

Workshop

Hotel Industry Insights and Revenue Management Outlook: An Interactive Simulation Workshop

conducted by Russell Partnership Technology in conjunction with the 2017 EuroCHRIE Conference

You are invited to attend our free workshop session at the Euro CHRIE Conference. This workshop will begin with an overview of current industry trends and insights into what is happening in the region, with a particular focus on Africa.

The workshop will then feature an interactive revenue management simulation exercise, which again will be focused on the market in Kenya. This will be an interactive exercise that will be fun, competitive and educational. The exercise will demonstrate what it is possible for you to deliver with students utilizing our market leading educational simulation programs.

Russell Partnership Technology

Our programs are currently utilized in over 100 of the world's leading hotel schools and by major industry partners including Marriott, Wyndham, Accor and Expedia. This enables students to enter the industry well equipped to deal with business priorities and for professionals already within the industry to build on their skills and progress to higher levels of management.

Russell Partnership Technology produce industry leading simulation programs for the hospitality, restaurant and tourism industries. We also utilize our simulation platforms to deliver hotel feasibility projects for clients who are in the process of designing, developing or building hotel properties.

Our programs place students and industry professionals into the position of managing a virtual hotel or restaurant in a virtual environment that mirrors the real world. This allows us to create scenarios and exercises to meet essential learning and development criteria.

We incorporate exercises on forecasting, social media and the management of guest reviews. Benchmark reports from STR are utilized to teach participants how to interpret this format of data and formulate appropriate business decisions.

Our programs are a great way to introduce students to the real world of hotel and hospitality management and place them in an active learning environment where they formulate decisions.