

Accommodation & Revenue Management



Murray Regional Tourism invites you to register for our FREE sessions to support Tourism and Hospitality Businesses. Don't miss out on this fantastic opportunity to accelerate your business!

Accommodation & Revenue Management, presented by Tamie Matthews

This 4 week course, is being offered over two convenient time frames November 2024 and May 2025. Tamie is a leading expert in revenue management, sales and marketing within the hotel industry. Establishing her own consulting business, RevenYou in 2015, after working on property in both the UK and Australia, Tamie now employs a team of twelve who work with hoteliers throughout Asia Pacific and is a highly sought-after presenter within the tourism and hospitality industry.

SESSION 1 - What is dynamic pricing?

- Dynamic pricing in action.
- Demand drivers and how to respond.
- Cost of providing a room.
- Corporate, government and OTA pricing.
- Targeting profit whilst controlling length of stay.

SESSION 2 - Implementing dynamic pricing

- Static v dynamic pricing.
- Transitioning staff and customers to dynamic pricing.
- Creating a profitable pricing strategy.
- The reason we keep it simple.
- Power of a package versus a promotion.
- Promotions that stack and effects on parity.
- Pricing restrictions.
- Revenue Management Systems.

SESSION 3 - Targeting new markets

- Different distribution partners target different market segments.
- Cost of acquisition and effect on profit.
- Direct is not always free.
- Direct bookings do not happen by magic.

SESSION 4 - Analysing your success

- Typical KPIs used in revenue management.
- When to use and why.
- Using your KPIs to make informed decisions.

2024: 4 SESSIONS ACROSS 4 WEEKS

Date: Tuesday 12 November - Tuesday 3 December

Time: 1.00pm - 2.00pm. Location: On-line.

CLICK THE BUTTONS BELOW TO REGISTER

SESSION 1 - TUESDAY 12 NOVEMBER, 2024

SESSION 2 - TUESDAY 19 NOVEMBER, 2024

SESSION 3 - TUESDAY 26 NOVEMBER, 2024

SESSION 4 - TUESDAY 3 DECEMBER, 2024

2025: 4 SESSIONS ACROSS 4 WEEKS

Date: Tuesday 6 May - Tuesday 27 May

Time: 1.00pm - 2.00pm. Location: On-line.

CLICK THE BUTTONS BELOW TO REGISTER

SESSION 1 - TUESDAY 6 MAY, 2025

SESSION 2 - TUESDAY 13 MAY, 2025

SESSION 3 - TUESDAY 20 MAY, 2025

SESSION 4 - TUESDAY 27 MAY, 2025



For further information please contact Industry Lead, E: industry@mrtb.com.au or P: (03) 5480 7110.
www.murrayregionaltourism.com.au