

MEDIA RELEASE

Cornell's 'Class of 2014' inspires new Australian hotel executive development programme for 2015

29 August 2014: The world's most famous hospitality training academy – the Cornell University School of Hotel Administration – has announced its 2015 Australian programme for hotel executives, with the focus being on emerging marketing and media trends and their impact on hotel management.

The announcement of the 2015 programme follows the sell-out success of the 2014 programme held in Sydney a few months ago.

The event – the first Cornell hotel programme in Australia for some 25 years – attracted over 100 senior managers and executives from Australia, New Zealand, Fiji, Japan, and China.

The Cornell hospitality programme was brought to Australia by **Tourism Accommodation Australia (TAA)** and **Tourism Training Australia (TTA)**, which was also responsible for bringing the Cornell Hotel School to Australia in the 1980s.

The two programmes announced for 2015 are:

1. **Strategic Development for Hospitality Enterprises:** 1&2 June 2015 at QT Sydney. This programme will examine how marketing influences every aspect of hospitality production – from evaluating distribution channels through to brand marketing, demand management and employing service marketing concepts in hospitality operations
2. **Evolving Media in Hospitality Management:** 3&4 June, 2015 at Grace Hotel Sydney. The programme will look at all the new forms of media and their impact on hospitality management as well as reviewing more traditional media channels. It will look at search optimisation strategies, multi-media platforms for marketing and online reputation management, building community engagement around brands and the power of web sites in driving business

TTA Chief Executive, Bill Galvin, OAM, said that the 'Class of 2014' had impressed the Cornell facilitators with their 'street-smart' attitude, and the delegates' feedback had been the driving force for the development of the 2015 programme.

"The new marketing and media channels are integral to growing business and optimising returns, so the two programmes have been designed to address these needs," said Mr Galvin.

"No longer is marketing a completely separate aspect of hotel business, it has to be integrated in every aspect of the hotel operation – from driving occupancy and rate to building business for conferences and F&B. Cornell will deliver a programme that will show executives how to best incorporate digital marketing and social media into their day-to-day operations."

TAA Managing Director, Rodger Powell, said that the alumni of the Cornell 2014 and 2015 programmes will be great assets to the industry in future years.

“There is recognition that hospitality managers have to be far more responsive to the bottom-line these days,” he said. “They have to be great hosts, but they also have to be totally involved with the hotel’s technology and its sales and marketing.

“It was tremendous to have had such wide representation from across the hotel and hospitality sectors. There is clearly a great desire upgrade skills and adopt best global practices.”

The Cornell initiative builds on Tourism Accommodation Australia’s existing Certified Hotel Administrator (CHA) program, which is offered to members in partnership with the American Hotel & Lodging Educational Institute. The TAA Education & Training Program provides members with globally recognised, on-line training programs and qualifications designed for accommodation and hospitality executives, senior and supervisory management and tailored programs for front line staff.

Limited places are available in the 2015 Cornell Executive Development Programme. Each programme costs \$3500+GST and includes teaching notes, conference files, and food and beverage.

For bookings and further details about the Cornell programme, contact Tourism Training Australia – Richard@tourismtraining.com.au

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