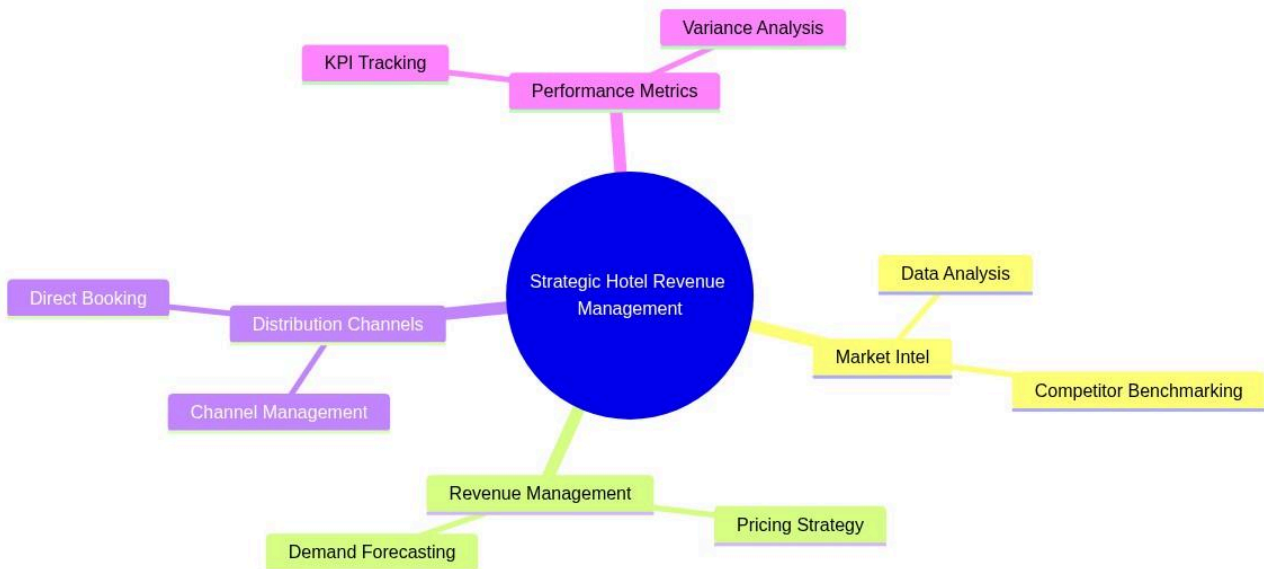


Postgraduate Certificate in Hotel Revenue and Financial Management (Advanced)

# Strategic Hotel Revenue Management



mindmap

root((Strategic Hotel Revenue Management))

Market Intel

Data Analysis

Competitor Benchmarking

Revenue Management

Pricing Strategy

Demand Forecasting

Distribution Channels

Channel Management

Direct Booking

Performance Metrics

KPI Tracking

Variance Analysis