



Victoria Management School – Tourism Management Group

TOURISM MANAGEMENT SEMINAR

We are pleased to present the following seminar in our 2011 series:

Prof. Dr. Catherine Cleophas

Freie Universität Berlin

Myths of Revenue Management

Tuesday 2 August 2011, 12:15 - 13:15, followed by coffee

Rutherford House, 23 Lambton Quay, Level 12, Boardroom

Revenue Management as the concept of selling services or products with limited capacity and low cost per unit at the right price to the right customer is becoming more and more prevalent especially in the transport and tourism industry.

This talk critically considers some “generally accepted” statements on revenue management and explains why they might be regarded as myths rather than as facts. For example, the improvement of revenue management by the consideration of network aspects as well as its competitive effects are examined.

Prof. Dr. Catherine Cleophas is a Junior Professor in Business Informatics at the Freie Universität Berlin. Her research explores simulation of decision-making processes, revenue management and demand forecasting.