

THE-ICE Global Revenue Management Challenge

In association with Russell Partnership Technology
& STR SHARE Center



International Centre
of Excellence in
**Tourism and Hospitality
Education (THE-ICE)**



RUSSELL
PARTNERSHIP
TECHNOLOGY



SHARE
c e n t e r

GRM Challenge

- Unite students from across THE-ICE network
- Support learning, networking and teamworking
- Team will comprise of 4-6 students
- Focus on revenue management
- Each team will be advised by at least one academic
- Partnership between THE-ICE, RPT & STR
- Great prizes to be won
- Sign-up now to be involved
- The competition utilises the RP App developed by RPT



Revenue Management App

revenue management application

Individuals take on the role of a Hotel Revenue Manager and are tasked with making the revenue decisions for a one-month period. All with the goal of generating the optimum results in profitability and hotel occupancy.

Current Day: 10 of 32

Restart

Preset Constants:

Show

Decisions:

Room Price - 10th September

\$ 200

Comp set average price today: 202

Direct Advertising per Day

\$ 50

Hours of Social Media

2.5 hours

Distribution Channels		%
Expedia	<input checked="" type="checkbox"/>	18
Priceline	<input checked="" type="checkbox"/>	20
Trivago	<input checked="" type="checkbox"/>	15
Orbitz	<input type="checkbox"/>	
Hotel Tonight	<input type="checkbox"/>	

Offers...

Submit Decision for Day 11

You have stored results of this simulation. View Results

Results:

Description	Value
Bookings / Occupancy - 10th September:	349 of 500 (69.80%)
Direct Bookings:	120
Total OTA commission costs:	\$ 2034
Total account revenue:	\$ 0
Total account costs:	\$ 0
Expedia Bookings:	53
Priceline Bookings:	36
Trivago Bookings:	24
Orbitz Bookings:	0
Hotel Tonight Bookings:	0
Revenue and Expenses:	
Current Revenue	\$ 68,839
Current Marginal Costs	\$ 12,836

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🔄 Restart

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Offers



Ulro Corporation

Ulro Corporation would like to book 5 rooms for a price of \$216 per room. Group makes extensive use of in-house facilities, restaurant and bar

The offer will expire in **3** day(s).

Accept

Reject

Done

Distribution Channels

%

Bookings / Occupancy - 11th September: