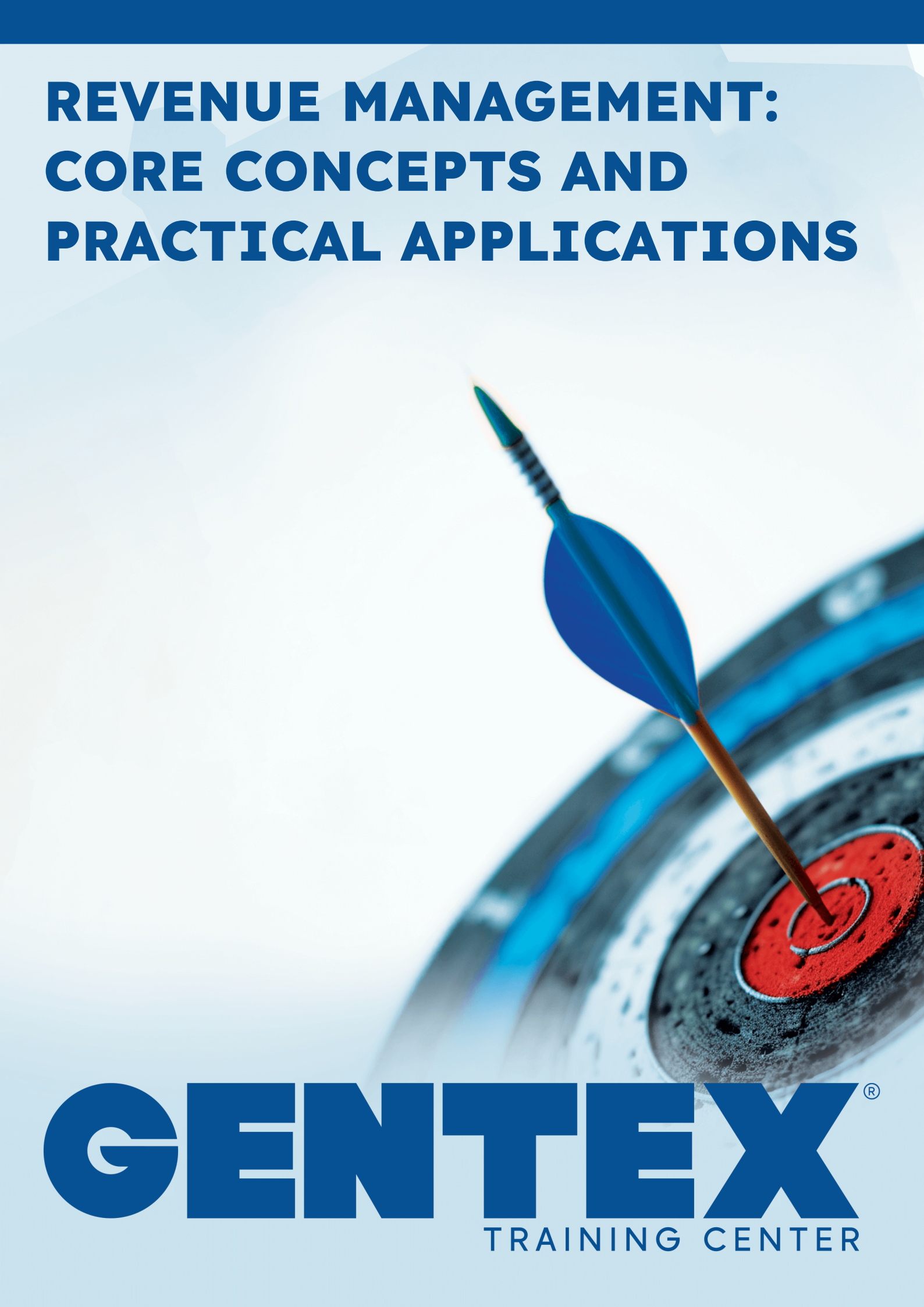
REVENUE MANAGEMENT: CORE CONCEPTS AND PRACTICAL APPLICATIONS



GENTEX®
TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Introduction

Revenue Management: Core Concepts and Practical Applications Training Course equips commercial teams to sell the right unit, to the right customer, at the right time and price. Participants learn the economic logic behind dynamic pricing, demand forecasting and capacity control, then apply it to real inventory decisions. The programme covers price differentiation, booking curves, forecasting, inventory allocation, overbooking and channel management. Furthermore, it addresses performance measurement, revenue integrity and the ethical and regulatory limits of pricing. As a result, delegates can build a revenue management approach that lifts revenue without harming demand or reputation. Gentex Training Center delivers the programme through modelling workshops and applied commercial case work.

Revenue Management: Core Concepts and Practical Applications Course Objectives

- Explain the economic principles behind revenue management.
- Apply price differentiation and segmentation within legal limits.
- Analyse booking curves, pace and lead time patterns.
- Forecast demand using historical data and trend analysis.
- Apply capacity allocation and inventory control techniques.
- Set overbooking levels using no-show and cancellation data.
- Apply dynamic pricing and rate fencing structures.
- Manage distribution channels, parity and third-party intermediaries.
- Measure revenue performance using RevPAR, yield and load factor metrics.
- Evaluate revenue integrity, discount control and pricing governance.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Course Methodology

The course combines technical briefings with hands-on Excel workshops and applied commercial case studies. Participants analyse booking data, build a demand forecast and set an inventory allocation plan. In addition, structured peer review and simulation exercises sharpen judgement, and each day closes with an applied revenue task.

Who Should Take This Course

- Revenue managers and analysts in hotels, airlines, car rental and leisure.
- Commercial, pricing and sales strategy professionals.
- Reservations, distribution and channel management staff.
- Finance and planning analysts supporting pricing decisions.
- Operations managers with capacity and inventory responsibility.
- Consultants and advisers supporting revenue improvement programmes.

Revenue Management: Core Concepts and Practical Applications Course Outlines

Day 1: Revenue Management Foundations and Economics

- Revenue management definitions and where it applies.
- Fixed capacity, perishable inventory and demand variability.
- Price elasticity, willingness to pay and consumer surplus.
- Market segmentation and customer value analysis.
- Strategic, tactical and operational revenue decisions.

- Legal, regulatory and ethical limits on pricing.
- Workshop: mapping revenue management opportunities in a business.

Day 2: Demand Forecasting and Booking Analysis

- Booking curves, pace and lead time analysis.
- Historical data preparation and seasonality decomposition.
- Forecasting methods: moving average, exponential smoothing and regression.
- Forecast accuracy measurement and bias correction.
- Demand unconstraining and lost booking estimation.
- Event, competitor and market factor adjustment.
- Workshop: building a demand forecast from booking data.

Day 3: Pricing, Segmentation and Rate Structures

- Price differentiation and rate fencing design.
- Dynamic pricing and time-based price adjustment.
- Length-of-stay, advance purchase and cancellation conditions.
- Group, corporate and negotiated rate structures.
- Discount control, approval limits and pricing governance.
- Competitor rate monitoring and price positioning.
- Workshop: designing a rate structure and fencing plan.

Day 4: Inventory Control, Overbooking and Channels

- Capacity allocation and protection levels.
- Displacement analysis and opportunity cost assessment.
- Overbooking calculation from no-show and cancellation data.

- Waitlist, upgrade and downgrade management.
- Distribution channels, parity and intermediary management.
- Direct booking incentives and cost of acquisition analysis.
- Workshop: setting inventory protection levels and overbooking limits.

Day 5: Performance Measurement, Integrity and Application

- Revenue performance metrics: RevPAR, yield, load factor and GOPPAR.
- Total revenue management and ancillary revenue analysis.
- Segment profitability and channel cost analysis.
- Revenue integrity, audit and discount leakage control.
- Dashboard design and reporting cycles.
- Presenting a revenue management plan to management.
- Workshop: presenting a revenue management improvement plan.

Conclusion

By successfully completing Revenue Management: Core Concepts and Practical Applications Training Course, participants will have acquired the knowledge to price, allocate and control revenue-generating capacity with evidence. They will understand demand forecasting, price differentiation, inventory control, overbooking, channel management and performance measurement, and they will know how to apply revenue integrity controls. As a result, delegates improve revenue performance without damaging demand or compliance. Gentex Training Center builds the programme around current commercial practice.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

FAQs for the Revenue Management: Core Concepts and Practical Applications course

Q1 What is the "Revenue Management: Core Concepts and Practical Applications" course about?

It covers how businesses with fixed capacity and perishable inventory maximise revenue. You learn demand forecasting and booking analysis, price differentiation and fencing, inventory allocation and overbooking, channel management and revenue performance measurement.

Q2 What are the key benefits of the "Revenue Management: Core Concepts and Practical Applications" course?

You gain a systematic pricing and capacity discipline rather than judgement alone. You also improve forecast accuracy, protect high-value demand with better allocation, set overbooking limits from real data, control discount leakage, and measure revenue performance with metrics that connect to profit.

Q3 What skills will I gain from the "Revenue Management: Core Concepts and Practical Applications" course?

You will gain demand forecasting and booking curve analysis, price differentiation and rate structure design, capacity allocation, overbooking and channel management, and revenue performance measurement, revenue integrity control and pricing governance.

GENTEX® TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q4 What tools, methods, or standards are covered in the "Revenue Management: Core Concepts and Practical Applications" course?

The course covers price elasticity and willingness-to-pay analysis, market segmentation methods, booking curve and pace analysis, seasonal decomposition, moving average, exponential smoothing and regression forecasting, demand unconstraining techniques, rate fencing and dynamic pricing structures, length-of-stay and advance purchase conditions, displacement and opportunity cost analysis, overbooking calculation from no-show and cancellation data, protection level setting, distribution channel and parity management, cost of acquisition analysis, RevPAR, yield, load factor and GOPPAR metrics, total revenue management, segment profitability analysis, and revenue integrity and discount leakage controls.

Q5 How is the "Revenue Management: Core Concepts and Practical Applications" course applied in real-world practice?

Graduates apply it to analyse booking data and build demand forecasts, set rate structures and fencing rules, agree discount approval limits, set inventory protection levels and overbooking thresholds, manage channel mix and parity, monitor competitor pricing, run revenue integrity reviews, and report revenue performance and improvement plans to management.