

OPERATIONS & DELIVERY

MODULE 14

# Booking Optimisation & Capacity Management

*Every unfilled hour is revenue that's gone forever.*

# What You'll Learn

Lesson 1

**Maximising Peak Periods**

Lesson 2

**Filling Off-Peak Intelligently**

# Maximising Peak Periods

- Revenue per hour, not revenue per treatment
- Treatment mix strategy: prioritise high RevPATH during peak
- No discounts during peak — premium pricing, shorter turnarounds, waitlists
- Deliberate scheduling to maximise every available room

# Filling Off-Peak Intelligently

- Add value, don't discount: upgrades, exclusive packages, loyalty rewards
- Midweek membership perks and corporate wellness partnerships
- Scheduling training during quiet slots (productive use of downtime)
- Gift card promotions that drive future bookings

## KEY CONCEPT



*Revenue per hour, not revenue per treatment. A £200 treatment taking 2.5 hours is less profitable than two £95 treatments in the same time.*

# Apply What You've Learned

Analyse your booking data for the past 8 weeks. Identify your top 5 underutilised time slots. Design a strategy to improve occupancy in each — without discounting.

## LEARNING OUTCOMES

*By completing this module, you will be able to:*

- 1 Calculate and optimise RevPATH
- 2 Design peak-period booking strategies that maximise hourly revenue
- 3 Build off-peak demand strategies that add value without discounting
- 4 Analyse booking data to identify capacity gaps and revenue opportunities

# Required Submissions

## Capacity Analysis

8-week booking analysis showing occupancy by time slot with RevPATH calculations.

## Optimisation Plan

Peak-period strategy and off-peak demand plan with projected revenue impact.



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# Module 14 Complete

*Next: Module 15*