



RUSSELL PARTNERSHIP

COLLECTION



RP CONSULTING

global food consultants who create, guide and mobilise transformational food strategies.

SERVICES



RP TECHNOLOGY

global technology developers and educators who design, build and deliver hospitality programmes.

PRODUCTS



RP FOUNDATION

the collection's philanthropic heart who nurture, donate and facilitate global well-being, technological access and charitable initiatives.

SUPPORT

Peter Russell

Chief Operating Officer and Chief Technology Officer





Royal Ascot KPI Tool

Powerful business intelligence program collecting and presenting operational key performance indicators.



HSMAI Certification in Hotel Business Acumen

Online certification program including theory and simulation to drive learning and development.



Institute of Hospitality Student Business Game

Student business game powered by the HOTS Simulation Program.



Smith Travel Research CHIA Training Session

Simulation session integrated alongside the STR CHIA Certification with industry leaders.



OTA Insight Revenue Management Training

Revenue management focussed simulation session delivered with OTA market managers.



Swiss-Belhotel General Manager Conference

One day simulation training session delivered with 100 General Managers in Jakarta, Indonesia.

Industry Clients

Deloitte.



Partners



Education Clients



UNIVERSITY OF
WEST LONDON



旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute for Tourism Studies



Business
School




THE EMIRATES ACADEMY
OF HOSPITALITY MANAGEMENT
In academic association with Ecole hôtelière de Lausanne



Over 200 educational clients worldwide

Curriculum Integration



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- A photograph of a person's hands holding a tablet computer. The person is wearing a light-colored, long-sleeved shirt. The background is a bright, out-of-focus indoor setting. Overlaid on the left side of the image is a list of four items, each preceded by a small square bullet point.
- Resources Available
 - Train the Trainer
 - Student Onboarding
 - Scenarios Available



HOTS

business management simulation

HOTS is a business management simulation based on the operation, redevelopment and management of a large service-based business. The HOTS simulation program places participants into the simulated position of managing a service industry business in a virtual environment that mirrors the real world.



RevSim

revenue management simulation

Hotels compete in real time within the realistic market dynamics of a competitive set of hotels. The simulation delivers skills in anticipating demand, optimising availability and pricing in order to deliver commercially sustainable results.



F&BSim

food and beverage management simulation

Teams operate as Director of Food and Beverage for their hotel, competing in the competitive set for both residential and non-residential food and beverage demand. Virtual environments reflect real time market dynamics.



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.



Hospitality Business Acumen

online program teaching hospitality business acumen

The HBA (Hospitality Business Acumen) program is a four module online training course. The course delivers the theory required to drive learning and development forward for both industry professionals and the leaders of tomorrow.

Peter Russell

Chief Operating Officer and Chief Technology Officer



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