific, Sheraton, Parkroyal, Hilton, Hyatt, The Kasturi, and Adya Hotel Langkawi.**

As a dynamic consultant and HRD Corp Accredited Trainer, Wan Fadzil blends hands-on expertise with visionary leadership, equipping individuals and organizations with the skills to thrive in the highly competitive hospitality landscape. He is recognized not only for setting the gold standard in hotel operations but also for nurturing future industry leaders.



Training Expertise

- Customer Service & Guest Experience Excellence
- Hotel & Resort Operations Management
- Leadership & People Development
- Revenue Management & Strategic Pricing
- Pre-Opening & Orientation Programs
- Front Office & Rooms Division Excellence



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