

DIRECTOR OF E-COMMERCE

DATEN 2025

INTRODUCTION DAY

17. MÄRZ

9.30–17.00 plus Apéro
Introduction Day
Luzern, Hotel & Gastro Union

BASICS

24. MÄRZ

13.00–17.00
Basics in #Hotelmarketing
Online

31. MÄRZ

13.00–17.00
Basics in #Hotelmarketing
Online

7. APRIL

13.00–17.00
Basics in #Hotelmarketing
Online

14. APRIL

9.30–17.00
Basics in #Hotelmarketing
Bern, Bellevue Palace

28. APRIL

13.00–17.00
Basics in #Hotelmarketing
Online

PROFESSIONAL

5. MAI

9.30–17.00
Hotel Revenue Management I
Zürich, Memox Europaallee

12. MAI

13.00–17.00
Hotel Revenue Management I
Online

19. MAI

13.00–17.00
Hotel Revenue Management I
Online

26. MAI

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

2. JUNI

13.00–17.00
Hotel Digital Marketing
Online

16. JUNI

9.30–17.00
Hotel Digital Marketing
Basel, Hotel Victoria

23. JUNI

13.00–17.00
Hotel Digital Marketing
Online

30. JUNI

9.30–17.00 plus Sommer-Apéro
Hotel Digital Marketing
Bern, Haus der Universitäten

ADVANCED

1. SEPTEMBER

13.00–17.00
Hotel Revenue Management II
Online

8. SEPTEMBER

9.30–17.00
Hotel Revenue Management II
Spiez, Belvedere

15. SEPTEMBER

13.00–17.00
Hotel Revenue Management II
Online

22. SEPTEMBER

9.30–17.00
Total Revenue Management
Olten, Hotel Arte

6. OKTOBER

13.00–17.00
Hotel Technology & E-Commerce
Online

13. OKTOBER

9.30–17.00
Hotel Technology & E-Commerce
Vitznauerhof

20. OKTOBER

13.00–17.00
Hotel Technology & E-Commerce
Online

EXCELLENCE

3. NOVEMBER

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