



Airline Revenue Management

This self-study course provides an introduction to the basic principles, strategies and goals of airline revenue management. What is revenue management and why is it needed in the airline industry of today and tomorrow?

As competition and various economic pressures increase, all airlines, full service and low-cost carriers alike, need to maximize their revenue in order to succeed and grow. As the industry evolves, revenue management is also adapting and to achieve sustained profitability airlines will need a more intelligent form of revenue management, one that can effectively manage ever-greater levels of complexity. This is a challenge and an opportunity at the same time. At the end, this learning experience should enhance your job performance but also your ability to support your work team, your organization and ultimately your customers.

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 **Course duration**
45 hours of study

 **Exam period**
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 **IATA Certificate awarded**
upon successful completion
of the final examination.

WHAT YOU WILL LEARN?

- Describe the fundamental airline revenue management principles
- Recognize airline demand characteristics
Apply pricing strategies
- Make correct decisions in order to optimize revenue on a given flight
- Apply principles of performance measurement to achieve revenue objectives
- Build a successful airline revenue management organization

KEY TOPICS

- Airline passenger demand
- Airline pricing strategies
- Revenue management principles and systems
- Seat inventory control and optimization
- Performance measurement
- Revenue management organization

WHO SHOULD ATTEND?

- Entry level revenue management analysts
- Airline commercial personnel
- Airline finance personnel
- Airline reservation personnel
- Non-airline persons interested in the subject

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