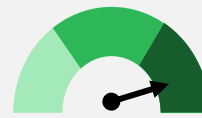




Trends impacting this role

COVID-19	Competitive Landscape	Shift in Ops Models	
AI	Data Analytics	Enterprise Systems	Robotics & Automation

In the next **1 - 3 years...**

HIGH degree of change in tasks

The job will potentially require
EXTENSIVE JOB REDESIGN

Job role will likely be enlarged, reconfigured or enriched. As such, there will be a need to reskill job holders with new skills to maintain their employability.

Responsibilities of the role today

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**.

Responsibilities of the role in the future

Moving forward, this role will be increasingly supported by technology for data gathering and processing. As hotels have access to increasingly rich and disparate sources of guest data, this role will evolve to **require more data visualisation capabilities** with **operations knowledge** to **recommend appropriate revenue strategies** to serve the needs of the hotel's business. While the use of technology will **support decision-making**, this role will continue to require **human judgement, technical expertise** and **domain knowledge** for **key strategy decisions**.

Critical Work Function

Job tasks today

Job tasks within the next 3 years

Drive revenue optimisation	Track sales programmes and promotions and provide feedback to relevant departments		<ul style="list-style-type: none"> Customer Relationship Management (CRM) systems support the tracking of ongoing sales programmes and promotions, allowing the job holder to identify gaps in performance and provide feedback to relevant departments.
	Monitor property's room inventory and occupancy level fluctuations to recommend appropriate strategies to optimise business mix and overall revenue and profit		<ul style="list-style-type: none"> Revenue Management Software (RMS) provides real-time visibility on occupancy level fluctuations, factoring market supply and customer demand. Human judgement and technical expertise is required to implement corrective measures to counter fluctuations and recommend appropriate revenue strategies in line with the property's strategic direction. Property Management System (PMS), data analytics and visualisation tools support the analysis of revenue, market segment performance, providing insights on historical patterns and future demand forecasts, allowing the job holder to tailor strategies to drive optimal business mix.
Develop revenue management data insights	Prepare and analyse business performance reports, revenue forecasts, and competitor performance and identify recommendations		<ul style="list-style-type: none"> Advanced analytics and Revenue Management Software (RMS) support the analysis of competitor performance and pricing structures, allowing the job holder to propose recommendations to maintain market competitiveness. While this will inform decision-making, the job role will continue to require human judgement and experience for key strategy decisions.
Manage revenue management systems	Run system checks and maintain accuracy of data on revenue management systems and reservation systems		<ul style="list-style-type: none"> Robotic Process Automation (RPA) automates system checks to ensure data accuracy of the revenue management system. Human oversight will still be required to ensure data accuracy of the system and override issues/errors if any.










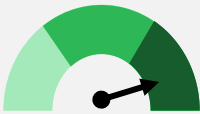
Critical Work Function	Job tasks today	Job tasks within the next 3 years
Manage distribution strategies	Assist in managing and evaluating the performance of distribution channels, and analyse channel distribution models and the impact on revenue	<div></div> <ul style="list-style-type: none">• AI-powered Revenue Management System (RMS) support the forecasting, inventory and rate management for distribution channels.• Data analytics and visualisation tools provide insights on channel distribution models and the impact on revenue.• While this will augment decision-making, technical expertise will be required by the job holder to make sound and well-reasoned recommendations and refine channel distribution models.
Manage human resources, finance and continuous improvement	Identify opportunities and implement initiatives for tech adoption, productivity improvement, and innovation to improve revenue management operations	<div></div> <ul style="list-style-type: none">• Identify opportunities and implement initiatives for tech adoption, productivity improvement, and innovation to improve revenue management operations.



Trends impacting this role

In the next **1 - 3 years...**

 COVID-19	 Competitive Landscape	 Shift in Ops Models	
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HIGH degree of change in tasks

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In addition to the Skills and Competencies identified in the [Skills Framework for Hotel and Accommodation Services](#), the following additional TSCs and CCSs have been identified as relevant for the job role going forward:

Additional Technical Skills and Competencies (TSCs)		
Asset Management*	Business Acumen*	Business Environment Analysis*
Business Opportunities Development	Consumer Intelligence Analysis*	Infographics and Data Visualisation*
Revenue Optimisation^	Stakeholder Management*	

Additional Critical Core Skills (CCSs)		
Adaptability	Influence	Learning Agility

- Skills denoted by an asterisk (*) are not available in Skills Framework (SFw) for Hotel and Accommodation Services (HAS) but available in other SFw.
- Skills denoted as **(NEW)** are future skills not currently captured by SFws.
- Skills denoted by an arrow (^) are found in SFw for HAS but may require updates to descriptions, knowledge and abilities.
- Skills not marked are available in SFw for HAS but are not currently tagged to this job role in the function.