

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - REVENUE SPECIALIST/REVENUE ANALYST				
Sector	Hotel and Accommodation Services			
Track	Revenue and Distribution			
Sub-Track	Revenue Management			
Occupation	Revenue Management Professional			
Job Role	Revenue Specialist/Revenue Analyst			
Job Role Description	<p>The Revenue Specialist/Revenue Analyst implements inventory and pricing strategies to maximise overall revenue and profits for the property. With the ability to perform statistical data analysis and interpretation, he/she assists to maximise revenue and grow the Revenue per Available Room (RevPAR) Index for the property. He analyses reports, market performance and trends, and tracks inventory for the optimal business mix. He also performs research and gathers market intelligence through close monitoring of competitors' performance, strategies and pricing structures.</p> <p>He provides reports and available information to the senior leadership team to assist in creating detailed forecasts on a daily, weekly and monthly basis. He also supports and maintains the accuracy, and enhances the revenue management systems of the property to increase the daily productivity for the team. He works closely with stakeholders and ensures all distribution channels are fully optimised without any conflict in distribution, representation and positioning.</p> <p>He is able to work independently under tight timelines and effectively handle multiple and concurrent tasks. He is analytical and has an eye for detail, often demonstrating strong organisational and numerical skills.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Drive revenue optimisation	Key Tasks	
			Implement inventory and pricing strategies to maximise overall revenue and profit	
			Monitor property's occupancy level fluctuations and recommend appropriate revenue strategies to maximise occupancy	
			Track sales programmes and promotions and provide feedback to relevant departments	
	Develop revenue management data insights	Track room inventory for the optimal business mix		
		Analyse revenue reports, market segment performance, current trends and future demand forecasts to support revenue management		
		Monitor and analyse competitor performance, strategies and pricing structures to identify recommendations to maintain market competitiveness		
		Prepare daily, weekly and monthly reports to management for forecasting purposes		
	Manage revenue management systems	Perform revenue management month-end reporting and auditing		
		Run system checks and maintain data accuracy of revenue management system		
		Assist to implement sales strategies in reservation system through accurate rate deployment and selling guidelines		
		Review online platforms to ensure property information are accurate and up-to-date		
	Manage distribution strategies	Enhance automation functions in reservation system		
		Assist with forecasting, inventory and rate management for distribution channels		
		Align with distribution partners on the deployment of revenue management strategy and pricing		
		Evaluate performance of distribution partners and contracted rates		
Manage human resources, finance and continuous improvement	Analyse channel distribution models and the impact on revenue			
	Identify opportunities and implement initiatives for productivity improvement and innovation to improve revenue management operations			
	Review workplace technology to identify areas for enhancement to improve productivity			
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Business Negotiation	Level 3	Digital Literacy	Intermediate
	Business Presentation Delivery	Level 3, Level 4	Transdisciplinary Thinking	Intermediate
	Data Analytics	Level 3	Problem Solving	Intermediate
	Room Distribution Channel Management	Level 3	Communication	Intermediate
	Innovation Management	Level 3	Interpersonal Skills	Intermediate
	Legal Compliance Management	Level 3		
	Market Research	Level 4		
	Market Trend Analysis	Level 2, Level 3		

	Productivity Improvement	Level 3	
	Room Revenue Management	Level 3, Level 4	
	Revenue Optimisation	Level 3, Level 4	
	Technology Adoption and Innovation	Level 3	
Programme Listing	For a list of Training Programmes available for the Hotel and Accommodation Services sector, please visit www.skillsfuture.sg/skills-framework/has		

The information contained in this document serves as a guide.