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A next-generation revenue management solution that uses a complete view of total passenger value, as well as network partner data, is required for an airline to have real-time insight into total revenue for every flight, every market, and every departure date.

The evolution of airline revenue management: Defining the

Airline Revenue Management INTRO - IATA By embracing a TRO approach to support ancillary revenue management alone, revenue gains between .05 and 1.0 percent can be realized by an airline, according to a 2016 Sabre Airlines Solutions benchmark

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American Airlines (AA) estimates the annual revenue contribution of YM around \$500 million at the beginning of 2011's \$8.4 billion benefit for the airline industry in 2011 (IATA, 2012)

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Airline pricing and revenue management

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