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Revenue Management is a concept that not only maximizes revenue in periods of high demand, it also helps stimulate demand in slower periods while avoiding pricing cannibalism. Revenue Management strategies both be focussed on long and short term actions, always weighing revenue and profitability against each other, where low rates even be applied during high demand periods.

**What is Revenue Management? Clear Definition | Xotels**

Formation revenue management : maîtriser les techniques de prévision pour développer le chiffre d'affaires . Le revenue management est un concept propre au secteur de l'hôtellerie.Il correspond concrètement à un système d'optimisation de la tarification d'un inventaire hôtelier, en fonction de nombreux facteurs (disponibilité, concurrence, période etc.)