

Cornell University  
School of Hotel Administration



旅遊學院  
INSTITUTO DE FORMAÇÃO TURÍSTICA  
Institute for Tourism Studies

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# EXECUTIVE DEVELOPMENT PROGRAMME

## **Demand Management: Maximizing Hotel Revenue Through Distribution Channels**

**「需求管理：運用分銷渠道以提高酒店收益」  
高級管理課程**

**07 – 08 November 2017**

**Course Leader**

**Dr. Bill Carroll**

**Clinical Professor**

**School of Hotel Administration, Cornell University**

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### **Course Description:**

The overall focus of the program will be an “informed strategy” session on how the Macau hotel properties can act collectively and individually to: (i) resolve what the programme participants believe are the critical issues they will face when growing the market and (ii) exploit potential opportunities for improvement in their individual and collective performance. We will inform the discussion and strategy development by presenting a set of major consumer, distribution, socio-economic, and political trends likely to impact Macau and the hotel market.

A follow on discussion will involve what individual properties can do to enhance their own performance in view of the trends and collective strategy considerations and actions developed by the group.

### **Key Benefits:**

Participants will be able to share their views on the major issues facing the hotel segment in a cooperative and collaborative class environment. They will be able to develop a collective strategy with associated action items. Participants will be exposed to major trends affecting tourism and hospitality in Macau. Given the groups strategic planning for collective action, they will learn both how and what could be done for individual property performance.

### **Topics include:**

- Major trends in global tourism (Presentation)
  - Regional trends – socio-economic, political, market (Presentation)
  - Major issues facing Macau tourism (Group Discussion)
  - Major opportunities and competition for Macau tourism (Group Discussion)
  - Potential areas for collective action (Group Discussion)
  - Framework for individual and collective action (Presentations):
    - Demand management
    - Role of intermediaries
    - Search, social and mobile trends
    - Reputation management
    - Group (Event) decision making
    - Game theory for decision making
  - Integration and execution of individual action coordinated with collective action (Work Groups)
  - Takeaways from the sessions (Presentation)
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**Language:** English

**Venue:** Pousada Conference Room, Institute for Tourism Studies  
Colina de Mong-Ha, Macao, China

**Programme fee:** Macao ID-holders: MOP8,650  
Non-Macao ID-holders: MOP14,840

**Registration  
Deadline:** Extended to 6 October 2017  
(on first-come-first-served basis)

### **Registration Form & Website**

<http://www.ift.edu.mo/EN/ExecutiveProgrammes/Home/Index/284>

### **For further information or enquiry**

Tel: (853) 8598 1281

Fax: (853) 8598 1283

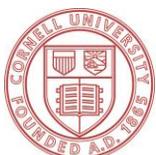
Email: [edp@ift.edu.mo](mailto:edp@ift.edu.mo)



### **Disclaimer:**

We reserve the right to postpone or cancel the course. In the case of cancellation, participants will NOT be subject to any charge or compensation.

### **About the Organisers:**



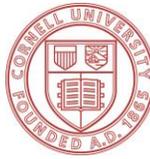
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# Bill Carroll, Ph.D.

Clinical Professor, Cornell School of Hotel Administration; CEO, Marketing Economics

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Dr. Bill Carroll, a Clinical Professor (ret.) at the School of Hotel Administration, has taught economics, pricing and marketing distribution courses at the undergraduate, graduate and executive education level for more than twelve years. He holds a B.A. degree in economics from Rutgers, an M.S. in labor studies from the University of Massachusetts, and a Ph.D. in economics from Penn State.



As CEO of Marketing Economics, a consulting firm specializing in travel industry pricing, distribution, yield management and strategic planning, Dr. Carroll works with a variety of clients including global distribution systems, hotel service companies and travel intermediaries. He also works closely with PhoCusWright, Inc., a travel industry research, consulting and publishing company, and has written a number of reports and articles, including a report covering the evolution of hotel distribution and its impact on major chains and intermediaries.

For over 25 years Dr. Carroll held a variety of senior positions in the travel industry. He was the Division Vice President for Global Marketing Planning at Hertz where he was responsible for global pricing, yield management, marketing information systems, and counter sales. He implemented the first decentralized yield management system in the car rental industry and a comprehensive Executive Information System (EIS) that gained national recognition. Following Hertz, Dr. Carroll served as the Global Vice President for Reed Elsevier's Travel Group which included responsibility for *Travel Weekly*, the *Hotel and Travel Index*, the *Official Hotel Guide*, and the *Official Meetings and Facilities Guide*. He was also responsible for production and data base systems and the migration of information products to electronic distribution.

Prior to his work in the travel industry, Dr. Carroll was an assistant professor of economics at Drew University where he taught courses in econometrics, public finance, labor and environmental economics. He also served as a member of the economics staff at AT&T where he was an expert witness before state regulatory bodies and prepared filings on pricing and forecasting with the Federal Communications Commission.

Dr. Carroll has written numerous academic and popular-press articles on economics and travel industry topics.

In addition to his business and academic career, he is a retired U.S. Army Lieutenant Colonel and was a university lacrosse coach for over 10 years.

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