

DUBAI TOURISM INTRODUCES REVENUE MANAGEMENT PROGRAMME FOR HOSPITALITY PROFESSIONALS

- **Inaugural programme aimed at training 600 hotel revenue managers, reservation managers and marketing managers**
- **Schedule of 24 interactive sessions, each workshop is 1 full day workshop with maximum of 25 attendees each to be hosted throughout June to August**

Dubai, UAE, 10 July 2018: Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) has developed a new interactive training programme led by prominent industry experts at InsightsOut to help ensure Dubai's resilient hospitality sector continues to maintain global price competitiveness, while improving the emirate's overall occupancy levels, RevPAR and ADR. The Revenue Management Workshop programme will bring together hotel **revenue managers, reservation managers, sales and marketing managers** for a hands-on and practical session, to share fundamental best practices in yield management and forecasting, in addition to monitoring applications and tools.



The comprehensive programme spread across 24 workshop sessions, facilitated in partnership with InsightsOut, specialises in both research and revenue management across the hospitality and service industry. With the aim of training 600 professionals throughout the duration of the programme, each session has been designed to host a maximum of 25 participants in a personalised and immersive learning environment. Trainees will be educated on key aspects of revenue management, including data analysis, optimising and driving demand, and evaluating industry standards to set best

possible pricing strategies. Workshops will offer immediate takeaways inclusive of templates, worksheets and monitoring tools with upcoming sessions hosted throughout July and August, with the first held on 20 June.

Commenting on the programme, **H.E. Helal Saeed Almarri, Director General of Dubai Tourism** said: “A resilient hospitality sector that demonstrates sustainable growth is a key enabler to Dubai’s competitive tourism proposition. As such, we believe that there exists added potential for greater educational resources and professional training for members of the hotel sales, marketing, and revenue management divisions. With hospitality roles quickly evolving to meet the needs of a fast-paced industry, understanding revenue management tools, processes, and how to apply the concepts to manage inventory and rates remain key to designing effective strategies to thrive in prevalent market conditions. Such training programmes are therefore crucial as we look to further empower Dubai’s hotel industry professionals to play a larger role in contributing to the city’s thriving tourism landscape and ultimately drive better revenue. The collaborative approach to each session means attendees can share ideas with their peers and gain valuable insight from the strategic consultation and direction available from leading experts in their field.”

InsightsOut provides revenue management best practice to help businesses across the hospitality and services industry maximize their revenue performance.

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About Dubai’s Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world’s leading tourism destination and commercial hub, Dubai Tourism’s mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai’s tourism sector. It markets and promotes the Emirate’s commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

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GOVERNMENT OF DUBAI



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