MANAGING REVENUE WITH TABLE MIX

Course Focus
Did you know that shorter meal durations lead to greater revenue—even when the average check remains the same? Of course, increases in occupancy lead to increases in revenue, too. This course on the restaurant revenue management approach explores the close relationship between revenue and both meal duration and occupancy levels. It provides the key conceptual frameworks and tested, practical advice managers need to increase revenue by leveraging occupation and duration effectively.

Who Should Take this Course?
This course is designed for Foodservice professionals who want to learn about strategies for managing meal duration, arrivals, and demand.

Course Benefits
After completing this course, participants will be able to:

- Calculate demand
- Develop strategies for improving table mix
- Implement strategies to manage arrival patterns and meal duration

Course Topics
Take this course to learn about strategies for managing meal duration and arrivals. Use it to develop your understanding of demand and to learn to make demand calculations. Find out how to calculate occupancy rates, analyze factors contributing to occupancy rate, and perform table mix calculations. Discover how to use these skills to increase revenue.

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

hotelschool.cornell.edu/execonline
MANAGING REVENUE WITH TABLE MIX

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 Restaurant Revenue Management
- Master Certificate in Foodservice Management

hotelschool.cornell.edu/execonline