

REVENUE

hospitality

OTA & REVENUE MANAGEMENT MASTER CLASS

Limited Edition

KL & PEN
ONLY

**A Master Class for Hotel & Resorts
Sales & Revenue Team >>**

- ✓ OTA & Channel Management
- ✓ ARR | ADR | RATE PARITY & MORE
- ✓ Dynamic Rate Management
- ✓ Managing Competitive Room Pricing

Call our Experts @ ASK-HRD

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Date & Locations
12-13 Feb 2026
KUALA LUMPUR & PENANG

www.askhrd.com.my

OTA & REVENUE MANAGEMENT MASTER CLASS

A practical two-day masterclass empowering hotels to optimise OTA strategy, pricing intelligence, and sustainable revenue growth.

Objectives

To equip hotel leaders with practical skills to optimise OTA performance, strengthen direct bookings, improve pricing strategies, enhance revenue forecasting, and drive sustainable profitability through data-driven revenue management decisions.

Solution

1. Master effective OTA management strategies to reduce dependency and control distribution costs.
2. Apply data-driven pricing and forecasting techniques to maximise revenue and occupancy.
3. Integrate sales, marketing, and revenue functions for stronger direct bookings and sustainable profitability.
4. Mastering Rate Parity and Market Share by monitoring competitors pricing

Course Leader



Dr Adeva Sangkuni
Master Trainer
Hospitality & Tourism Marketing
HRDCorp Accredited Trainer
TVET Award Winner (2024)

Who Should Attend ?

- Sales Managers / Executives
- Front Office Manager / Asst Managers
- Revenue Manager & Channel Managers
- Director of Sales / Senior Sales Manager
- Mid Size Hotel Managers
- Cluster Director of Sales
- Hotel Managers
- Finance & Admin Team

Learning Outcome

Participants will gain actionable solutions to optimise OTA contracts, reduce commission leakage, strengthen direct booking strategies, implement dynamic pricing, improve demand forecasting, manage channel mix effectively, and align sales, marketing, and revenue teams to maximise hotel profitability through data-driven revenue management practices.

Investment

RM1850.00 per person
(16hours session + 2 Lunch + 4 Coffee Breaks + Cert of Attendance)

