



Yield Management in Airline and Rail Industries Paris, 06 December 2016, 13:00-18:00

(Draft program as of 10 16 2016, v 13)

Venue: Université Paris 1 Panthéon-Sorbonne, Centre Pierre-Mendès-France, Room B706 (7th floor, Green elevators) 90 rue de Tolbiac, 75013 Paris, Accès Métro, ligne 14 Station "OLYMPIADES"	
10:45	Preconference Workshop (Room C2204) around the following questions:
	<ul style="list-style-type: none"> - What have been the most important developments in YM in your sector? - What has their impact been on your profitability? - Are you considering introducing conceptually new YM techniques (e.g., discount cards in airlines)? Comparison with HS rail? - Are there any regulatory restrictions that prevent you from implementing YM techniques you would like to implement? - What are the most pressing issues for YM at the time? - What are the questions you would like academic researchers to address?
12:45	Registration and networking with the conference audience (Room B706)
13:00	Welcome Address: <i>Emeric Lendjel, Université Paris 1 Panthéon-Sorbonne, Juergen Mueller, Berlin School of Economics and Law (BSEL)</i>
13:10	Introduction to the Topic, <i>Volodymyr Bilotkach, Newcastle University</i> Overview of airlines' and rail companies' strategies and broad YM issues
13:30	<i>Claudio Piga, Keele Management School, Reverse-engineering airline yield-management</i>
13:50	<i>Gerben de Jong, VU Amsterdam, Country fare premiums in European aviation</i>
14:10	<i>Philippe Gagnepain, Paris School of Economics, comments on academic presentations</i>
14:20	Coffee Break
14:35	<i>Martin Kuras, Lufthansa Systems, Challenges of Airline Revenue Management</i>

14:55	<i>Sebastian Zurheide Maersk Group, On YM in liner shipping</i>
15:15	<i>Christian Vögle, Head, yield/capacity management, DBahn Fernverkehr AG</i> Recent Developments in Yield Management at DB Long Distance
15:35	<i>Seth van Straten, Inventory Director, Air France-KLM,</i>
15:55	Coffee Break
16:10	<i>Franck Orioux, Air France-KLM, On issues in YM in air cargo</i>
16:30	<i>Nathanael de Tarade, Wirewind, YM experience in HSR</i>
16:50	SNCF: TBC
17:10	<i>David McCaffrey Solution Architect at PROS, YM experience in Aviation and HSR</i>
17:30	Comments and general discussions
18:00	End of workshop
19:00	Reception, Conference Dinner

Morning Session

Note that the morning session is mainly with the speakers, to start at 10.30 am with coffee and general discussion and the reasons why we think this topic is of interest.

Background

Yield management (YM) is technically applicable to any industry characterized by capacity pre-commitment, demand cyclicity/uncertainty and consumer heterogeneity. As such, most companies providing scheduled transportation services should be able to benefit from the set of tools provided by YM. We do see revenue management applied consistently in the airline industry, with carriers differing in terms of the tools they use (e.g., not all airlines use refundable fares and/or overbooking). Other transport industries (long-distance rail and buses) are with some exceptions (most notably, SNCF's TGV services) relative novices in using YM. Some rail companies (such as Shinkansen in Japan) do not use YM at all. When looking at the use of YM in rail industries, we also see a much larger variety of practices, most notably dealing with rail cards that effectively serve as consumer loyalty programs. The aim of this workshop is to bring together academics, airline and rail industry experts to share both practice of YM in the industry, and understand how market players can learn from each other and recent academic work on this issue.

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