

# Yield Manager | Yield Manager

## m/w Definition

Yield Manager adapts and adjusts the price of accommodation in real time. S/he must match supply with customer demand in order to maximize revenue and the company's competitiveness. Yield Manager may decide, for example, to introduce a special discount offer in order to encourage customers to book during 'off-peak' times and thereby optimize the hotel complex's occupancy rate.

*NB : These details are provided for information purposes only. They may vary according to the size and organizational system of the company concerned.*

## Activities

Commercialization
Contribute to the determination of prices for the sale of tourism products
Register bookings and optimize occupancy rates
Communication
Communicate via all information channels [including Internet and digital, etc.]
Day-to-day management and administration of the business
Implement and maintain information systems [management and web applications]



### Key skills

- Highly customer-focused attitude
- Proficient in the use of information and communication technologies
- Aware of the challenges of sustainability
- Able to speak, read and write one or more languages other their native language
- Knowledgeable about issues related to tourism and general culture

