

HOTEL REVENUE MANAGEMENT CERTIFICATE

Program Description

Make a lasting impact at your organization by employing revenue management techniques and strategies for your hotel operation and earn a highly recognized credential from Cornell University's world-renowned School of Hotel Administration.

This program provides you with in-depth training in the most critical revenue management techniques and strategies that you can apply on the job immediately. This program was developed by hotel revenue management expert and pioneer Sheryl E. Kimes, PhD, professor of operations management in the School of Hotel Administration at Cornell University.

Course content is structured around relevant case examples and interactive exercises, giving you the experience you need to translate theory into practice.

Key Takeaways

- Apply the strategic levers of hotel revenue management to increase revenue
- Explain the role of forecasting in hotel revenue management
- Create a forecast and measure its accuracy
- Establish or recommend room rates that maximize profitability
- Establish or recommend approaches to making price more variable
- Set appropriate rate fences to create appropriate customer segments
- Analyze the implications to revenue management of using various distribution channels
- Manage potential customer issues associated with overbooking
- Create strategies to make group-management decisions that maximize revenue
- Refine the practice of hotel revenue management so it can be applied to additional areas of the hotel
- Learn methods for extending the practice of revenue management to other industries
- Develop a functional revenue management plan, from gathering baseline data to monitoring post-implementation results

What You'll Earn

- Hotel Revenue Management Certificate from Cornell Hotel School
- 40 Professional Development Hours (4 CEUs)

Who Should Enroll

- Revenue managers and directors
- General managers
- Front desk managers
- Night auditors
- Sales and marketing analysts
- Hospitality professionals responsible for financial success
- Aspiring hospitality management professionals looking for a strong foundation of revenue concepts

Total Investment

- 3 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Hotel Revenue Management Certificate (<https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/hotel-revenue-management/>).

Courses

Code	Title	Hours
eCornell SHA531	Introduction to Hotel Revenue Management	0
eCornell SHA532	Forecasting and Availability Controls in Hotel Revenue Management	0
eCornell SHA533	Pricing Strategy and Distribution Channels in Hotel Revenue Management	0
eCornell SHA534	Overbooking Practices in Hotel Revenue Management	0
eCornell SHA535	Non-Traditional Applications of Hotel Revenue Management	0