

# Practical Revenue Management in Passenger Transportation



Services, unlike manufactured products, cannot be stored for sale at a later date. Fluctuations in demand challenge a capacity-constrained service industry. Transportation services can have a relatively fixed seat capacity, which is based on the amount of equipment they have. When a departure leaves with empty seats, the opportunity to earn money for those seats is lost. The purpose of this book is to help transportation services and RM practitioners apply the best revenue management and pricing principles in order to optimally manage demand and maximize profitability.

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