REVENUE AND CROWD MANAGEMENT EXECUTIVE

ON-THE-JOB TRAINING

Career Conversion Programme for Hotel Professionals

ON-THE-JOB TRAINING

The template is for reference only. Hotels are able to customise the critical tasks, activities, as well as duration.

Note: Salary support will be capped at 60 days training duration..

TASKS AND TRAINING DURATION			OJT LOGBOOK (TO BE COMPLETED AFTER TRAINING)	
CATEGORY **Sales and Marketing** **Revenue and Crowd Management Executive**		**TOTAL OJT DURATION 60 days**	**TRAINER'S ACKNOWLEDGEMENT**	**TRAINEES' ACKNOWLEDGEMENT**
CRITICAL TASKS/ ACTIVITIES (in blue)	**POINTS TO OBSERVE**			
1. Maintain accurate room inventory • *Utilise demand forecasting to respond to reservation requests from all channels.* – *Match reservation requests with room availability, arrival and departure dates and rates* – *Perform targeted upselling and propose promotional packages* – *Ensure regulatory compliance to safe management measures e.g. number of persons allowed in rooms* • *Track future room availability and help develop forecasts for room revenue and occupancy on a daily, weekly and monthly basis*	• Requests for room reservation are responded based on demand forecasting and regulatory compliance to Safe Management Measures (SMM) – Stagger timings for guests at lobby and guest facilities • Room availability is tracked using real-time monitoring software or AI-powered revenue management system (RMS) • Availability of rooms are updated accurately across all distribution channels	32 days		

TASKS AND TRAINING DURATION			OJT LOGBOOK (TO BE COMPLETED AFTER TRAINING)	
CATEGORY **Sales and Marketing** **Revenue and Crowd Management Executive**		**TOTAL OJT DURATION** **60 days**	**TRAINER'S ACKNOWLEDGEMENT**	**TRAINEES' ACKNOWLEDGEMENT**
CRITICAL TASKS/ ACTIVITIES (in blue)	**POINTS TO OBSERVE**			
• *Updates availability of rooms via distribution channels e.g. GDS, OTA and web booking systems* • *Prepare and present daily and weekly room occupancy and marketing analytic reports* ○ *Website traffic and leads per channel* ○ *Length of stay* ○ *Business mix*	• Inventory, sales and rate strategies are executed from AI-powered revenue management system (RMS) solutions			
2. Support revenue generation through analyzing data • *Execute distribution, sales and rate strategies across all channels to drive market share* • *Perform revenue management data analysis to support new sources of revenue generation* ○ *Reservation trends* ○ *Mobile booking* ○ *Social media* ○ *Traveler preference* ○ *Booking patterns* ○ *Past consumption patterns*	• Available technology utilized include: – Reservations are processed, targeted upselling is performed, and promotions are recommended based on guest preferences by RPA chatbots – Hotel services e.g. restaurant, spa are offered based on real-time analysis of guest data by intelligent automation (RPA and AI)	28 days		

TASKS AND TRAINING DURATION			OJT LOGBOOK (TO BE COMPLETED AFTER TRAINING)	
CATEGORY **Sales and Marketing** **Revenue and Crowd Management Executive**		**TOTAL OJT DURATION** **60 days**	**TRAINER'S ACKNOWLEDGEMENT**	**TRAINEES' ACKNOWLEDGEMENT**
CRITICAL TASKS/ ACTIVITIES (in blue)	**POINTS TO OBSERVE**			

• *Utilise available technology based on business mix and requirements*
 	
• *Collaborate with sales and marketing and front office teams to make use of revenue forecast insights to develop and drive marketing initiatives*
  ○ *Cross-promotional programmes*
  ○ *Guest rewards programme*
  ○ *Staycation packages*
 	
3. Support crowd management measures
 	
• *Utilise demand forecasting to determine and devise crowd management measures in collaboration with operations team*
  ○ *Management of room occupancies (maximum number of persons in rooms) in compliance with SMM*
  ○ *Ensure accuracy of forecasts to allow sufficient deployment of manpower in lobby*
  ○ *Management of queue system of staggered check-ins*
	• Crowd management measures are determined and devised based on demand forecast and data e.g. historical data, consumer behaviour			

TASKS AND TRAINING DURATION			OJT LOGBOOK (TO BE COMPLETED AFTER TRAINING)	
CATEGORY **Sales and Marketing** **Revenue and Crowd Management Executive**		**TOTAL OJT DURATION 60 days**	**TRAINER'S ACKNOWLEDGEMENT**	**TRAINEES' ACKNOWLEDGEMENT**
CRITICAL TASKS/ ACTIVITIES (in blue)	**POINTS TO OBSERVE**			
○ *Provision of information on the use of hotel facilities and services to guests*				