

MAY - JUNE 2026



**HOSPITALITY**

# SALES METRICS BOOTCAMP 2026




A Bootcamp that revolutionizes the traditional sales and marketing approach in the hospitality industry.

JOIN US at this 1 DAY bootcamp which changes your revenue & Yield Management, reduces OTA dependency and improvise your Average Daily Rates and many others ...

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# HOSPITALITY SALES METRICS BOOTCAMP

## Asean Tourism Edition

### ASEAN Hospitality Sales Performance & Improvement Initiatives:

ASEAN's hospitality industry has experienced both opportunities and challenges in recent years, with increasing competition, fluctuating travel demands, and an over-reliance on Online Travel Agencies (OTAs).

While many hotels have benefited from OTAs in terms of global visibility, the high commission fees and reduced brand loyalty have negatively impacted revenue margins.

To enhance financial sustainability, ASEAN hoteliers must adopt strategic sales techniques, focusing on direct bookings, revenue management, and data-driven sales intelligence.



# VISION

To empower ASEAN hoteliers with the knowledge, tools, and strategies to optimize revenue, reduce OTA dependency, and elevate sales performance through innovative sales intelligence, data-driven decision-making, and direct booking strategies.

# MISSION

- **To equip hospitality** professionals with essential sales metrics and revenue management strategies to maximize profitability.
- **To provide** real-time case studies and hands-on learning experiences to enhance direct booking capabilities and digital marketing effectiveness.
- **To foster** a community of ASEAN hoteliers committed to reducing OTA commissions and driving sustainable, long-term revenue growth.
- **To enable** hotels to harness strategic sales intelligence and market forecasting for competitive positioning in 2025/2026 and beyond.
- **To leverage** social media and travel agent partnerships for branding engagement, and revenue generation.

*powered by :*





## **BOOTCAMP OBJECTIVES:**

Equip participants with a clear understanding of critical hospitality sales metrics:

- ADR (Average Daily Rate), Revenue Management, and Yield Management.
- Develop strategies to reduce OTA dependency, maximizing direct bookings.
- Leverage strategic sales intelligence for competitive advantage in 2025/2026.
- Optimize sales management with travel agents effectively.
- Harness social media for branding and revenue generation.

## **LEARNING METHODOLOGIES:**

- Interactive sessions and group discussions
- Real-time case studies facilitated by industry expert trainers
- Practical group exercises and role-playing activities
- Simulation-based learning for revenue and yield management
- Hands-on workshops in social media management and direct booking systems



# Key Initiatives to Improve Hotel Sales Performance

- **Optimizing Revenue & Yield Management:** Hotels to implement dynamic pricing strategies based on real-time demand forecasting. Leveraging AI-powered revenue management tools can help in maximizing ADR and RevPAR.
- **Reducing OTA Dependency:** Developing strong loyalty programs, user-friendly direct booking platforms, and engaging with metasearch engines can help hoteliers drive more commission-free bookings.
- **Strengthening Strategic Sales Intelligence:** Focus on demand trends, guest behavior analytics, and competitive benchmarking to make data-driven decisions.
- **Enhancing Travel Agent Sales Management:** Establishing strategic partnerships with travel agencies can provide stable occupancy rates and reduce over-reliance on OTA.
- **Social Media & Digital Marketing for Revenue Growth:** Implementing targeted social media campaigns, influencer collaborations, and content marketing strategies can significantly enhance brand visibility and direct sales.



# 6 Countries - 9 major tourism cities in ASEAN region

## who should attend?

Hotel Manager | Sales Manager/ Executives | Marketing Team | HR Manager | Revenue Manager/ Executives | Front Office Manager / Team | Guest Relations Manager | Director of Rooms | Food & Beverage Manager | MICE Manager | Banquet Manager | Supervisors | Asst Manager | Senior Executives

### BOOTCAMP SCHEDULES



#### INDONESIA

**Jakarta** : 5 May 2026  
**Bali** : 7 May 2026



#### VIETNAM

**HCMC** : 12 May 2026  
**Hanoi** : 14 May 2026



#### THAILAND

**Bangkok** : 19 May 2026  
**Phuket** : 20 May 2026



#### CAMBODIA

**Phnom Penh**  
26 May 2026



#### PHILIPPINES

**Manila**  
28 May 2026



#### MALAYSIA

**Kuala Lumpur**  
23 April 2026

# BOOTCAMP HIGHLIGHTS

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## 1 Hospitality Sales Metrics Essentials

- Understanding key revenue metrics: ADR, RevPAR, Occupancy rates, and Yield Management
- How to calculate and interpret sales metrics for profitability and growth.
- Real-time case study analysis from successful ASEAN hotels.
- Workshop: Analyzing and improving hotel sales performance with real data

## 2 Reducing OTA Dependency.

- Strategic impact assessment of OTA dominance on hotel revenues
- Actionable strategies to enhance direct booking channels (website, CRM, loyalty programs, mobile apps, etc.)
- Techniques for optimizing rate parity and leveraging metasearch engines effectively
- Interactive group exercise: Developing a roadmap for OTA independence, including cost-benefit analysis





### 3 Strategic Sales Intelligence for 2026/2027

- Understanding market segmentation and demand forecasting.
- Using data analytics to drive revenue and pricing decisions
- Predictive trends for ASEAN hospitality sales and preparing for market shifts.
- Competitor benchmarking: Understanding how to position your hotel for maximum profitability.
- Case study discussions & role-play on strategic decision-making scenarios.



# 4 Mastering Travel Agent Sales & Direct Booking Intel

- Techniques for building effective relationships with travel agents
- Contracting strategies with agencies and tour operators
- Revenue optimization through effective rate distribution
- Enhancing hotel direct booking channels – tips, tools, and best practices
- Real-time booking platform demonstration and participant simulation exercise

# 5 Mastering Travel Agent Sales & Direct Booking Intel

- Branding your hotel effectively on social media: Instagram, Facebook, TikTok, and LinkedIn
- Monetizing social media for revenue growth through targeted campaigns and influencer collaborations
- Paid vs. organic social media marketing: How to maximize ROI
- Understanding consumer behavior and leveraging user-generated content
- Interactive group workshop: Creating high-conversion social media content

# Terms and Conditions for ASEAN Hospitality Sales Metric Bootcamp 2025

## 1. Organizer

- The ASEAN Hospitality Sales Metric Bootcamp 2026 is organized by ASK Management Group Ltd Singapore/Malaysia, a licensed and registered Training Provider with the Ministry of Human Resources Malaysia and an award-winning training provider registered with HRDCorp Malaysia.

## 2. Event Locations

- The bootcamp will be held at eight (8) locations across ASEAN countries.

## 3. Event Duration & Focus

- The bootcamp is a one-day event focusing on Hospitality Sales Metrics and Strategic Management.

## 4. Registration & Entry Fee

- The registration fee is USD 250 per person.
- The fee includes one (1) Executive Lunch and two (2) Coffee Breaks (AM/PM).
- Participants must register online using the official registration form provided by the organizer.

## 5. Payment Terms

- Full payment must be made before the event date payable to ASK Management Group Sdn Bhd - RHB Bank Malaysia. Please check accounts details in your invoice provided by our accounts dept.
- Last-minute registrations or payments will not be accepted.
- Payments can be made via bank transfer or PayPal using credit/debit cards.

## 1. Seating Arrangement

- The seating arrangement follows a classroom-style layout.
- Free seating policy applies.
- Complimentary entry: Participants who receive an invitation must produce their invitation pass at the reception desk on the seminar day.

## 2. Language of the Event

- The bootcamp will be conducted in English.
- The native language of the event location may also be used if required.

## 3. Speakers

- The bootcamp features industry experts and trainers appointed by the organizer.

## 4. Right to Refuse Entry

- The organizer reserves the right to refuse or cancel any registration without providing any reason.

## 5. Event Schedule & Changes

- The date and venue may be subject to change if required.
- Advance notice will be given to all registered participants in case of any changes.

## 6. Communication

- All official communication will be conducted online via WhatsApp or email.

## 7. Cancellation & Refund Policy

- Cancellations must be made at least 14 days before the event date for a full refund.
- Cancellations less than 14 days before the event will not be eligible for a refund.

By registering for the ASEAN Hospitality Sales Metric Bootcamp 2026, participants agree to abide by these terms and conditions set forth by the organizer.



## A Must-Attend BootCamp for Future-Ready Hospitality Sales Leaders.

By attending the ASEAN Hospitality Sales Metric BootCamp, participants will gain the knowledge, tools, and strategies needed to drive revenue growth, improve profitability, and stay ahead in an evolving hospitality landscape.

Don't miss this opportunity to elevate your hotel's success!

# REGISTER TODAY

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