

## Fundamentals of Hotel Revenue Management

May 11 - 15, 2026, 1<sup>st</sup> Run: Lagos & Port Harcourt

November 2 - 6, 2026, 2<sup>nd</sup> Run: Lagos & Abuja

For Tutor -Led Class: 9am - 4:30pm

**Workshop fee: Lagos: N350, 000,**

**Abuja / Port Harcourt: N400, 000 per Participant**

**Delivery Mode: In-person / Live Virtual / Hybrid**

**Online course fee: N300, 000 per Participant**

**Available for In-plant Training**

**700 U\$D for foreign  
Participants**

### Program overview:

This course is designed to provide participants with a comprehensive understanding of the key concepts and strategies behind effective revenue management in the hospitality industry. This course covers the foundational principles of revenue optimization, pricing strategies, demand forecasting, and inventory control, all crucial for maximizing profitability in hotel operations.

In this course, participants will explore the importance of balancing supply and demand, utilizing data-driven decision-making tools, and implementing industry best practices for revenue management. The training will highlight the role of technology, key performance indicators (KPIs), and market segmentation in driving revenue growth.

At the end of the program, participants will be equipped with the skills and knowledge to create dynamic pricing strategies, analyze market trends, and manage room inventory efficiently to maximize overall revenue.

### For Whom:

This course is designed for hotel managers, revenue managers, front office staff, sales and marketing teams, and anyone looking to enhance their skills in hotel revenue management and improve their hotel's profitability.

### Learning objective:

At the end of this course, participants will be able to:

- explain the basic principles and objectives of hotel revenue management;
- learn how to forecast demand and set competitive pricing strategies;
- gain insights into segmentation and targeting to maximize profitability;
- develop strategies for managing room inventory and distribution channels;
- explore the role of technology and analytics in optimizing revenue;
- develop key performance indicators (KPIs) and how to use them to monitor performance; and
- adapt to changing market conditions and customer behaviors.

### Course Outline:

#### Day 1: Introduction to Hotel Revenue Management

##### Overview of Revenue Management in the Hotel Industry

- Definition and importance of revenue management
- The role of revenue management in hotel profitability

##### Key Concepts in Revenue Management

- Price elasticity and its impact on pricing decisions
- Supply and demand dynamics in the hotel business
- The concept of Total Revenue Management (TRM)

##### Key Performance Indicators (KPIs)

- Occupancy, Average Daily Rate (ADR), Revenue per Available Room (RevPAR)
- Other key metrics (GOPPAR, TRevPAR, and more)

##### Revenue Management Teams and Roles

- Responsibilities of revenue managers, sales teams, and front office
- Cross-functional collaboration for optimizing revenue

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## Day 2: Pricing and Forecasting Strategies

### Developing Pricing Strategies

- Dynamic pricing and its implementation
- Cost-based, competitive, and value-based pricing
- Psychological pricing techniques in the hotel industry

### Price Sensitivity and Market Segmentation

- Identifying price-sensitive customer segments
- Strategies for different customer groups (leisure vs. corporate vs. group bookings)

### Demand Forecasting and Its Importance

- Techniques for demand forecasting: historical data, market trends, and booking patterns
- Tools for demand forecasting: software and systems
- Creating an accurate forecast to guide pricing and inventory decisions

### Managing Overbooking and Last-Minute Bookings

- Strategies to minimize the risk of overbooking
- Handling cancellations and no-shows

## Day 3: Inventory and Distribution Management

### Inventory Control and Distribution Channels

- How to effectively manage room inventory
- Types of distribution channels: direct, OTAs, GDS, and third-party partnerships
- The role of the Property Management System (PMS) in inventory management

### Channel Management Strategies

- Optimizing direct bookings vs. third-party channels
- Channel pricing and parity considerations
- Managing commission costs and optimizing distribution

## Day 4: Revenue Management Technology and Tools

### Introduction to Revenue Management Systems (RMS)

- Overview of RMS and its role in optimizing revenue
- Key features of RMS platforms and their use in decision-making
- Examples of popular RMS tools and platforms in the industry

### Data Analytics for Revenue Optimization

- Using data analytics to improve decision-making
- Analyzing customer data, booking patterns, and market trends
- Key reports and dashboards for monitoring revenue performance

### Revenue Management and Pricing Software

- Benefits of using automated pricing tools
- Case study: Integration of revenue management technology

## Day 5: Advanced Revenue Management Strategies & Trends

### Advanced Revenue Management Strategies

- Dynamic pricing in the context of fluctuating demand and special events
- Negotiating corporate and group rates
- Managing ancillary revenue streams (e.g., food and beverage, spa services)

### Adapting to Industry Trends and Challenges

- The impact of online travel agents (OTAs) and changing customer expectations
- Strategies to stay competitive in an evolving market
- Trends in personalization and customer-centric revenue management

### Training Methodology

- Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teachings/learning methods

### LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 – FAB By Toprank Hotel, Opposite Old Federal Secretariat Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

In-plant Fee Negotiable

### WORKSHOP FEE:

**Workshop fee: Lagos: N350, 000 per Participant, VAT-N26,250  
Abuja / Port Harcourt: N400, 000 per Participant, VAT-N30,000**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

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