

DIRECTOR OF E-COMMERCE

DATEN 2026

INTRODUCTION DAY

16. MÄRZ

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

BASICS

23. MÄRZ

13.00–17.00
Basics in #Hotelmarketing
Online

30. MÄRZ

13.00–17.00
Basics in #Hotelmarketing
Online

13. APRIL

13.00–17.00
Basics in #Hotelmarketing
Online

20. APRIL

9.30–17.00
Basics in #Hotelmarketing
Bern, Kursaal Bern

27. APRIL

13.00–17.00
Basics in #Hotelmarketing
Online

PROFESSIONAL

4. MAI

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

11. MAI

13.00–17.00
Hotel Revenue Management I
Online

18. MAI

13.00–17.00
Hotel Revenue Management I
Online

1. JUNI

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

8. JUNI

13.00–17.00
Hotel Digital Marketing
Online

15. JUNI

9.30–17.00
Hotel Digital Marketing
Hotel Kettenbrücke Aarau

22. JUNI

13.00–17.00
Hotel Digital Marketing
Online

29. JUNI

9.30–17.00 plus Sommer-Apéro
Hotel Digital Marketing
Lenk, Lenkerhof gourmet spa resort

ADVANCED

31. AUGUST

13.00–17.00
Hotel Revenue Management II
Online

7. SEPTEMBER

9.30–17.00
Hotel Revenue Management II
Zürich, Mama Shelter Oerlikon

14. SEPTEMBER

13.00–17.00
Hotel Revenue Management II
Online

21. SEPTEMBER

9.30–17.00
Total Revenue Management
Interlaken, Boutique Hotel Bellevue

5. OKTOBER

13.00–17.00
Hotel Technology & E-Commerce
Online

12. OKTOBER

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

19. OKTOBER

13.00–17.00
Hotel Technology & E-Commerce
Online

EXCELLENCE

2. NOVEMBER

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