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COURSE BROCHURE

# Airline Revenue Management and Pricing Training Course

**jupiterprime.uk**

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

# Airline Revenue Management and Pricing Training Course

Airline Revenue Management and Pricing is a 1-week training course for revenue management analysts, pricing analysts and airline commercial managers, built around a fare and inventory control plan that sets fare ladders, booking limits, overbooking levels and ancillary offers for a group of routes. Volatile demand, aggressive competitor fares and fast online shopping make seat-by-seat decisions decisive for margin. Jupiter Prime Training designed this Airline Revenue Management and Pricing course for airline commercial departments.

## Why Airline Revenue Management and Pricing Matter Now

Booking curves change faster than before, low-cost rivals reprice daily, and travellers compare fares and bundles across channels in seconds. Network planners expect revenue management to fill new capacity, finance expects higher yield, and customers expect clear, fair fare rules. An airline that forecasts demand by fare class, protects seats for higher-value passengers and prices ancillaries deliberately lifts revenue from the same aircraft; one that sells first-come, first-served leaves money on every flight. The course rests on expected marginal seat revenue EMSR logic, Littlewood's rule for two-fare protection and origin and destination O&D bid-price control.

## Who Gains Most from Airline Revenue Management and Pricing

- Analysts who set booking limits and monitor flights against forecast
- Pricing staff who file fares, rules and promotional offers
- Commercial managers who balance yield and load factor targets by market
- Ancillary product staff who design bundles, seats and baggage offers
- Network revenue staff who manage connecting flows across hubs

A revenue management desk and its pricing colleagues gain most by attending together, since fare structure and inventory control must work as one system.

## Airline Revenue Management and Pricing Capabilities

Each outcome moves seat selling from fixed rules towards forecast-driven decisions on which passenger gets which seat at which fare.

- Forecast flight demand by fare class and booking period, including unconstraining — RM analysts
- Calculate protection levels and booking limits with EMSR logic — inventory controllers
- Set overbooking levels that balance spoilage against denied boarding cost — commercial managers
- Design fare structures with fences, rules and branded fare families — pricing teams
- Apply O&D bid prices to accept or reject connecting itineraries — network revenue staff
- Measure revenue performance with yield, load factor and revenue per available seat kilometre — commercial leadership

## Key Airline Revenue Management and Pricing Terms

- Booking class — an inventory bucket linked to a fare level and its conditions, opened or closed to control sales.
- Protection level — the number of seats held back for higher-fare demand expected to book later.
- Spoilage — seats that depart empty although demand existed at some fare.
- Bid price — the minimum revenue a flight leg should earn from a new booking before a seat is released.
- Fare fence — a rule such as advance purchase or change fees that separates price-sensitive and time-sensitive buyers.
- Ancillary revenue — income from optional products such as seat selection, extra baggage and priority boarding.

## Airline Revenue Management and Pricing Day by Day

### Day 1: Airline Revenue and Market Behaviour

- Revenue Management Principles — Perishable Seats and Segmented Demand
- Booking Curves and Customer Segments — Leisure, Business and Group Behaviour
- Competitor Fare Monitoring — Market Position and Price Response
- Revenue Management Process Cycle — Forecast, Optimise, Control and Review
- Revenue Baseline Review — Current Yield, Load Factor and Spill

### Day 2: Forecasting and Inventory Control

- Demand Forecasting by Fare Class — Pick-Up and Historical Methods
- Unconstraining Demand — Estimating Bookings Lost to Closed Classes
- Littlewood's Rule and EMSR — Protection Levels and Booking Limits
- Nested Booking Classes — Inventory Structure and Availability Displays
- Group Bookings Evaluation — Displacement Cost and Acceptance

### Day 3: Overbooking and Network Revenue

- No-Show and Cancellation Forecasting — Show-Up Rates by Flight
- Overbooking Models — Spoilage Versus Denied Boarding Cost
- O&D Revenue Management — Local Versus Connecting Passenger Value
- Bid-Price Control — Accept or Reject Rules for Itineraries
- Point-of-Sale and Directional Demand — Network Revenue Balance

### Day 4: Pricing, Fare Structure and Ancillaries

- Fare Structure Design — Fare Ladders, Fences and Rules
- Branded Fare Families — Bundles and Upsell Paths
- Dynamic Pricing — Continuous Fares and Willingness to Pay
- Ancillary Revenue Design — Seats, Baggage and Priority Products
- Promotional Fares — Stimulation Versus Dilution Risk

## Day 5: Practising the Fare and Inventory Control Plan

- Forecast Exercise — Applying Pick-Up and Unconstraining Methods
- Inventory Exercise — Applying EMSR Protection and Overbooking Levels
- Pricing Case — Applying Fare Families and Ancillary Bundles
- Revenue Performance Dashboard — Yield, Load Factor, RASK and Spill
- Fare and Inventory Control Plan — Fares, Limits, Overbooking and Ancillaries

## Applying Airline Revenue Management and Pricing After the Course

- Review booking curves on three routes and adjust protection levels where late high-fare demand is being spilled.
- Compare actual show-up rates with current overbooking settings and propose new levels for the next season.

## Airline Revenue Management and Pricing Questions FAQ

### What is airline revenue management and pricing, and why does it matter now?

It is the practice of forecasting demand, setting fares and controlling seat availability to earn the most revenue from each flight. It matters now because volatile demand, fast competitor repricing and online shopping make every seat decision count.

### Which roles gain most from airline revenue management and pricing training?

Revenue management analysts, pricing analysts, commercial managers, ancillary product staff and network revenue staff gain most. They decide which fares are open, how many seats to protect and how products are bundled.

### How does airline revenue management and pricing training differ from an introductory airline management course?

An introductory airline course explains every airline function at a high level. Airline revenue management and pricing training goes deep into one function: forecasting, booking limits, overbooking, O&D control, fare structure and ancillary pricing.

### What do you bring back from airline revenue management and pricing training?

You bring back a fare and inventory control plan with demand forecasts, protection levels, overbooking settings, fare families, ancillary offers and revenue performance measures for a group of routes.

## Airline Revenue Management and Pricing: The Way Forward

The fare and inventory control plan first informs which booking classes close earlier on high-demand flights. Revenue management analysts run it daily, pricing teams align fares with it, and commercial managers review its results weekly. After the first full season, forecast accuracy and fare family take-up deserve a fresh look to confirm the plan still matches customer behaviour.