

PRESS RELEASE**4th Revenue Masterclass by RevitUp.direct**
Redefining Revenue and Digital Marketing Strategies

After three successful Revenue Masterclasses in Crete (2020), Santorini (2022) and Protaras (2023), RevitUp.direct returns with the 4th Cyprus Revenue Masterclass, this time in Pafos!

Mark your calendar for Thursday, October 10th, and join us at Annabelle Hotel in Pafos. We extend a heartfelt welcome to hotel owners, general managers, revenue managers, business development managers, and sales & marketing managers to immerse themselves in a day dedicated to pioneering hotel strategies.

Gain valuable insights from top industry experts at the 4th Revenue Masterclass, where you'll learn the latest trends in revenue management and digital marketing. Equip yourself with actionable strategies to drive sustained growth and profitability in the competitive hospitality industry.

Discover the importance of dynamic distribution mixes, holistic revenue management, AI integration, and balancing online and offline prices. Dive into Revenue Management Systems to optimize pricing and distribution in real-time. Join us to stay ahead in the fast-changing hospitality landscape and ensure your business's success.

Our goal is to empower participants with the knowledge and tools they need to redefine their revenue and digital marketing strategies, ultimately leading to greater success in their online sales efforts.

The Masterclass, featuring our esteemed partners webhotelier | primalres group and Lighthouse, is generously supported by the Cyprus Hotels Association, Cyprus Hotel Managers Association and Akademia College.

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