

# 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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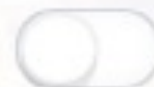


15

Orbitz



Hotel Tonight



[↻ Restart](#)

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## Offers



### Ultrio Corporation

Ultrio 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: