



Hotel Sales, Revenue & Events Representative

Position Summary

Amsterdam Inn & Suites is seeking a driven, organized, and hospitality-focused professional to oversee hotel sales, revenue management, and event sales coordination. This role is responsible for maximizing hotel and restaurant revenue through strategic sales initiatives, pricing management, group and event bookings, and strong client relationship development.

The ideal candidate is highly organized, sales-oriented, analytical, and passionate about delivering exceptional guest experiences while driving occupancy, banquet revenue, and overall property performance.

Key Responsibilities

Hotel Sales & Business Development

- Develop and maintain relationships with corporate accounts, travel partners, sports teams, tour groups, government, and local businesses.
- Generate new business opportunities through prospecting, networking, sales calls, and community engagement.
- Manage group room blocks, negotiated rates, and long-term account relationships.
- Conduct hotel tours and sales presentations for prospective clients.
- Maintain and grow banquet, meeting, and conference bookings.
- Collaborate with property leadership to execute sales strategies that increase occupancy and revenue.
- Represent the hotel at networking events, trade shows, and tourism-related functions.

Revenue Management

- Monitor hotel occupancy, pace, ADR, RevPAR, and competitor pricing trends.
- Adjust room pricing and inventory strategies based on demand, seasonality, and market conditions.
- Work with online travel agencies (OTAs), direct booking channels, and third-party platforms to optimize performance.
- Review daily, weekly, and monthly revenue reports and provide recommendations to leadership.
- Assist in forecasting occupancy and revenue performance.
- Ensure rate integrity and inventory accuracy across all booking channels.
- Perform weekly community events for each property to ensure we're aware of opportunities in our regions.

Event & Banquet Sales



- Respond to banquet, meeting, wedding, and event inquiries in a timely and professional manner.
- Prepare event proposals, contracts, banquet event orders (BEOs), and invoices.
- Coordinate event details between clients and hotel departments including Front Desk, Housekeeping, Kitchen, Restaurant, and Management.
- Conduct site visits and planning meetings with clients.
- Ensure seamless execution of events from initial inquiry through post-event follow-up.
- Upsell food & beverage offerings, accommodations, and additional services where appropriate.

Administrative & Reporting Responsibilities

- Maintain accurate records within hotel systems and sales tracking tools.
- Prepare weekly sales activity reports and revenue summaries.
- Track lead generation, conversion rates, and event performance metrics.
- Ensure contracts, deposits, and billing details are completed accurately and on time.
- Support marketing initiatives and promotions in collaboration with the corporate marketing team.

Qualifications

- Previous experience in hotel sales, hospitality sales, revenue management, or event coordination preferred.
- Strong understanding of hotel operations, occupancy management, and guest service standards.
- Excellent communication, organizational, and relationship-building skills.
- Strong attention to detail with the ability to multitask in a fast-paced environment.
- Analytical mindset with comfort reviewing reports, pricing, and market trends.
- Experience with hotel PMS systems, booking platforms, and Microsoft Office considered an asset.
- Ability to work flexible hours when required for events or client meetings.
- Professional appearance and positive attitude.

Key Skills

- Sales & Negotiation
- Hotel Revenue Management
- Event Coordination
- Customer Relationship Management
- Organization & Time Management
- Communication & Presentation Skills
- Problem Solving



- Attention to Detail
- Hospitality Leadership
- Bilingual – French & English

Performance Expectations

Success in this role will be measured by:

- Occupancy growth
- Revenue performance (ADR & RevPAR)
- Event and banquet sales growth
- Client retention and account development
- Accuracy and organization of event execution
- Guest and client satisfaction

Why Join Amsterdam Inn & Suites

At Amsterdam Inn & Suites, we believe hospitality is built through meaningful guest experiences, strong relationships, and exceptional standards. This role offers the opportunity to directly impact hotel growth, guest satisfaction, and the continued success of our expanding hospitality portfolio.