

The Sabre logo is displayed in white, bold, italicized font on a red rectangular background. The background of the entire slide is a blurred city street at night with light trails from traffic and a bright street lamp in the center.

**Sabre**

# Rethinking Revenue Management Post-Pandemic in the Travel and Transportation Industries

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Sabre, Vice President of Research

# Revenue Management for the last 40 years

Revenue management is selling “the right product to the right customer at the right time to the right price” (Cross, 1997)

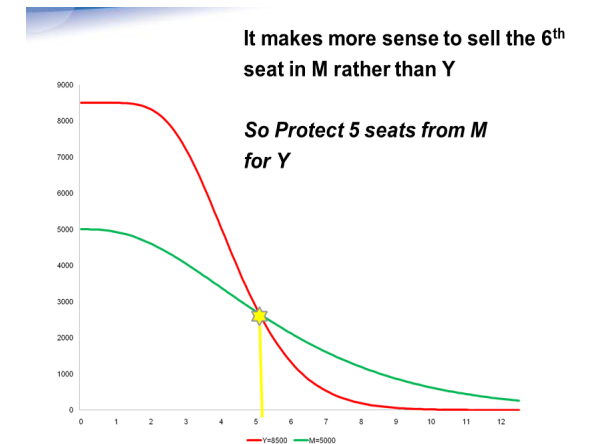
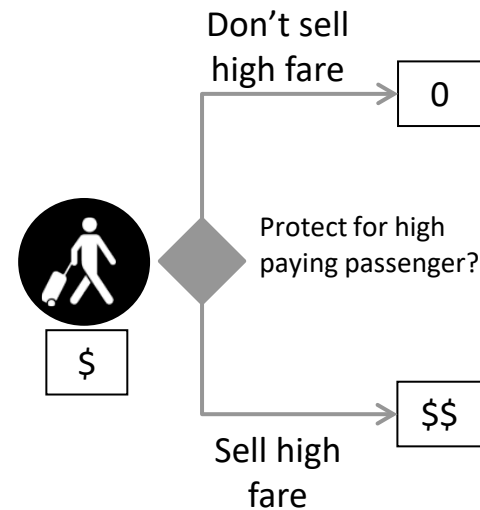
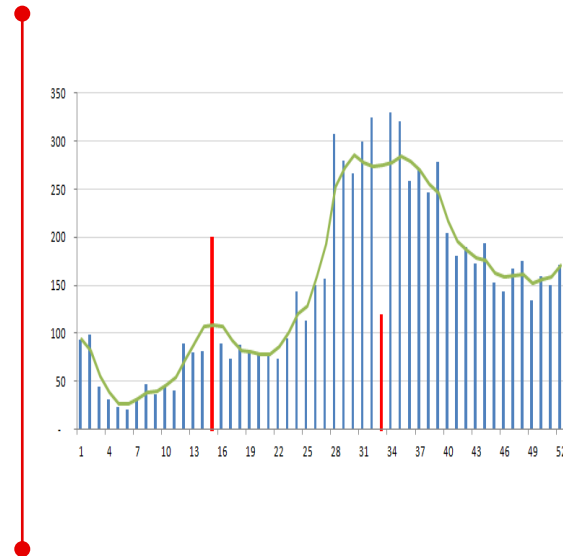
Purchase History

Demand Forecast

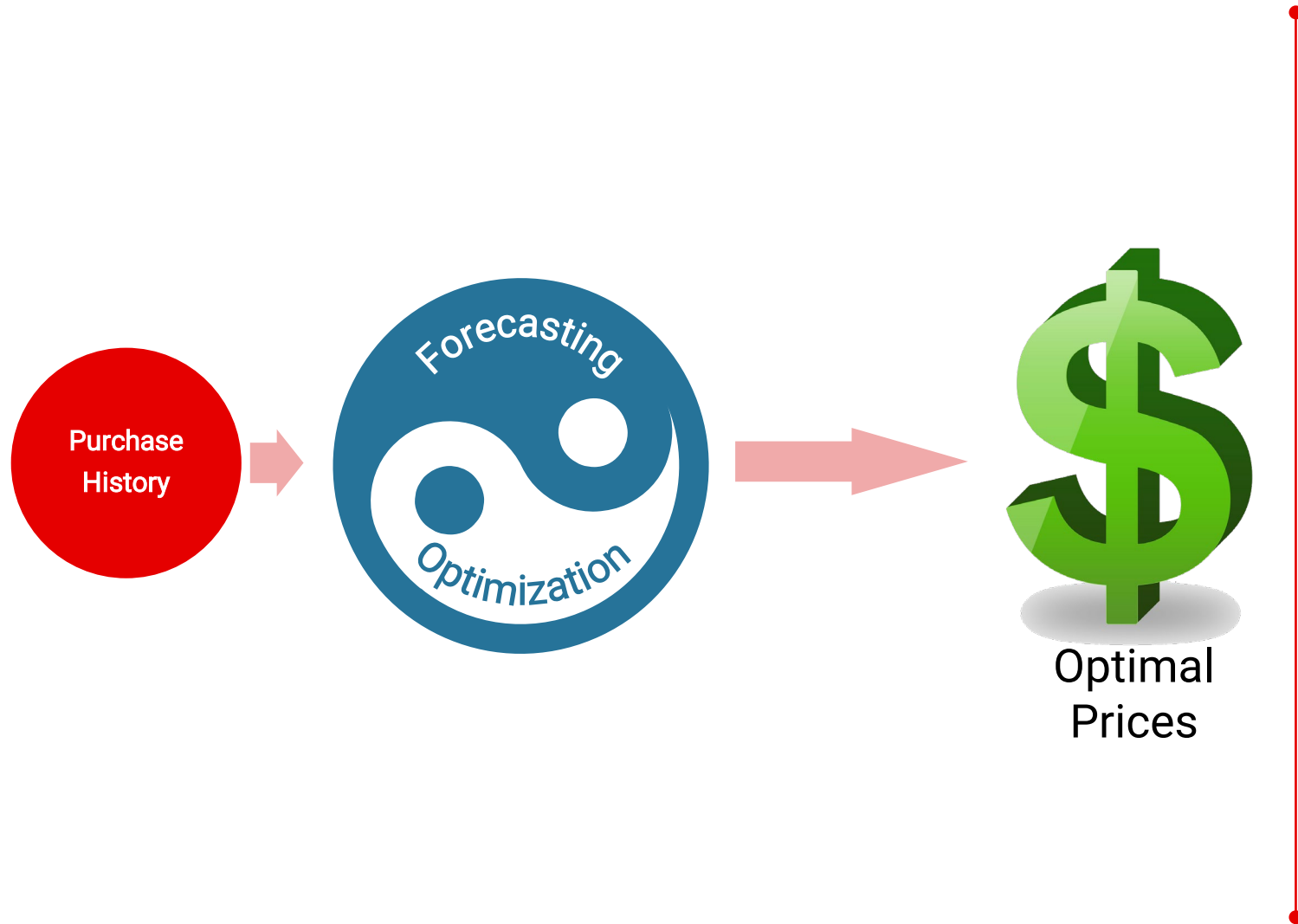
Policy Optimization

Optimal Prices

	360	120	60	30	10	3
\$600	0	0	1	1	3	8
\$500	0	2	0	0	15	
\$400	1	0	5	18		
\$300	0	6	32			
\$200	5	27				
\$100	20					



# What's Coming Next?



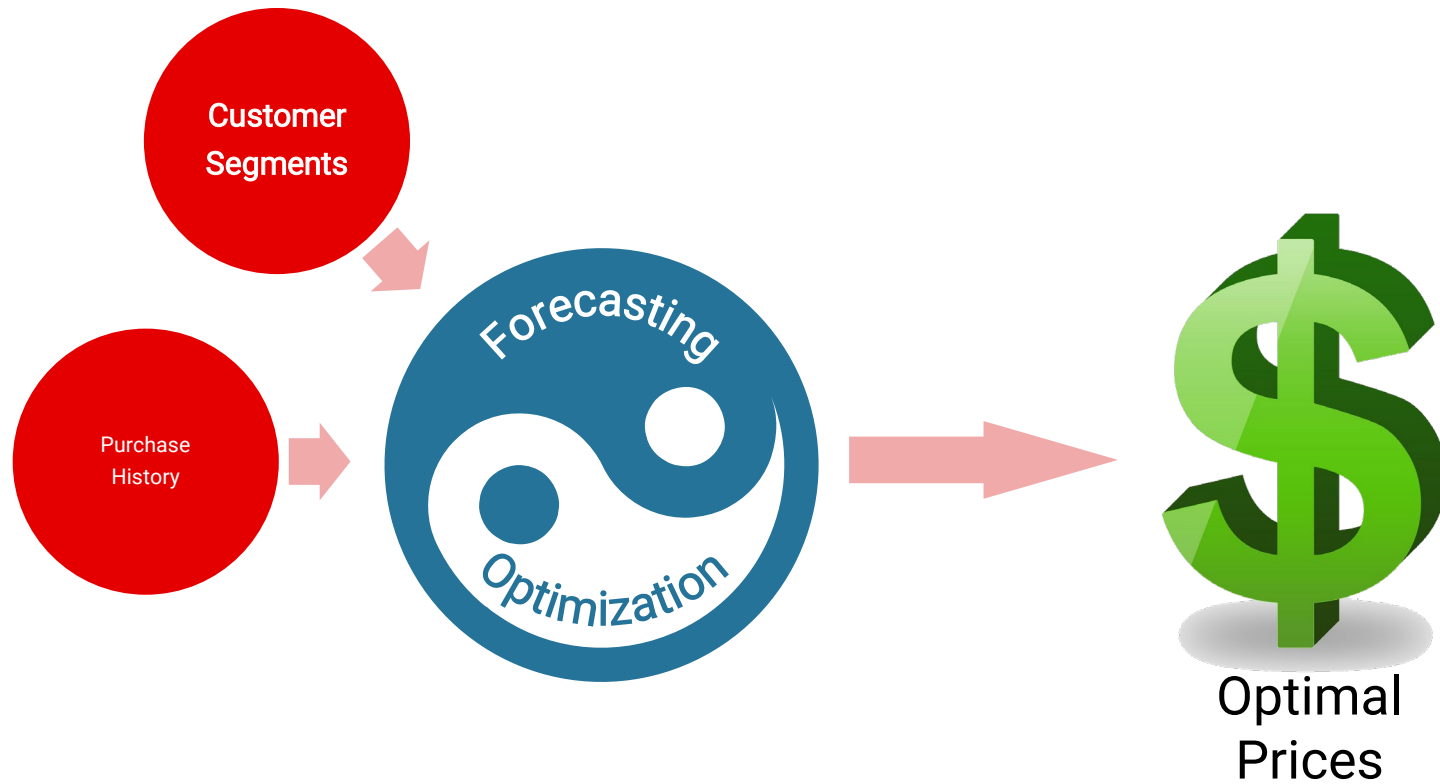
My history

	360	120	60	30	10	3
\$600	0	0	1	1	3	8
\$500	0	2	0	0	15	
\$400	1	0	5	18		
\$300	0	6	32			
\$200	5	27				
\$100	20					

History of all my competitors

The image shows a stack of three identical tables, representing the history of all competitors. The top table is the same as the one in the "My history" section.

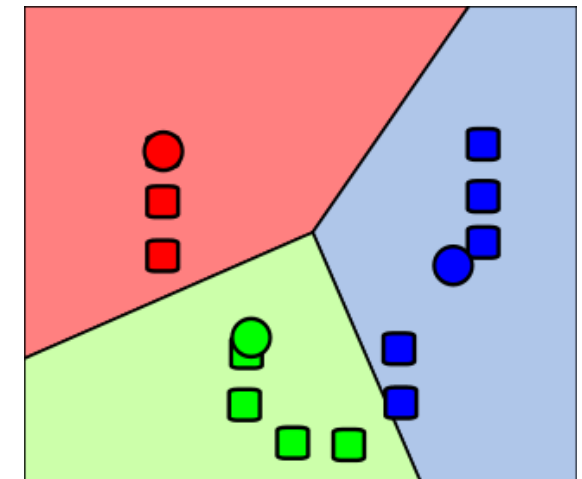
# What's Coming Next?



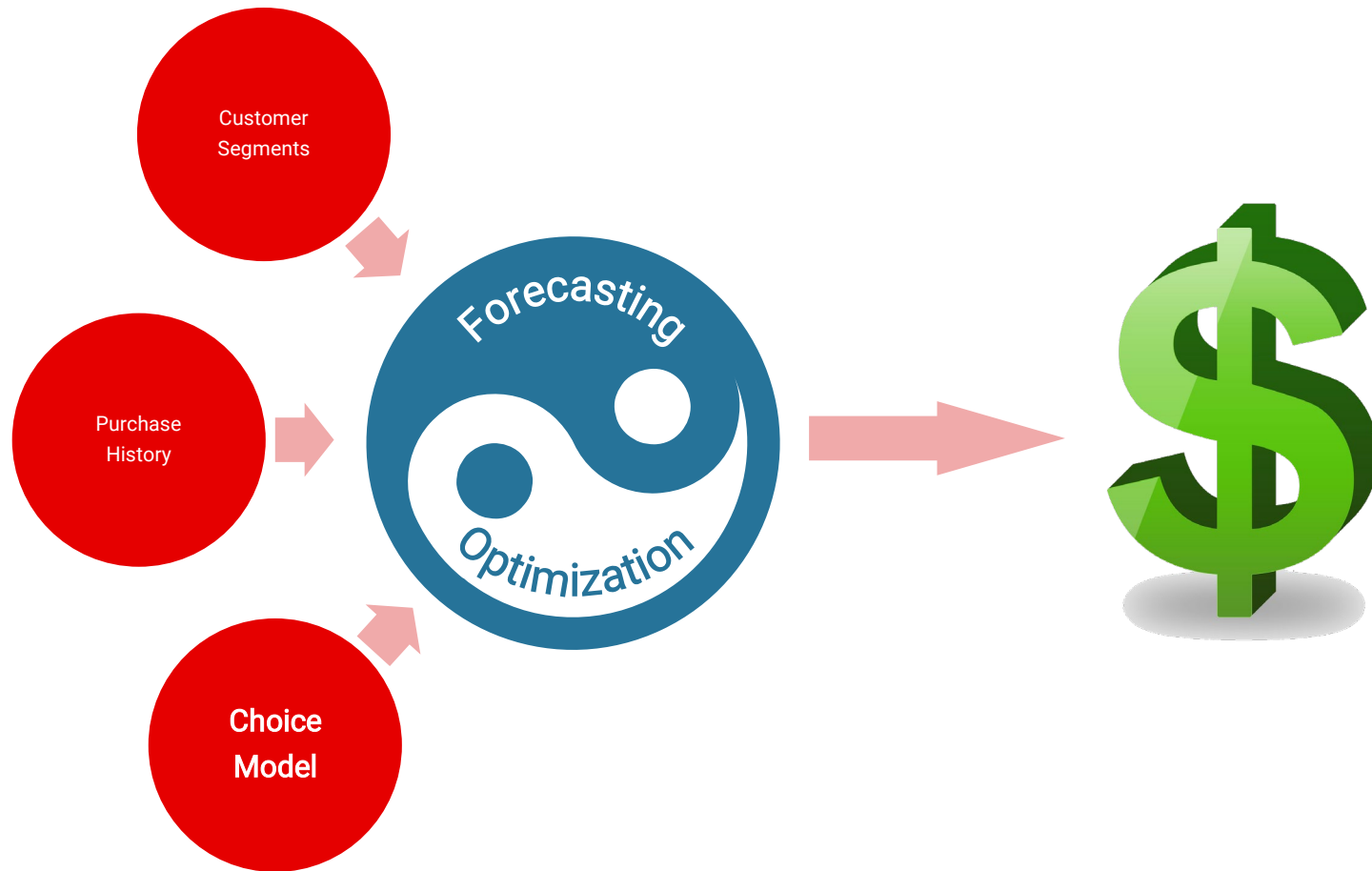
## Personalized offers for different Customer Segments



using clustering algorithms



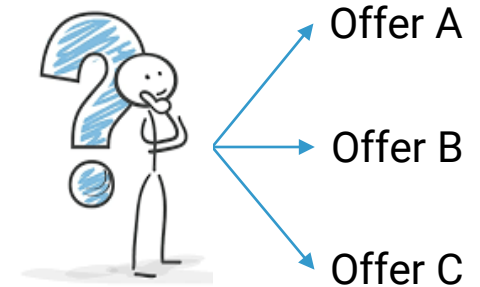
# What's Coming Next?



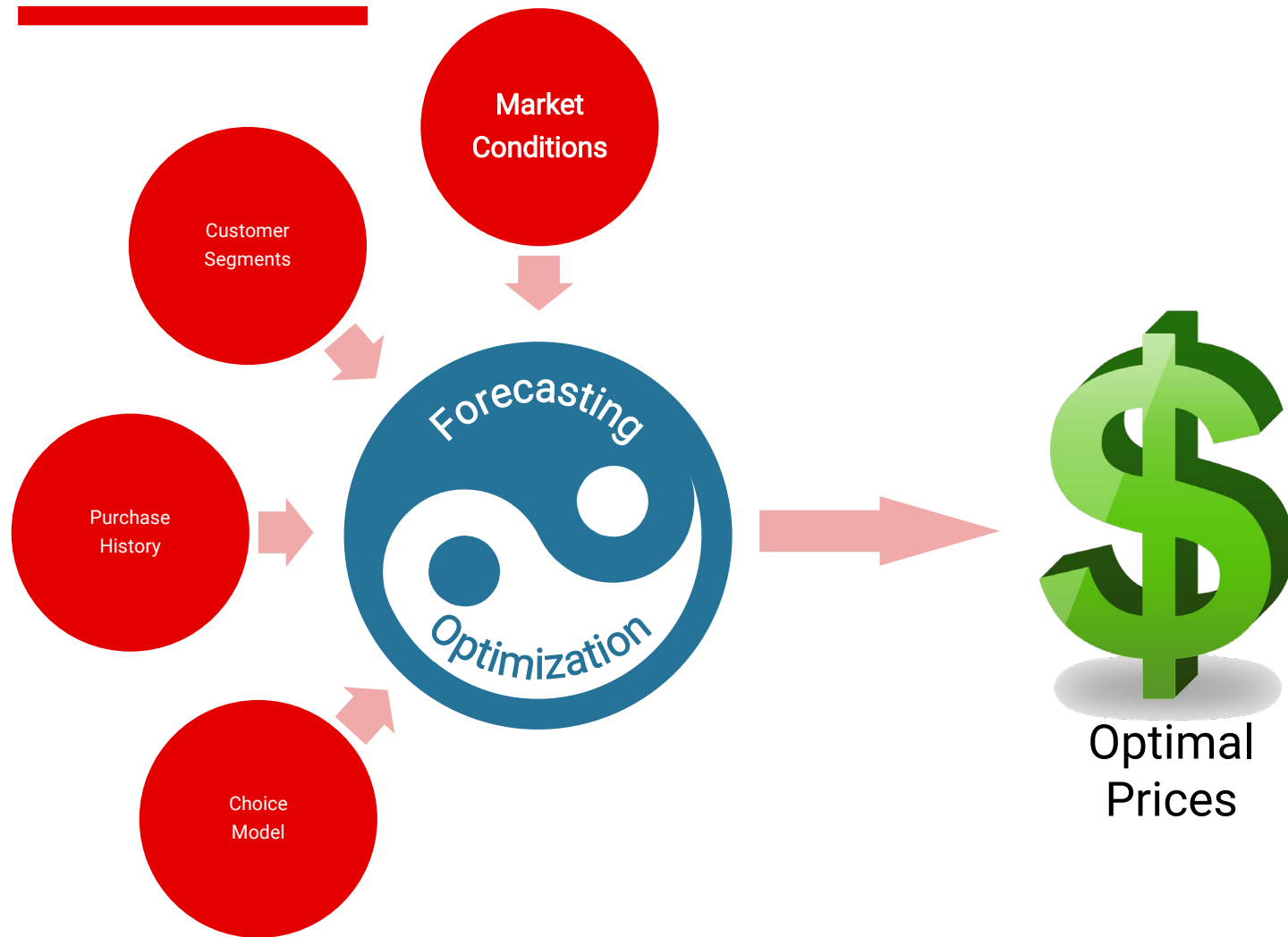
Model customer behavior for propensity to book



and choice

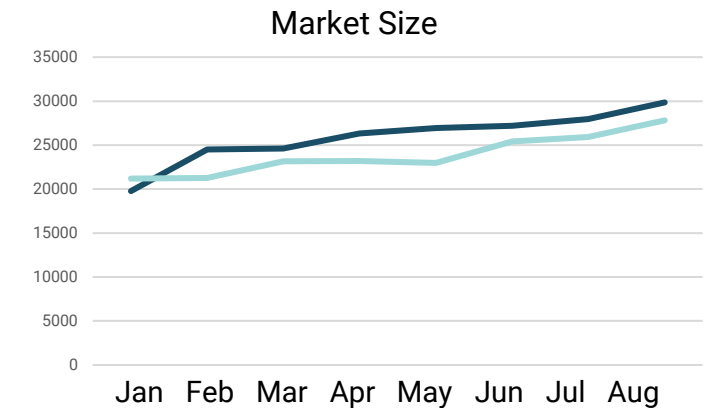


# What's Coming Next?

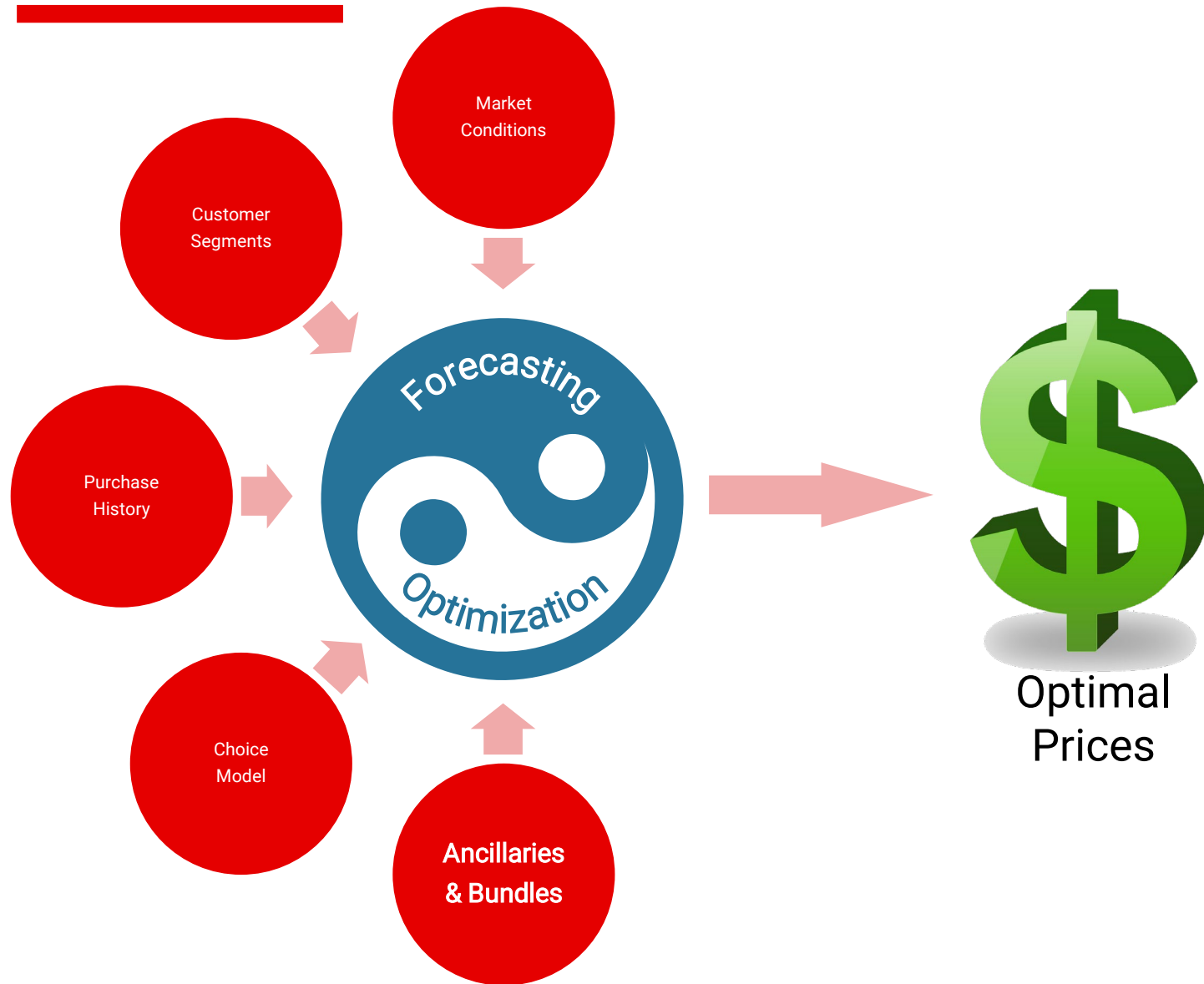


Multiple factors impact demand for travel:

- Economy
- Politics
- Health
- Climate
- Demographics



# What's Coming Next?



Airlines and hotels are becoming retailers

Optimal Ancillary Price

	\$\$\$
	\$\$
	\$\$\$
	\$\$
	\$

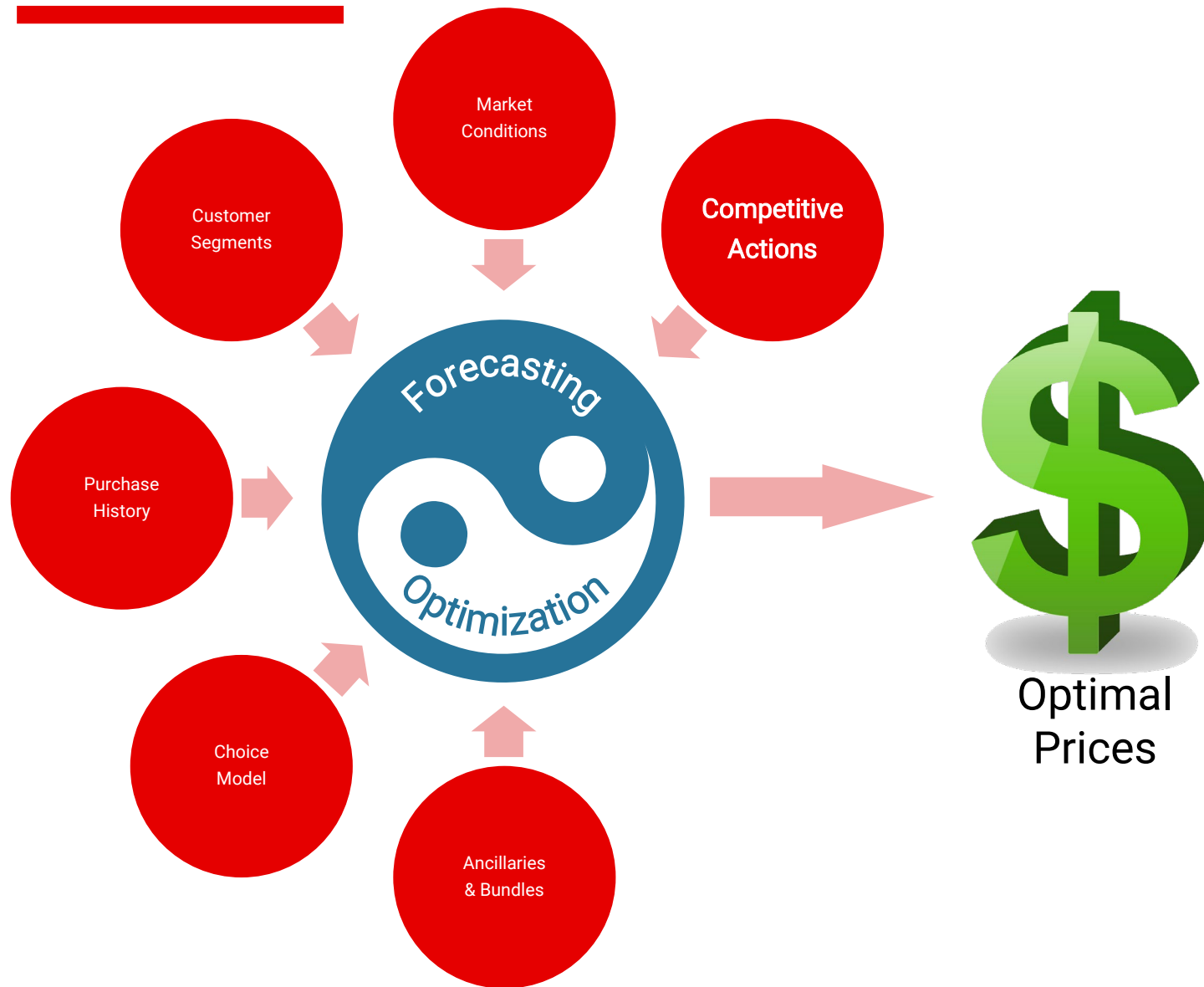
Bundling Propensity



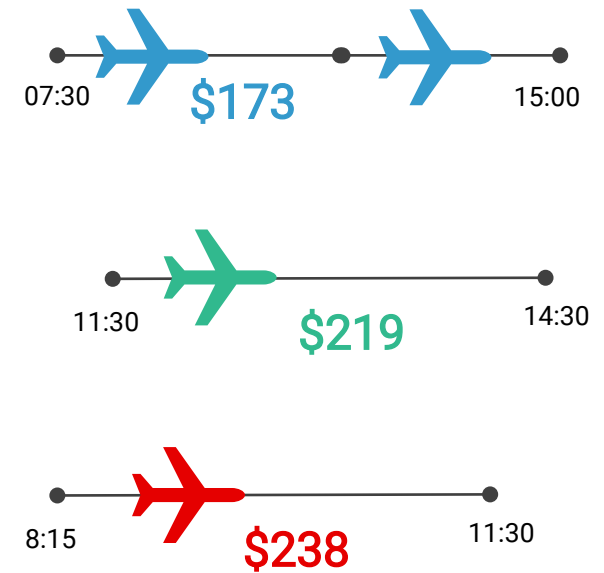
Discount Optimization

- \$20	
- \$10	
n/a	

# What's Coming Next?

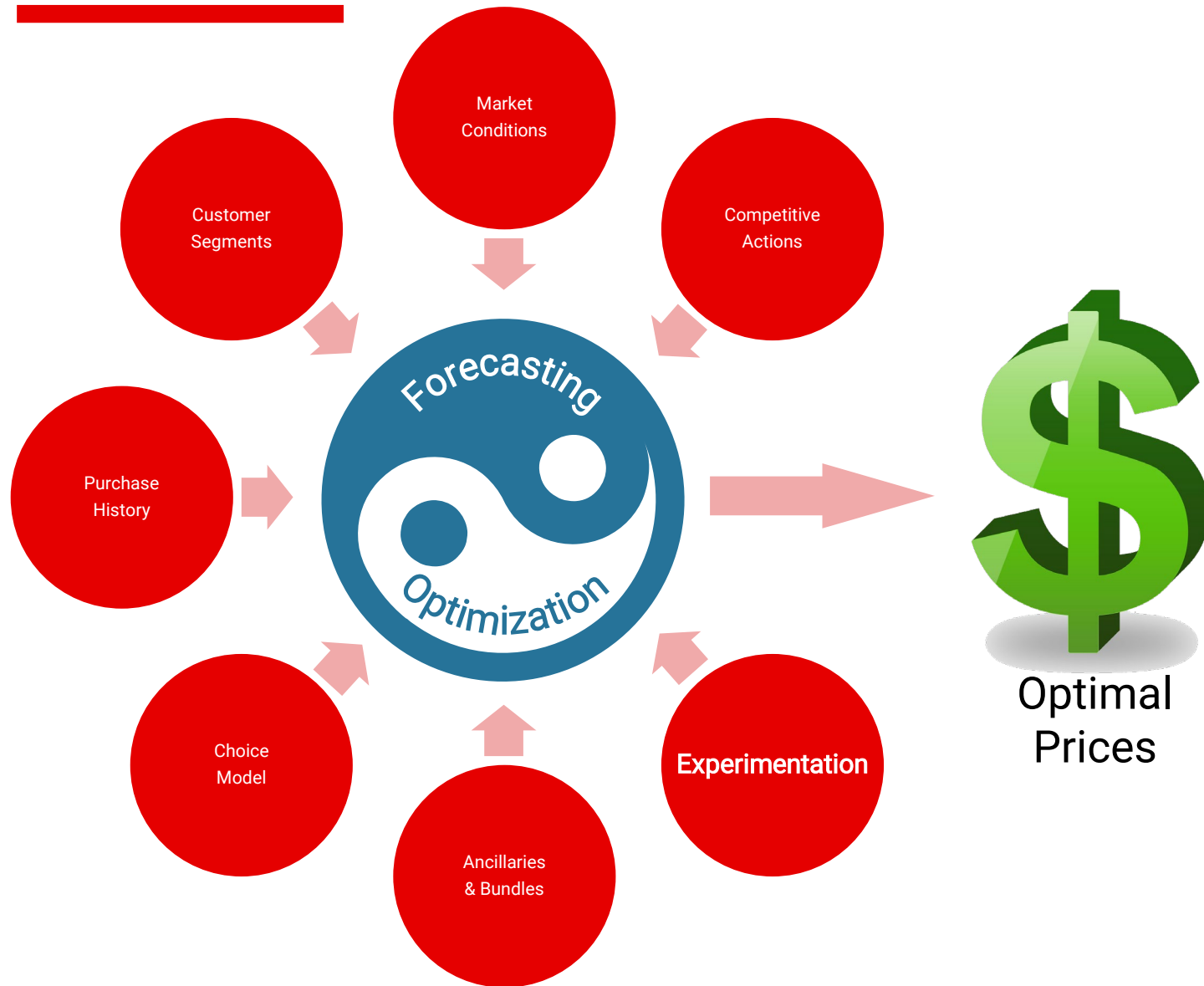


Adjust prices to react to competition

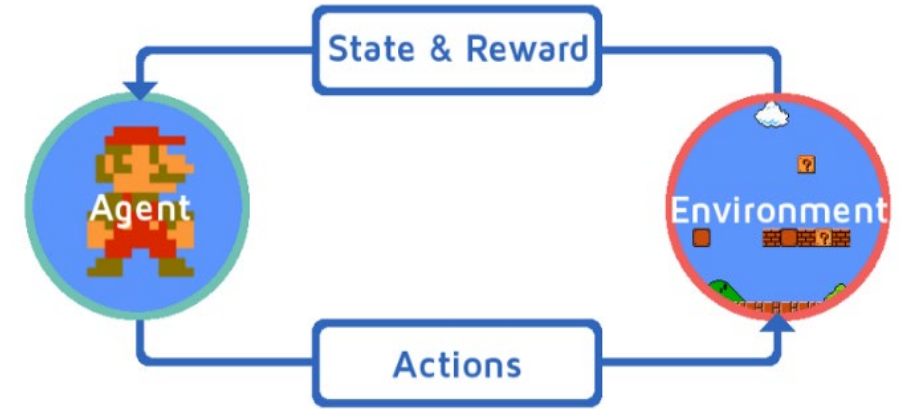




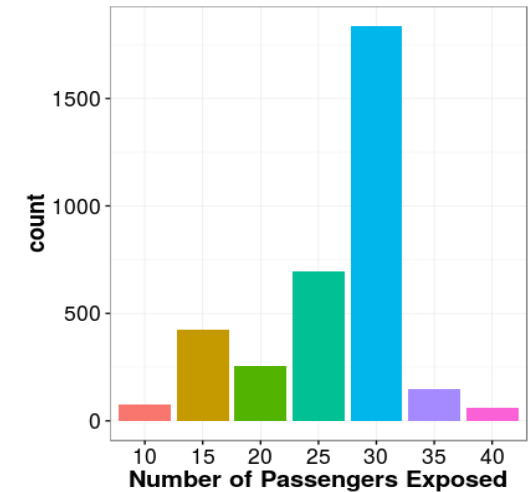
# What's Coming Next?



Learn best actions through analysis of feedback

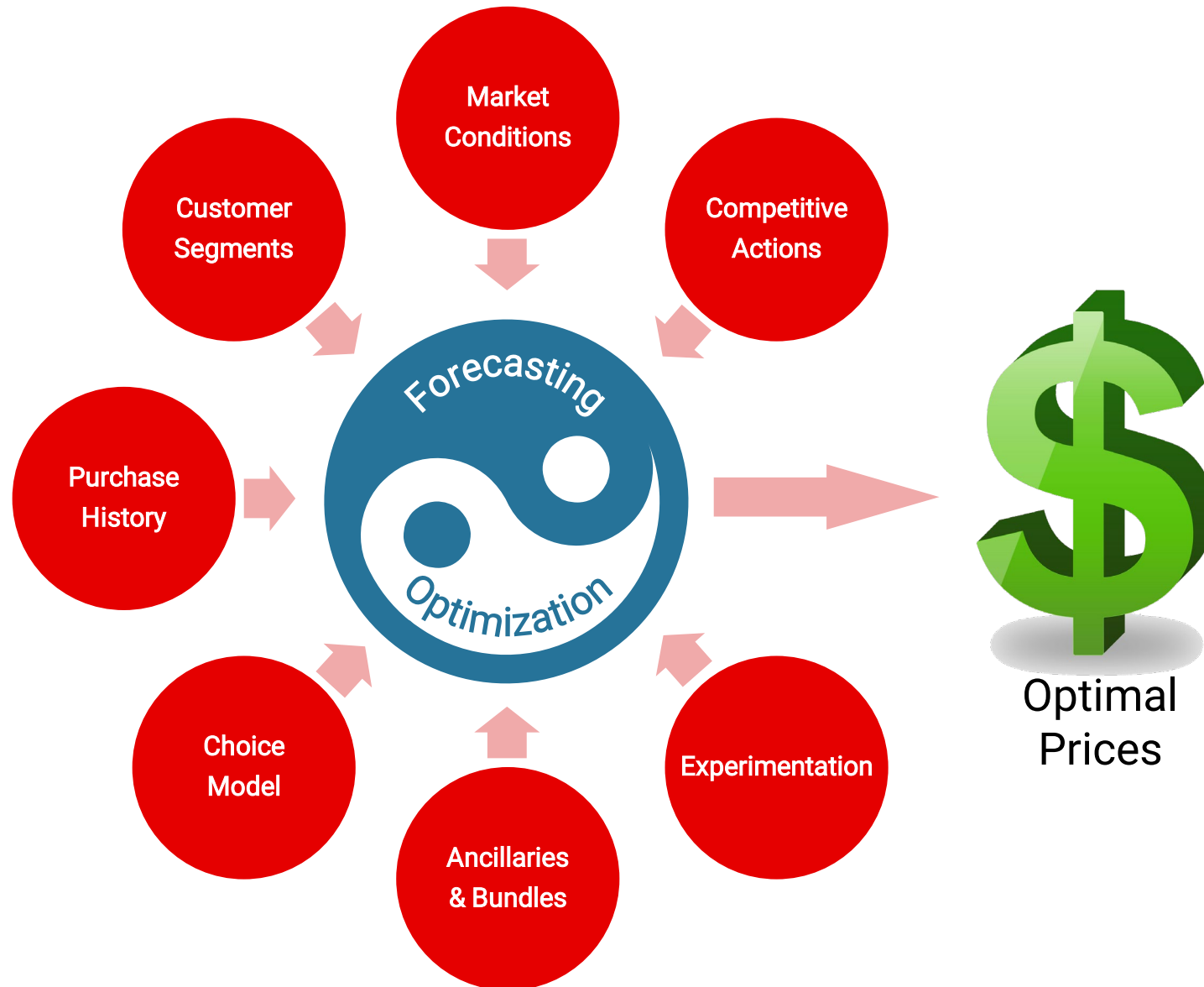


Test Design Chart Detail



# What's Coming Next? – Data!

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# Sabre Travel AI G powers innovation across travel

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**Sabre**

Industry insights and data  
Expertise in operations research  
End-to-end solution portfolio  
Experience in the travel industry

SABRE TRAVEL AI G

Building the industry's  
leading travel technology  
through joint services  
development and rapid  
product innovation

**Google Cloud**

Scalable, extensible cloud platform  
Proven Machine Learning /  
Artificial Intelligence  
Commitment to travel space

# Northwestern University Project

