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INSTITUTE OF HOSPITALITY MANAGEMENT



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MEDIA RELEASE

For immediate release

CNI PROFESSOR SPEAKS ABOUT REVENUE MANAGEMENT FOR F&B TO SINGAPORE HOTELIERS

Sheryl Kimes, holder of the Distinguished Singapore Tourism Board Professorship in Asian Hospitality Management, will address local hoteliers in Singapore about F&B in revenue management

28 April 2008 (CNI) – Dr. Sheryl E. Kimes, holder of The Distinguished Singapore Tourism Board Professorship in Asian Hospitality Management, will address Singapore hotel managers, demonstrating how revenue management principles can be applied to food and beverage operations at a Hospitality Sales & Marketing Association International (HSMAI) breakfast seminar to be held on the 21st of May 2008.

The application of revenue management principles to food and beverage operations has been proven to increase a hotel's revenue, regardless of whether the income is generated from restaurants or sold along with function space. Given that a high percentage of hotel revenue in Asia is derived from food and beverage operations, the application of revenue management strategies holds great promise. Kimes will share specific examples of proven successes internationally in order to define and illustrate the possibilities.

Professor Kimes previously served as Interim Dean of the famous Cornell School of Hotel Administration from 2005 to 2006. She teaches restaurant revenue management, yield management, and food and beverage management. Kimes has been named the Hotel School's Graduate Teacher of the Year three times and she has served as a consultant to many hospitality enterprises around the world, including Walt Disney World Resorts, Yum Brands, the Peninsula Group, Starwood Asia-Pacific, and Aramark.

Professor Kimes' research interests include revenue management and forecasting in the restaurant, hotel and golf industries. She has published over 50 articles in leading journals. Kimes earned her doctorate in Operations Management from the University of Texas at Austin.

Media are welcome to attend the event. Please register by emailing hsmmai@verve.com.sg.

- ENDS -

Image of Dr Kimes



About Cornell-Nanyang Institute of Hospitality Management

The Cornell-Nanyang Institute of Hospitality Management offers Asia's first graduate hospitality management program. Enrolled students spend equal periods of time at Nanyang Technological University's campus in Singapore and at Cornell University's campus in Ithaca, New York. The collaboration unites Cornell's School of Hotel Administration, the world's leading hospitality management school, with NTU's Nanyang Business School, one of the leading business schools in Asia, in what is the first joint degree program for both institutions.

The program is aimed at cultivating Asia-centric leadership and bringing world-class standards to the fast-growing Asian hospitality industry. The program is accredited by the International Association for Management Education (formerly the American Assembly of Collegiate Schools of Business) and by EQUIS, the accreditation body of the European Foundation for Management Development. The Cornell-NTU collaboration is supported by the Singapore Tourism Board and the Economic Development Board, with International Hotel Management School Pte Ltd playing a lead industry role.

For more information, visit www.cni.ntu.edu.sg

About HSMAI:

Founded in 1927, The Hospitality Sales & Marketing Association International 'HSMAI' is a global organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers.

Today with over 7000 members from 35 countries and 60 chapters worldwide and the establishment of the HSMAI Asia Pacific Regional Chapter (www.hsmaiasia.com), HSMAI now offers members and global partners a unique opportunity to Connect, Learn and Network with other hospitality professionals from around the region and the world.

For more information on HSMAI, please visit: www.hsmai.org

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