PRICING STRATEGY AND DISTRIBUTION CHANNELS IN HOTEL REVENUE MANAGEMENT

Course Focus

Pricing is one of the most powerful tools a hotel can use to increase revenue. This course teaches you how to set the right prices, develop rate fences (differentiate prices by customer type), and use multiple distribution channels to manage price more effectively. You’ll learn about the impact of variable pricing and discounting on revenue management in the context of price elasticity, optimal price mix, perceived fairness, and congruence with positioning and sales strategies.

Channel management is an essential tool for controlling differentiated pricing, maintaining rate fences, and increasing revenue. You’ll explore various approaches to managing distribution channels including direct sales, agencies, the Internet, and opaque pricing channels.

Finally, discussions of best practices and industry case studies help you extend and contextualize your learning experience.

Participants use Microsoft Excel to practice pricing and distribution-channel-management techniques.

Who Should Take this Course?

This course is designed for hospitality managers, general managers, revenue managers, and other hospitality professionals responsible for the financial performance of their organization.

Course Benefits

After completing this course, participants will be able to:

• Use variable pricing strategies to increase revenue
• Develop effective rate fences
• Manage prices using distribution channels

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
Course Topics

- Module 1 - Managing Price
  1. Why Does Price Matter
  2. Optimal Price Mix
  3. Rate Fences

- Module 2 - Pricing Issues and Strategies
  1. Perceived Fairness
  2. Distribution Channel Management

Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of an online certificate:
- Certificate in Hotel Revenue Management
- Master Certificate in Hospitality Management

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