Financial Modelling for Hospitality Industry Professionals

19 – 23 July 2027
Malaga (Spain)



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Why This Course

Financial modelling is a critical skill for hospitality professionals who need to evaluate hotel performance, forecast future results, support investment decisions, and communicate financial insights clearly. In the hotel industry, accurate modelling requires an understanding of revenue drivers, occupancy patterns, departmental performance, operating costs, financing structures, valuation methods, and market trends.

This intensive 1-week Hotel Financial Modelling Training program equips participants with advanced Excel-based modelling skills tailored specifically to hotel properties and hospitality investments. The course covers hotel KPIs, revenue forecasting, operational modelling, capital structure, cash flow projections, valuation, scenario planning, portfolio modelling, risk analysis, dashboards, and stakeholder presentations. Through practical exercises and a comprehensive hotel investment case study, participants will learn how to build reliable financial models that support smarter strategic decisions.

What You'll Learn and Practice

By joining this program, you will:

- Develop proficiency in building robust financial models for hotel properties.
- Understand key hotel industry metrics and KPIs.
- Build hotel profit and loss models using structured Excel techniques.
- Forecast room revenue, occupancy, ADR, RevPAR, and departmental income.
- Model food and beverage revenue and other hotel revenue streams.
- Develop operational expense forecasts based on hotel performance drivers.
- Incorporate seasonality, market trends, and business assumptions into models.
- Model capital structure, financing, working capital, and cash flows.
- Apply valuation methodologies for hotel properties.
- Use sensitivity analysis and scenario planning for investment decisions.
- Build multi-property portfolio models and development project models.
- Create dashboards and present financial insights effectively to stakeholders.



The Program Flow

Day 1: Foundations of Hotel Financial Modelling

- Understand the role of financial modelling in hotel performance and investment decisions.
- Explore key hotel metrics and KPIs used in hospitality analysis.
- Apply Excel fundamentals for structured and accurate financial modelling.
- Build assumptions, inputs, calculations, and outputs clearly.
- Develop a basic hotel profit and loss model.

Day 2: Revenue and Operational Modelling

- Model room revenue based on occupancy, ADR, RevPAR, and market demand.
- Forecast food and beverage revenue and other departmental income.
- Build operational expense models linked to volume, seasonality, and cost behavior.
- Incorporate market trends, seasonal patterns, and operating assumptions.
- Analyze how revenue and cost drivers affect hotel profitability.

Day 3: Capital Structure and Valuation

- Model hotel capital structure, debt, equity, and financing assumptions.
- Develop cash flow projections and working capital schedules.
- Apply hotel valuation methodologies for investment analysis.
- Use sensitivity analysis to test the impact of key assumptions.
- Build scenario planning models for different market and operating conditions.

Day 4: Advanced Modelling Techniques

- Build multi-property portfolio models for hotel groups and investors.
- Incorporate risk analysis into hotel financial models.
- Explore Monte Carlo simulation concepts for uncertainty and forecasting.
- Model hotel development projects, construction phases, and ramp-up periods.
- Use advanced Excel functions for complex calculations and dynamic modelling.

Day 5: Model Presentation and Analysis

- Create dynamic dashboards for hotel performance analysis.
- Apply data visualization techniques to communicate financial results clearly.
- Present financial models and investment conclusions to stakeholders.
- Interpret model outputs for strategic decision-making.
- Complete a comprehensive hotel investment analysis case study.



Individual Impact

- Build confidence in creating hotel-specific financial models.
- Strengthen Excel modelling, forecasting, valuation, and scenario analysis skills.
- Improve understanding of hospitality KPIs and financial performance drivers.
- Gain practical ability to evaluate hotel investments and operational strategies.
- Enhance financial communication and presentation skills for stakeholders.

Work Impact

- Improve forecasting accuracy for hotel performance and profitability.
- Support better investment decisions through structured financial analysis.
- Strengthen revenue, expense, cash flow, and valuation planning.
- Improve communication between finance, operations, owners, and investors.
- Support strategic decision-making using clear dashboards and scenario models.

Training Methodology

This program combines hospitality finance concepts with hands-on Excel modelling through:

- Practical Excel-based financial modelling exercises.
- Hotel KPI analysis and performance forecasting activities.
- Revenue, expense, cash flow, and valuation modelling workshops.
- Sensitivity analysis and scenario planning practice.
- Portfolio and hotel development modelling case activities.
- Dashboard design and stakeholder presentation exercises.

Beyond the Course

Upon completion, participants will be able to:

- Build fully functional hotel financial model templates.
- Create accurate forecasts for hotel revenue, expenses, cash flow, and profitability.
- Analyze hotel performance using industry-specific metrics and KPIs.
- Evaluate hotel investment opportunities using valuation and scenario analysis.
- Present financial models clearly to owners, investors, executives, and stakeholders.

