



# Driving Hotel Revenues

Distribution Channel Strategy  
Revenue Management  
Digital Marketing



ONLINE COURSES

[ehl.edu](http://ehl.edu)

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## ONLINE COURSES

Designed for working professionals who wish to gain knowledge about a specific subject related to the hospitality industry.



### 1 Why study at EHL :

- A learning facilitator moderates discussions on each course
- A member of faculty reviews and corrects the final assessment
- A 100% online course is accessible whenever and wherever
- Course content based on EHL's MBA guarantees premium education

### 2 EHL Digital Education platform,

The EHL Digital Education platform allows you to study online, at your own pace, without putting your career on hold. You will benefit from a stimulating environment of peers and international experts and participate in collaborative activities while enjoying a high level of support from your learning facilitator.

- ### 3 Certificate of Completion.
- At the end of each 5-week course, you will receive a certificate of completion, providing you successfully pass the final assessment.

Delivered by the world's #1 hospitality management school,  
Ecole hôtelière de Lausanne.

# Driving Hotel Revenues

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The hospitality industry is a cyclical business characterized by imbalances between supply and demand. Dealing with sudden situations of growth, stagnation and decline present organizational challenges that demand flexible managerial skills and competences. Driving Hotel Revenues will develop a comprehensive knowledge base related to three key areas of hospitality marketing and sales:

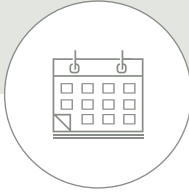
- **High Performance Distribution for Hotels**
- **Revenue Management for Market Leaders**
- **Successful Hotel E-Marketing and Social Media Strategies**



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*Ecole hôtelière de  
Lausanne (EHL) is  
ranked number 1 in  
the 2019 QS World  
University ranking  
and in CEOWORLD  
Magazine for Hospitality  
& Leisure Management  
Universities*

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## High Performance Distribution Strategy for Hotels

Distribution has become the main battleground for hoteliers to maximize exposure and revenues. You will learn to create and sustain competitive advantage by carefully designing, developing, maintaining and managing the distribution channel mix.



**8 HOURS A WEEK**

### Week 1

- Introduction to distribution
- Introduction to hotel distribution

### Week 2

- Distribution channel management
- Distribution channel: direct booking
- Distribution channel: direct sale

### Week 3

- Channel performance fundamentals

### Week 4

- Distribution channel challenges
- Hotel distribution: challenges and solutions
- Hotel distribution: opportunities

### Week 5

- Final assessment

**5 weeks**

Online course



**70**  
VIDEOS



**13**  
EXECUTIVE  
INTERVIEWS



**10**  
INTERACTIVE  
EXERCISES



**8**  
CASE STUDIES  
& READINGS

# Course Details



## **Week 1**

**Understanding the distribution channels landscape** goes over the building blocks of distribution channel management in the hotel industry.

**Topics covered:** Distribution / Hotel distribution / Big picture facts and trends: individual distribution channel profile

## **Week 2**

**Distribution channel management insights and best practices**

explores the key insights into distribution channel management and defines the prominent distribution channels.

**Topics covered:** Distribution channel management / Know your channel partners inside-out / Direct booking / Direct sales

## **Week 3**

**Distribution channel performance audit** addresses the fundamental issues of how to identify and determine channel value and the best practices for managing channel performance.

**Topics covered:** Channel performance fundamentals

## **Week 4**

**Distribution channel challenges and what's next** explores the data challenges that hotels face as they look at creating and implementing a perfect distribution strategy. **Topics covered:** Distribution challenges and solutions / Distribution opportunities



## Revenue Management for Market Leaders

This course will provide you with the knowledge, skills, and competencies required to develop and execute strategic revenue management processes in hospitality organizations. You will learn how to integrate multiple data sources and analyze them to improve hotel performance through price optimization, demand forecasting, availability control, and inventory allocation.



**8 HOURS A WEEK**

### Week 1

- *What is Revenue Management?*
- *Pricing strategy*

### Week 2

- *Forecasting*
- *Overbooking*

### Week 3

- *Inventory allocation and capacity control*
- *Group request management*

### Week 4

- *Revenue management implementation*
- *Latest trends in revenue management*

### Week 5

- *Final assessment*

**5 weeks**



**58**  
VIDEOS



**20**  
EXECUTIVE  
INTERVIEWS



**10**  
INTERACTIVE  
EXERCISES



**18**  
CASE STUDIES  
& READINGS



# Course Details



## Week 1

**What is revenue management** looks at the principles of revenue management:  
Introduction to revenue management / The revenue management game /  
The principles of revenue management

**Pricing strategy** covers different concepts such as: Game theory / Best rate guarantee /  
Price discrimination / Rate fence / The psychology of pricing

## Week 2

**Forecasting** is a vital part of revenue management and covers: Demand management /  
Unconstrained demand vs. constrained demand / Booking curve and pickup forecasting /  
Forecasting methods / Error measurement

**Overbooking** looks at developing overbooking policies and how to manage this delicate  
area, including different approaches.

## Week 3

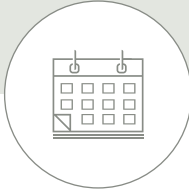
**Inventory allocation and capacity** control will explore: The basics of inventory  
allocation / Expected marginal revenue / Nested reservation system /  
Linear programming

**Group request management** teaches displacement analysis to manage a group request.

## Week 4

**Revenue management implementation** explores the challenges that revenue managers  
face such as: Key performance indicators (KPIs) / Revenue management systems (RMS) /  
A career in revenue management

**Latest trends in revenue management** explores the changing focus of revenue  
management: Total revenue management / Big data analytics / Data Visualization



## Successful Hotel E-Marketing and Social Media Strategies

Digital marketing has emerged as the pillar of many businesses' promotion and branding strategy. In this course, you will gain general knowledge about the principles of digital marketing and acquire the skills, analytical techniques and approaches to apply digital strategies effectively for customer acquisition, engagement and retention.



8 HOURS A WEEK

### Week 1

• Seeing the big picture of digital marketing

### Week 2

• Building a strong brand with content marketing

### Week 3

• Social media, user-generated content, and digital performance

### Week 4

• Digital marketing challenges and what's next

### Week 5

• Final assessment

5 weeks

Online course



57  
VIDEOS



10  
EXECUTIVE  
INTERVIEWS



1  
INTERACTIVE  
EXERCISES



7  
CASE STUDIES  
& READINGS

# Course Details



## **Week 1**

**Seeing the big picture of digital marketing** explores the digital marketing landscape and terminology needed to be an effective digital marketer. Participants will learn how to use digital channels to benefit marketing approach and identify mistakes that are made when implementing digital marketing strategies in the hotel industry.

**Topics covered:** What is digital marketing? / Customer-focused digital marketing

## **Week 2**

**Building a strong brand with content marketing** looks at different types of content and online media and explores why it is important to build a hotel's brand online, whether it is a budget, mid-market or luxury hotel.

**Topics covered:** Content marketing / Different types of online media / How to build an engaging Brand.com / Search Engine Marketing (SEM) / Search Engine Optimization (SEO) / Branding: the science of storytelling

## **Week 3**

**Social media, user-generated content, and digital performance** looks at social media and what it includes and what users do on it and with it. This course explores social media best practices and location-based social media as well as user-generated content and peer interaction.

**Topics covered:** Social media / User-generated content / Digital performance / Customer engagement on social media / Transforming big data into smart data / Multi-channel attribution models

## **Week 4**

**Digital Marketing challenges and what's next** welcomes HeBS Digital, a company that has been helping US hotels and hotel groups to design and build direct booking strategies for 15 years. Recently, they have expanded into Europe and Asia Pacific. They will share their expertise and insights to help participants learn how to boost direct booking, which is one of the most profitable channels for hotels.

# Meet your Professors



**Elisa Chan, PhD**

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*Assistant Professor of Marketing*

**High Performance Distribution Strategy for Hotels**

**Successful Hotel E-Marketing and Social Media Strategies**

Elisa previously contributed to various executive training programs for international hotel brands in collaboration with Chinese and American universities. School (CEIBS, China).



**Cindy Heo, PhD**

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*Assistant Professor of Revenue Management*

**Revenue Management for Market Leaders**

Cindy has delivered executive education programs in Asia, the Middle East and Europe. She has received numerous awards for her research.



**Hillary Murphy, PhD**

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*Associate Dean Professor of Digital Marketing*

**Successful Hotel E-Marketing and Social Media Strategies**

Hillary's current research focuses on IT Issues, Digital Marketing, Pedagogy and Technology. Hilary's research has been published in diverse outlets.

# Fees & Enrollment



## **Individual fee**

One course: CHF 2,200

Three courses: CHF 5,940

## **AEHL member fee**

EHL Alumni who are AEHL members can benefit from a membership fee. For more details, please contact us by email at [certificates@ehl.ch](mailto:certificates@ehl.ch)

## **Start dates**

Each course is offered twice a year. Start dates are available on our website.

## **Enrollment**

There is no admissions requirement to enroll to our online courses.

To enroll, chose a course and an intake on our website. You will then be required to fill in your personal details and select a method of payment (credit card, bank transfer or PayPal). Enrollment will be confirmed upon receipt of payment.

# Fees & Enrollment



## **Final assessment**

At the end of each 5-week course, you will be required to take a final assessment. Depending on the course, the assessment may range from multiple choice quizzes (MCQ) to more open response evaluations, like a case study.

To successfully obtain the certificate of completion, you must get a minimum of 60% of the total points available. You can either PASS or FAIL a certificate, no numerical grades will be officially reflected in the certificate.

Feedback will be provided in relation to your performance in the final assessment in order to enable you to think critically about your work and to reflect on possible improvements. The feedback is provided via EHL Digital Platform directly.

Retakes are not available at the end of a course if you fail the final assessment. If you wish to retake the final assessment, you need to re-enroll for the next available session.

Ecole hôtelière de Lausanne (EHL) is a pioneer in hospitality education since 1893. With undergraduate, graduate and certificate programs, EHL offers students a range of on-campus and online education opportunities for different stages of their professional journey.

EHL is consistently recognized as the best hospitality management school in the world with the highest graduate employment rates in the industry.



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