REVENUE AND EXPERIENCE EXECUTIVE

ON-THE-JOB TRAINING

Job Redesign Reskilling Programme for Hotel Industry

ON-THE-JOB TRAINING

Hotels are able to customise the **activities** (in *blue italic).* Any changes to **critical task** and **duration of training** will need to seek WSG's approval.

TASKS AND TRAINING DURATION			OJT LOGBOOK (TO BE COMPLETED AFTER TRAINING)	
CATEGORY **Sales and Marketing** **Revenue and Experience Executive**		**TOTAL OJT DURATION** **54 days**	**TRAINER'S ACKNOWLEDGEMENT**	**TRAINEES' ACKNOWLEDGEMENT**
CRITICAL TASKS/ ACTIVITIES	**POINTS TO OBSERVE**			

1. Work with relevant departments to facilitate Safe Management Measures (SMM)
• *Utilise demand forecasting to respond to reservation requests from all channels*
• *Communicate Safe Management Measures e.g. safe entry, temperature taking, luggage service, staggered check-in timings, mobile registration to guests prior to arrival*
 	
2. Perform data analysis to support revenue generation
• *Collect and prepare revenue sales/reservation data which may include:*
  ○ *Booking channels*
  ○ *Lead time*
  ○ *Type of guests*
  ○ *Length of stay*
  ○ *Guest profile*
  ○ *Type of accommodation booked*
  ○ *Cancellations*
  ○ *Arrival times*
  ○ *Country of origin*
	• Requests for room reservation are accepted based on demand forecasting and regulatory compliance to Safe Management Measures (SMM)
	• SMM are communicated clearly and accurately to arriving guests
	
	• Accurate, timely and appropriate data are collected using revenue management systems (RMS)
		30 days		

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CRITICAL TASKS/ ACTIVITIES	**POINTS TO OBSERVE**			
○ *Spending power* • *Analyse data to identify potential new revenue streams:* ○ *Channel performance evaluation* ○ *Reservation trends* ○ *Social media engagement and conversation* ○ *Traveler preferences* ○ *Booking patterns* ○ *Past consumption patterns* ○ *Pick-up rate* 3. Work with other departments to make use of revenue insights to better plan marketing. 4. Insights shared may include: • *Accurate demand forecasts* • *Profitable pricing of rooms and packages* • *Competitive set information* • *Booking pace*	• Data are analysed for trends and forecasts • Revenue insights are used to build better marketing strategies: ○ Better packages due to in-depth understanding of guest demographics and psychographics ○ Refined guest segmentation ○ Competitive pricing	24 days		

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CRITICAL TASKS/ ACTIVITIES	**POINTS TO OBSERVE**			
5. Understand and utilize revenue management technology to improve business mix, pricing and inventory • *Features in RM technology:* • *Automatic price updates* • *Real-time market data e.g. rates on online travel agency (OTA) channels* • *Seamless data exchange with property's property management system (PMS)* • *Alerts triggered by rate changes*	• Revenue management technology is utilized for data collection, data analysis to generate optimal business mix, effective pricing and inventory strategies			

6. Prepare data reports
• *Report revenue management data, generate and provide accurately and timely results in the form of reports*
• *Data reports may include daily and weekly ronue generatom occupancy and marketing analytic reports with information on:*
  ○ *Website traffic and leads per channel*
  ○ *Length of stay*
  ○ *Business mix*
	• Revenue management data are accurately generated and prepared in report form			