

Workshop overview

This workshop is part of Fáilte Ireland's Drive Business Performance Programme which has been designed to help businesses improve performance by introducing better revenue and distribution management practices. You will learn about the importance of measuring capacity, how to develop a pricing strategy, and the revenue processes needed to drive profit.

Why attend

- Understand why capacity and revenue management are so important for visitor attractions
- Know the importance of putting in place a revenue management system in your business right now
- Learn how to measure capacity, read metrics and generate reports
- Get expert advice on the data you need to capture and consider when setting direct and indirect booking prices.

Skills Barometer

Please complete the Revenue Skills Barometer – click <https://www.surveymonkey.com/r/Revenue-attractions-barometer>. This will allow you to accurately and honestly assess your current skills and competence level and ensure that the level of workshop you attend will be of optimum benefit to you and your business.

Location

Regional locations, nationwide

Duration

1 day

Cost

Individual delegate rate: €100.00 (price quoted is ex VAT)

Designed for

This workshop is designed for General Managers and Sales and Marketing Managers. The workshop is most suited to those who are directly responsible for revenue management within your attraction. To gain the most from the intervention, up to 3 members of the attraction can attend together.

Date

Scheduled dates can be viewed here on the Fáilte Ireland Trade Portal

Content

- What capacity and revenue management are and why they are appropriate for visitor attractions?
- How to understand the market demand for your product
- How to implement metrics and reports that will help inform all your sales and marketing activities for your attraction
- How you can leverage pricing to increase your business, maximise your revenue opportunities, increase competitiveness and add value.