

## DUBAI TOURISM SUCCESSFULLY CONCLUDES INTERACTIVE REVENUE MANAGEMENT PROGRAMME

**383 hotel revenue managers, reservation managers, sales and marketing managers  
participated in 20 immersive sessions**

**Dubai, UAE 25 September 2018:** Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) successfully concluded its series of interactive training programmes to showcase industry best practices in yield management and forecasting, as well as discussing latest systems and tools with sales, marketing and revenue professionals of the hotel industry. Led by InsightsOut the Middle East's leading hospitality and travel specialist, the Revenue Management Workshop welcomed 383 participants across 20 interactive sessions throughout July and August, guided by Dubai Tourism's aspiring mission to ensure the hospitality sector applies best practice processes that actively drive attractive pricing to match the demand generation plans.



The programme introduced participants to the global impact of matured yield management in driving hotel occupancy and profit, the instrumental role played by best practice in driving right pricing, and the impact of turnaround and talent acquisition in driving better occupancy and profit across properties.

Commenting on the success of the programme, **Issam Kazim, CEO of Dubai Corporation for Tourism and Commerce Marketing (DCTCM)**, said: “At Dubai Tourism we have a comprehensive communication strategy where we meet, interact and communicate with our stakeholders through several channels. Dubai is rapidly growing; thus, it is important not to lose focus on following the best approaches, especially when the consequences affect the occupancy and average daily rate KPIs. Therefore, planning and raising awareness of the market dynamics and changes in the tourism industry are essential to maintain healthy occupancy and ADR factors.”



**Abhijith PK, Revenue Manager, Flora Hotels** said: “The training programme definitely helped me achieve my targets by presenting me with vital industry insights. It also enabled me to learn and gain experience from industry leaders, while giving me the opportunity to network with the wider industry and build key corporate relationships. In particular, the new business models that were discussed during these trainings were a key element that we are most keen to implement within the hotels. As such, I do believe such industry-focused training programmes are vital to help further develop Dubai’s Tourism industry.”

**Amjad Al Hashimi, Director of Revenue and E-Distribution, The H Hotel** added: “I personally enjoyed the training a lot and it will help me in implementing my targets. I think that if everyone in the industry

understood the importance of such workshops and worked in implementing the information from the Revenue Management Programme, in particular, then it would definitely help contribute to the growth of visitors as well as helping us align with the overall tourism vision of Dubai.”

All participants were provided with in-depth insights into key aspects of data analysis, optimising and driving demand, and evaluating industry standards to set best possible pricing strategies, as well as efficient templates, worksheets and monitoring tools that can be easily implemented across their organisations.

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#### **About Dubai’s Department of Tourism and Commerce Marketing (Dubai Tourism)**

With the ultimate vision of positioning Dubai as the world’s leading tourism destination and commercial hub, Dubai Tourism’s mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai’s tourism sector. It markets and promotes the Emirate’s commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

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