

# Air Cargo Revenue Management Basics

## Maximizing Contribution and Optimizing Capacity

3 DAYS WORKSHOP | MIN PARTICIPANTS | Available Language: EN+DE

AIR CARGO MANAGEMENT

AVIATIONNOW.ACADEMY

### Description

Learn fundamental Air Cargo Contribution, Capacity and Pricing Optimization skill. Revenue management is a critical function for air cargo carriers, enabling them to maximize profitability by strategically managing pricing, inventory, and demand. This course offers a solid foundation in the principles and practices of revenue optimization tailored to the air cargo industry.

Through a combination of expert-led lectures, hands-on exercises, and interactive simulations, participants will gain valuable, practical insights into revenue steering techniques and optimization strategies. The course focuses on real-world application, empowering participants to directly impact their organization's contribution margins and performance. Participants will explore how dynamic pricing, demand forecasting, and resource allocation can drive smarter decisions and improved yields. The course also introduces emerging technologies and the growing role of artificial intelligence in air cargo revenue management, illustrated through cutting-edge case studies and best practices. This training is ideal for professionals seeking to build a strong foundation in cargo revenue management while also staying ahead of industry innovations.

### Target group

- Professionals from airlines, cargo agents, freight forwarders, consolidators, and logistics service providers
- Individuals in commercial, operational, planning, or finance roles related to air cargo transport
- Managers and team leads aiming to strengthen their understanding of revenue management concepts
- High-potential talents and emerging leaders seeking a strategic view of capacity and pricing optimization
- Functional managers who have recently transitioned, or are preparing to transition, into broader business or leadership roles

**Class location:** Europe, or worldwide in-company

**Included:** course material, certificate

### Learning objectives

- Gain an overview of the air cargo industry with a focus on pricing optimization and revenue steering
- Understand the role and core principles of revenue management in air cargo
- Explore the impact of global trade dynamics and structural industry changes
- Comprehend the benefits of implementing static versus dynamic revenue management systems
- Practice key forecasting techniques for demand and capacity planning
- Learn about yield management systems and how to monitor performance effectively
- Understand overbooking strategies, discounted allocations, and inventory control mechanisms
- Master the balance between demand and supply to maximize revenue and contribution
- Discover recent trends and innovations in air cargo revenue management
- Work with artificial intelligence tools and data analytics to optimize pricing and capacity decisions
- Analyze the alignment between air cargo market needs and the offerings of revenue management system providers
- Understand customer segmentation and behavior modeling for targeted revenue strategies
- Learn how digital transformation and automation are reshaping air cargo revenue management
- Gain insight into how sustainability and environmental factors influence revenue strategies and network planning

### Course outcomes

- Optimize air cargo pricing and capacity to improve revenue performance
- Apply demand forecasting and yield management techniques effectively
- Implement revenue steering strategies such as overbooking and inventory control
- Leverage data analytics and AI tools to enhance revenue management decisions.

