

NYSH&TA presents:

# Yield Management: 101

Brush up on your revenue management skills learning key points in economics, seasonality, dynamic pricing and inventory management. Learn how REVPAR and ADR can be managed to increase your occupancy.

*When:* Friday, August 14  
10:00 a.m. - 12:00 p.m.

*Where:* The Conference  
Center at Lake Placid  
2608 Main Street  
Lake Placid, NY 12946

You're already doing it, but now you can find out the the tricks of the trade and how to possibly do it better.

These sessions are designed to make your life easier, boost revenue, and simplify the reservation process.

Buzzwords you will hear and learn about include:

- Dynamic Pricing Structures
- Inventory Management
- Supply and Demand Economics
- Length of Stay Discounting Program

Knowing your regional events schedule will also be a topic. When demand rises in your area, learn about some of the best practices of pricing structure adjustments.

Time will be dedicated to Q&A.

Instructors Lee Heron and Kay Sarver both have over 15 years of experience with Marriott International and currently teach hospitality courses.

**Members: \$49 | Non-Members: \$60**

Register online at: [www.nyshta.org/events](http://www.nyshta.org/events)

