

DIRECTOR OF E-COMMERCE

DATEN 2027

INTRODUCTION DAY

8. MÄRZ

9.30–17.00 plus Apéro
Introduction Day
Luzern, Viva Dreilinden

BASICS

15. MÄRZ

13.00–17.00
Digital Basics: AI #Hotelmarketing
Online

22. MÄRZ

13.00–17.00
Digital Basics: Cyber Security
in Hospitality
Online

5. APRIL

13.00–17.00
Digital Basics: AI in Hospitality
Zürich, to be confirmed

PROFESSIONAL

19. APRIL

9.30–17.00
Hotel Revenue Management I
Online

26. APRIL

13.00–17.00
Hotel Revenue Management I
Online

3. MAI

9.30–17.00
Hotel Revenue Management I
Basel, Pfister Werkstatt by Krafft

10. MAI

13.00–17.00
Hotel Revenue Management I
Online

17. MAI

13.00–17.00
Hotel Revenue Management I
Online

31. MAI

9.30–17.00
Hotel Revenue Management I
Luzern, Hotel & Gastro Union

7. JUNI

13.00–17.00
Hotel Digital Marketing
Online

14. JUNI

9.30–17.00
Hotel Digital Marketing
Interlaken, The Hey Hotel

21. JUNI

13.00–17.00
Hotel Digital Marketing
Online

28. JUNI

13.30–17.00 plus Sommer-Apéro
Hotel Digital Marketing
Andermatt, The Chedi

29. JUNI

8.30–12.00
Hotel Digital Marketing
Andermatt, The Chedi

ADVANCED

30. AUGUST

13.00–17.00
Hotel Revenue Management II
Online

6. SEPTEMBER

9.30–17.00
Hotel Revenue Management II
Bern, Altes Tramdepot

13. SEPTEMBER

13.00–17.00
Hotel Revenue Management II
Online

20. SEPTEMBER

9.30–17.00
Total Revenue Management
Baden, Trafo Hotel

11. OKTOBER

13.00–17.00
Hotel Technology & E-Commerce
Online

18. OKTOBER

9.30–17.00
Hotel Technology & E-Commerce
Thun, Hotel Aare

25. OKTOBER

13.00–17.00
Hotel Technology & E-Commerce
Online

EXCELLENCE

8. NOVEMBER

9.30–17.00 plus Abschlussapéro
Professional and Personal Growth
Luzern, Hotel & Gastro Union