

Revenue & Yield Management in the Digital Era

Maximizing Contribution with smart capacity & pricing

3 DAYS COURSE | MIN PARTICIPANTS | Available Languages: DE+EN

AIR CARGO MANAGEMENT

AVIATIONNOW.ACADEMY

Description

Learn the fundamentals of Air Cargo Contribution, Capacity and Pricing Optimization—key capabilities for effective revenue management in today's competitive air cargo industry. Revenue management drives profitability by aligning pricing, inventory and demand with market conditions. The ability to dynamically adjust pricing, balance capacity and apply intelligent forecasting increases contribution while maintaining competitiveness.

This course provides a structured introduction to revenue steering and optimization in air cargo. Participants explore how global trade dynamics and structural changes shape revenue strategies, and how static versus dynamic systems influence performance. Core topics include demand–supply balancing, yield management, overbooking and discounted allocations. The program also integrates forward-looking practices such as dynamic pricing, ancillary revenue models and AI-supported revenue systems. Through lectures, simulations, case studies and embedded coaching, participants gain strategic insight and practical tools. A one-on-one review of individual RM strategies ensures direct applicability and measurable improvement in daily business.

Target group

- RM specialists, cargo executives, management, high potentials and future leaders from airlines, cargo agents, consolidators, freight forwarders and suppliers involved in the transport of air cargo
- Functional managers recently transitioned or will soon transition into a business leadership position

Class location: Classroom training in Europe or Dubai, or worldwide in-company

Included: course material, certificate

Learning objectives

- Receive a structured overview of revenue steering and pricing optimization in the air cargo industry
- Understand the strategic role and core principles of revenue management
- Recognize the impact of world trade dynamics and structural market changes on revenue performance
- Compare static and dynamic revenue management systems and their performance implications
- Apply forecasting approaches with AI-supported tools and practical yield management tools
- Monitor and balance overbooking, capacity utilization and demand–supply dynamics
- Understand inventory control mechanisms and discounted allocation strategies
- Explore emerging trends and innovations in air cargo revenue management
- Analyze the alignment between market demand and revenue management system capabilities
- Apply ancillary revenue models to enhance overall contribution
- Refine individual pricing or RM strategies through structured coaching and expert feedback

Course outcomes

- Clear understanding of advanced revenue and yield management principles within the air cargo industry
- Ability to optimize pricing, capacity and inventory decisions using data-driven and AI-supported tools
- Foundation for executive-level commercial leadership as Module 3 of the Future Leadership Accelerator Program, strengthening contribution management and performance steering capabilities

