Hotel Revenue Forecasting and Yield Management Training Course

7 – 11 June 2027
Milan

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Ref: 1590_217223 **Date:** 7 – 11 June 2027 **Location:** Milan **Fees:** 5700 Euro

Overview

Hotel Revenue Forecasting and Yield Management Training Course is a one-week intermediate course for revenue managers, commercial leaders, reservations teams, analysts, and hotel executives who leave with a Hotel Revenue Forecast and Yield Action Plan. Participants organize booking evidence, segment demand, build pickup and pace views, estimate unconstrained demand, test forecast error, and connect forecasts with pricing, inventory, stay controls, and group decisions. The course keeps its focus on forward-looking room-revenue decisions. Agile Leaders Training Center develops hotel revenue forecasting and yield-management capability.

Who Should Attend

- Teams responsible for room-revenue forecasts and yield decisions
- Reservations functions responsible for booking position and inventory controls
- Commercial teams responsible for segments, channels, and pricing actions
- Analysts responsible for forecast accuracy and decision reporting
- Executives responsible for reviewing revenue risks and actions

The course assumes participants can interpret booking and room-performance reports and use basic spreadsheets, and it leaves certification preparation and advanced algorithm design outside its scope.

Departments and Industries

The course supports forecast-led revenue decisions across accommodation and capacity-constrained services.

- Hotels, resorts, serviced residences, and lodging groups
- Revenue management, reservations, sales, and distribution
- Finance, commercial planning, and asset management
- Holiday rentals, visitor accommodation, and travel services
- Venues, spas, and other capacity-constrained hospitality services

Learning Objectives

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

- Build a controlled hotel booking-position data set
- Analyze pickup, pace, segments, and demand signals
- Build and test a hotel revenue forecast
- Evaluate forecast error and update assumptions
- Use forecasts for pricing, inventory, and displacement decisions
- Build a Hotel Revenue Forecast and Yield Action Plan

Course Agenda

Day 1: Revenue Evidence and Segmentation

- Hotel Revenue Data Source Map
- Market Segment Definition Register
- Booking Position Reconciliation Checklist
- Demand Calendar and Event Assumption Log
- Forecast Question and Decision Canvas

Day 2: Pickup, Pace, and Demand

- Booking Curve Construction Method
- Pickup and Pace Analysis Table
- Booking Window Distribution Profile
- Cancellation and No-Show Adjustment Sheet
- Unconstrained Demand Estimate Worksheet

Day 3: Forecast Construction and Accuracy

- Segment-Level Room-Night Forecast Model
- Rolling Forecast Update Schedule
- Forecast Error Measure Dashboard
- Assumption Variance Review Log
- Forecast Confidence and Risk Register

Day 4: Yield and Inventory Actions

- Rate and Inventory Decision Matrix
- Length-of-Stay Control Map
- Overbooking Decision Worksheet
- Group Displacement Analysis Table
- Yield Action Prioritization Board

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Day 5: Revenue Forecasting Practice

- Booking Position Reconciliation Exercise
- Pickup and Demand Forecast Exercise
- Forecast Error Diagnosis Exercise
- Inventory and Displacement Decision Exercise
- Hotel Revenue Forecast and Yield Action Plan Capstone

Practical Exercises

The course uses suggested activities to convert booking evidence into forecast and yield decisions.

- Suggested activity: reconcile booking position and define segment assumptions
- Suggested activity: build pickup, pace, and unconstrained demand views
- Suggested activity: calculate forecast error and revise the rolling forecast
- Suggested activity: present a Hotel Revenue Forecast and Yield Action Plan

FAQs

Who suits Hotel Revenue Forecasting and Yield Management Training?

Revenue managers, reservations leaders, commercial teams, analysts, and hotel executives suit the course when they can interpret booking and room-performance reports and use basic spreadsheets.

How does hotel revenue forecasting differ from general hotel operations analysis?

Hotel revenue forecasting concentrates on future demand, booking position, segments, pricing, inventory, and stay controls, while operations analysis diagnoses departmental workload, service processes, and productivity.

How are pickup and pace used in hotel revenue forecasting?

Pickup shows booking change over a defined interval, while pace compares booking development with a reference curve or period to expose acceleration, slowdown, and assumption risk.

Why is forecast accuracy important in hotel yield management?

Forecast accuracy reveals how assumptions perform and where error can distort pricing, inventory, overbooking, stay controls, and group decisions; it supports revision rather than a fixed forecast.

What is a Hotel Revenue Forecast and Yield Action Plan?

A Hotel Revenue Forecast and Yield Action Plan records booking evidence, demand assumptions, segment forecasts, error measures, risks, pricing and inventory actions, decision owners, and review dates.

Conclusion

Participants take back a Hotel Revenue Forecast and Yield Action Plan that connects demand evidence with commercial decisions. The work product creates a repeatable view of pickup, pace, segments, forecast error, inventory, and displacement. It helps revenue teams document assumptions, assign actions, and revise decisions as booking conditions change.