

Sam Jennings

Key Markets Revenue Manager – South West for Whitbread Premier Inn

Winner: Revenue Management Level 2, completed February 2017 and

Revenue Management Level 3, completed September 2017 and recipient of the

“Outstanding Achievement Award”

In his current role Sam is tasked with driving revenue performance across key 'high touch' markets, seeking to maximise the revenue growth above a target threshold, outperform competitive sets and grow market share.

He is responsible for developing and implementing effective trading strategies, ensuring performance within these markets is optimised by leveraging the full set of revenue management controls. Using available systems to provide robust analysis and insight to validate trading strategies and responsible for effective decision-making.



Sam receiving his award from Harry Murray, President of HOSPA

After graduating with a BA (Hons) Business Studies from the University of Plymouth, Sam spent a couple of years working across a few different industries before joining Premier Inn as a Regional Revenue Analyst two years ago. This was his first foray into the hospitality sector and introduced him to the concept of revenue management.

He tells us:

“I spent almost a year and a half as a Regional Revenue Management Analyst for the South West/South East before moving into a new position of Trading Optimisation Executive for the North. However before I could begin this new role I was offered the opportunity for a secondment position

as Key Markets Revenue Manager of the South West, which after a six month period was made permanent.

“Having only recently entered the hospitality industry the course was a fantastic opportunity to synchronize my learning of the job role whilst utilising revenue management theory/principles learnt from HOSPA. The course has also helped me develop an understanding of areas I previously would have had little or no exposure within.

“Now that I have completed the course I will continue to build on previous experiences and knowledge to further my development within revenue management and surrounding functions that we as a department regularly interact with. Ultimately I hope to eventually move towards a commercial revenue position.”