

InterContinental Hotels Group, Cornell Hotel School Take Innovative Approach to Revenue Management Training
2007-08-09

InterContinental Hotels Group (IHG) has collaborated with Cornell University's School of Hotel Administration to raise the bar on revenue management training in the hospitality industry. Those organizations recently pilot-tested the Revenue Academy Masters Course, a week-long, executive-level course taught by industry experts Stowe Shoemaker, Ph.D., Chekitan S. Dev, Ph.D., and Bill Carroll, Ph.D.

'This is the first time Cornell's renowned School of Hotel Administration has worked with a hotel company to develop an in-depth course in the revenue management discipline,' says Heather Scharmer, IHG manager, Revenue Management Training and Development. 'Together, we've created a program that enables participants to learn and apply proven methods for maximizing revenue opportunities.'

Jeanne Frensky, IHG vice president, Revenue Management adds, 'The course is the culmination of our Revenue Academy curriculum. It expands the knowledge within our revenue community, while preparing our revenue management team for the future of the hospitality industry.'

Sixteen revenue managers from the company's Asia-Pacific, Europe, Middle East, Africa and Americas regions attended the inaugural course, which focuses on key concepts and trends relating to pricing, strategic marketing and distribution. Participants were invited to attend based on their recent achievements within IHG's Revenue Management Degree and Honors courses, as well as their roles within the company.

Upon completing the course, participants were tasked with implementing a project that directly applies their new knowledge to the particular nuances of their property. As a result, Patrick Wimble, director, Revenue Development for IHG in Europe, the Middle East and Africa says, 'We expect to see positive performance results that will quickly boost a hotel's top line.'

About the Office of Executive Education

A unit of the Cornell University School of Hotel Administration, the Office of Executive Education provides educational seminars, courses, certifications, and other learning opportunities for professionals in the hospitality industry. These opportunities are presented by renowned Cornell faculty in face-to-face classroom based learning on the Cornell campus or at sites anywhere in the world. Online courses and certifications are also available. The office works with hospitality companies to support the development of management and leadership talent and to enhance the profitability of these companies. To learn more about the Office of Executive Education and the learning opportunities available, please visit: www.hotelschool.cornell.edu/execed, or contact Bob Hiller, Strategic Business Development, Office of Executive Education, Cornell School of Hotel Administration by email at exec_ed@cornell.edu or by phone at +1 607.255.8345.

About the InterContinental Hotels Group (IHG)

InterContinental Hotels Group PLC (IHG) of the United Kingdom [LON:IHG, NYSE:IHG (ADRs)] is the world's largest hotel group by number of rooms. IHG owns, manages, leases or franchises, through various subsidiaries, over 3,700 hotels and more than 558,000 guest rooms in nearly 100 countries and territories around the world. IHG owns a portfolio of well recognized and respected hotel brands including InterContinental(R) Hotels & Resorts, Crowne Plaza(R) Hotels & Resorts, Holiday Inn(R) Hotels and Resorts, Holiday Inn Express(R), Staybridge Suites(R), Candlewood Suites(R) and Hotel Indigo(R), and also manages the world's largest hotel loyalty program, Priority Club(R) Rewards with over 33 million members worldwide. For more on IHG, please visit: www.ihg.com.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article28775.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html