

Hotel Process Optimization Workshop

From Data to Better Decisions

Ljubljana

November 10th – 11th, 2026

2-days intensive workshop



Sergio has over 25 years' experience working in the hotel industry. With Hoteliers Inspiration founded in 2010, Sergio has been working for hotel properties in areas of training, coaching, product development and operational consulting projects across Europe. Fully certified in USALI 12th Edition, the CHIA Certification (Hotel Data Analytics), Certification Advance in Hospitality and Tourism Analytics CAHTA.

*"I just want to tell you that you were truly exceptional during the workshop. From the well prepared brochure to your excellent presentations, and even the additional two hours of consulting you offered at the end. Everything was delivered at a very high level. WOW It was especially impressive to see how engaged the participants were and how actively they absorbed the knowledge you shared. The feedback was outstanding, which only confirms the quality of your work. I'm really glad you allowed me to be part of it. For me, it was very valuable experience. Thanks ! Regards, **Martina Marušić** / Head of Direct Sales & Revenue Management / Sava Turizem d.d."*



TRUSTED BY: Hotel Čad / Hotel Bled Rose / Hotel Soča / Hotel Boka / Hotel Habakuk / Thermana Laško / Hostel Celica / Art hotel Tartini / Hotel Atlantida, Rogaška / Resense consulting

Why this workshop?

- Rising costs.
- Changing guest expectations.
- Pricing pressure.
- Tighter margins.

➔ **Business as usual is no longer enough.**

Most hotels have data, have systems

➔ **but struggle to turn them into clear decisions and better results**

What makes this workshop different?

- Hands-on & practical (not theory)
- Built on real hotel data
- Focus on decision-making, not just reporting
- Immediate application in your hotel

➔ **You don't just learn — you leave with tools and actions.**



What will you gain?

Clarity

- Understand how daily decisions impact **revenue & profit**
- Connect operations, pricing and financial results

Control

- Apply **Revenue Management** strategies with confidence
- Use **USALI** method to manage costs and performance

Structure

- Build a clear and structured **budget** for the upcoming year
- Identify hidden revenue opportunities

Practical tools

- Real calculations
- Excel templates
- Ready-to-use models

Workshop Focus

- ➔ Hotel Process Optimisation (HPO Finance)
- ➔ Revenue Management & pricing strategy
- ➔ USALI financial structure
- ➔ Budget preparation (from numbers → strategy)

Hotel Process Optimization Workshop 2026 | PROGRAM

DAY 1 – Morning | Hotel Process Optimisation: Definition, the role of the four Key Strategy Priorities (KSPs)

- KSP 1: Team members performance | The role of the Management Performance Review (MPR)
- KSP 2: Guest experience | Key drivers of guest satisfaction (OSAT / GSS)
- KSP 3: Responsible business

DAY 1 – Afternoon | Key Strategy Priorities (KSPs) and financial results

- Hotel budget and forecast
- Introduction to Room Revenue Management
- Room segmentation, market and submarket segmentation, pricing, distribution
- Critical thinking process & critical thinking exercises

DAY 2 – Morning | Finance, Revenue Management & data in practice

- USALI Methodology: Global standards for the Uniform System of Accounts for the Lodging Industry
- Operating statements, operating schedules, full structure of the P&L income statement
- Primary source of revenue: rooms market segments and subsegments
- Revenue Management systems - How they work
- Fundamentals and advanced strategies, pricing discipline, and the impact of small rate adjustments on profitability

DAY 2 – Afternoon | Finance, Profit & Loss income statement

- The anatomy of the P&L: Operating statements & schedules, understanding the P&L structure, cost allocation, and standardized financial reporting in hospitality
- Hands-on exercises & Excel workshop: Practical calculations using participants' own hotel data (*ready-to-use Excel templates provided*)
- Analytical exercises from CHIA & CATHA certifications and benchmarking; final exercise: competitive benchmarking to identify market share theft and recovery strategies.