



2008 Calendar

Revenue Management & Online Distribution

Seminars & Workshops



Be a leader amongst your competition!

Xotels' revenue management and online distribution seminars and workshops are designed to **take your operations and methods to a superior level**. Through a practical approach and simple action steps we aim to **increase your bottom line result**.

Xotels 2008 Program:

- ✘ Leadership in Revenue Management and Distribution
- ✘ Strategic Revenue Management Decisions
- ✘ How to Improve Revenue and Profit in Resort Hotels
- ✘ Conference, Banquets & Groups Revenue Management
- ✘ Web 2.0...a lot of new ideas!

'Clear, transparent, offered in a pleasant, interactive environment, offered by true hotel professionals. I had a great day of sparring, and thinking about why we do what we do. In view of the presentations and discussions that took place, we also went home with hands-on advice and tools to apply immediately.'

Karin Brandt, Mövenpick Hotel Amsterdam



Leadership in Revenue Management and Distribution

A *practical seminar* that will give you a thorough understanding of *pricing, forecasting, distribution* and *benchmarking*.

Highlights

- 1) Create a Revenue Management Action Plan.
- 2) Achieve an optimum Price and Product mix.
- 3) Build a forecasting process for an effective decision making process.
- 4) Increase the power of your website with Web 2.0 / Travel 2.0.

Details

Format	Seminar
Price	€395 (excl. VAT)
Languages	English , Spanish, French, Italian, German
Timing	9.00am – 6.30pm



Leadership in Revenue Management and Distribution

<u>Date</u>	<u>Location</u>	<u>Language</u>
➤ Tue Jun 17	Stockholm	English
➤ Thu Sep 18	Barcelona	Spanish

*'The revenue management seminar of Xotels is **very practical and easy to comprehend**. It covers thoroughly the fundamentals of price optimization and demand management, providing you with **effective and original action steps** you can **implement immediately**.'*

Josep Puiggros, DOSM of Hoteles Catalonia from Spain.



Strategic Revenue Management Decisions

An *interactive workshop*, with *group exercises* and *case studies* that will give you hands on experience. As successful revenue management starts with *forecasting*, and *pricing* is your first decision towards *making profit*, we will take you into the finest details.

Highlights

- 1) How can I forecast effectively?
- 2) At what price should I really sell my rooms?
- 3) What and how should I analyze to better understand my business?
- 4) To which consumer segments or whom should I be selling to.

Details

Format	Workshop
Price	€495 (excl. VAT)
Languages	English , Spanish, French, Italian, German
Timing	9.00am – 6.30pm



Strategic Revenue Management Decisions

<u>Date</u>	<u>Location</u>	<u>Language</u>
➤ Tue Jun 10	Rome	Italian
➤ Thu Jun 12	Milan	Italian
➤ Thu Jun 19	Helsinki	English
➤ Tue Jul 1	Dublin	English
➤ Thu Jul 3	Athens	English
➤ Tue Nov 4	Barcelona	Spanish
➤ Thu Nov 6	Venice	Italian

*'I attended both a seminar and workshop of Xotels and the days **were well organized and exciting**, moving through many subjects covering all aspects of Revenue Management. It **challenges the way you work** on a daily basis in your hotel and **presents easy ideas to increase efficiency** of your revenue management operations and sales strategies.'*

Harold J. Kluit, Director of Revenue & Marketing at Swissotel Amsterdam.



How to Improve Revenue and Profit in Resort Hotels

A day of *interactive brainstorming* with *practical examples* and *easy to implement methods* to *increase your bottom line*. We will show you ways to *take control of your business* in a rapidly evolving market place. The fundamentals of revenue management will be covered as well as *techniques specifically applicable to resort hotels* and the *latest developments in online distribution*.

Highlights

- 1) How to deal with tour operator contracts in a changing market place.
- 2) Total Revenue Management, increasing the average spending per guest.
- 3) Enhancing the client experience through up-selling.
- 4) Generating more bookings with your own website.

Details

Format	Seminar
Price	€395 (excl. VAT)
Languages	English, Spanish
Timing	9.00am – 6.30pm



How to Improve Revenue and Profit in Resort Hotels

<u>Date</u>	<u>Location</u>	<u>Language</u>
➤ Tue May 27	Benidorm	Spanish
➤ Thu May 29	Alicante	Spanish
➤ Wed Sep 24	Salou	Spanish
➤ Tue Oct 7	Granada	Spanish
➤ Thu Oct 9	Almería	Spanish
➤ Tue Oct 21	Cádiz	Spanish
➤ Thu Oct 23	Castellón de la Plana	Spanish



Conference, Banquets & Groups Revenue Management

Optimize revenues and profits on your function space! This seminar will show you *practical techniques* how to calculate the price you should quote for meetings, cocktail receptions, weddings, gala dinners, etc not leaving any money on the table.

Highlights

- 1) What does Function Space Yielding consist of?
- 2) How can I build useful reports and statistics?
- 3) How can I implement dynamic pricing on function space?
- 4) What is the relation between Function Space Yield and my Room Yield?
- 5) Can I introduce profitability in my decision process?

Details

Format	Seminar
Price	€495 (excl. VAT)
Languages	English, Spanish, French, Italian, German
Timing	9.00am – 6.30pm



Conference, Banquets & Groups Revenue Management

<u>Date</u>	<u>Location</u>	<u>Language</u>
➤ Tue Jun 3	Amsterdam	English
➤ Thu Jun 5	London	English
➤ Tue Jun 24	Madrid	Spanish
➤ Thu Jun 26	Barcelona	Spanish
➤ Tue Sep 23	Stockholm	English
➤ Thu Sep 25	Oslo	English
➤ Tue Sep 30	Paris	French
➤ Thu Oct 2	Dublin	English
➤ Tue Oct 28	Prague	English
➤ Thu Oct 30	Budapest	English
➤ Tue Nov 18	Athens	English
➤ Thu Nov 20	Lisbon	English
➤ Tue Nov 25	Berlin	German
➤ Thu Nov 27	Munich	German
➤ Tue Dec 2	Rome	Italian
➤ Thu Dec 4	Milan	Italian



Web 2.0...a lot of new ideas!

Have you ever been confronted with these terms like... UGC, Social Mapping, Social Graphs, Mash-ups, Web 2.0, Widgets, Peer Reviews, RSS Feeds... and you are not really sure what it is exactly about?

In this **interactive workshop** you will discover the **latest developments on the web**. We will work together to **develop and implement** some easy new features and tools that will help you **manage your online profile**.

Highlights

- What should you do with Web 2.0 for your hotel?
- How is search engine optimization changing?
- How should you manage online reviews and travel blogs?
- How can add online reviews of your hotel to your website for free?
- What is Google Local Business Center and how to use it?
- How can you create a map with local attractions and transportation for your website?

Details

Format	Workshop, Bring your laptop!
Price	€595 (excl. VAT)
Languages	English
Timing	9.00am – 6.30pm

★★★★★ **Seminar: Web 2.0 + Hotels = TRAVEL 2.0**

*This was a great seminar given by the team of **Xotels**. They present the developments on Web 2.0 in a very direct and usable format for hoteliers to take advantage of.* Rob Boersma E-Commerce Manager NH Hotels

★★★★★ **nice seminar**

thanks for the travel2.0 seminar guys! you came up with some real clever stuff that i never ever would have thought of...! Peter Duijvis, CoolVillas.com



Web 2.0...a lot of ideas!

<u>Date</u>	<u>Location</u>	<u>Language</u>
➤ Fri May 23	Dublin	English
➤ Fri Jun 6	Rome	English
➤ Fri Jun 20	Berlin	English
➤ Thu Jul 3	Lisbon	English
➤ Fri Sep 26	London	English
➤ Wed Oct 1	Amsterdam	English
➤ Fri Oct 17	Copenhagen	English
➤ Fri Oct 31	Milan	English
➤ Fri Nov 21	Stockholm	English
➤ Fri Nov 28	Mallorca	English
➤ Fri Dec 5	Madrid	English

★★★★★ **Web 2.0...a lot of new ideas!**

The new Xotels seminar Web 2.0 was a real help. During the day I experienced a lot of 'ah yes' moments. New things to do, things still to do and good tips for easy SEO! I would really recommend this seminar to everybody responsible for Internet Marketing! - Inge van de Steeg, Golden Tulip Art, Amsterdam



Our Specialists

Patrick Landman, former Vice President of Business Development at RateTiger and Senior Director Revenue Management at Hotels.com for EMEA & APAC.

Fernando Vives, former Director of Revenue Management, Sol Melia central and Southern Spain and advisory board member of Leading Hotels of the World.

Jean Denis Vaultier, former Director of Revenue Management, Le Meridien Hotels Paris & Starwood Hotels and Resorts.

Remko West, former Business Development Director at RateTiger and Senior Market Manager Benelux at Expedia and Hotels.com.

Liliana Costa Caamaño, former Group Desk Manager and Cluster Revenue Manager of Hesperia Hotels in Spain.

Patricia Diana Jens, former member of the Revenue Management Team of Marriott International in Frankfurt Germany, currently Revenue Management Consultant for various hotels in Madrid, Spain.

Bart LePoole, CEO & Founder of RS Hotels, blogger of HotelDistribution.net and consultant in the international travel distribution industry.



Early Bird Offer

Subscribe more than 60 days ahead and get 10% discount.

Subscribe more than 120 days ahead and get 20% discount.

* Offers only apply if payment is made timely, according to terms.

*'Revenue management and eDistribution is evolving rapidly, and you must be **kept up to date** continuously. The Xotels' seminar gives you a great insight of tools and knowledge. The seminar is of **great added value for both starting and experienced Revenue Managers**, but even more important for **refreshing your mind in getting back to the basics and an outlook for the future in way of thinking!**'.*

Lisette Schaefer, Regional Revenue Manager Mövenpick the Netherlands



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