

Airline Revenue Management **meets 26 x SWISS**

Tabea Hasler, Head of Commercial Offer Mgmt Hub ZRH/GVA & LX
13th of August 2026

HB-JNC

A STAR ALLIANCE MEMBER 



Table of Contents

meets 26 x SWISS

- 1 Intro to Revenue Management
- 2 Future of Airline Commercial Offer
- 3 Future of the Mobility Industry

Intro to Revenue Management

SWISS Revenue Management

Airline Revenue Management has the **goal** to **sell** the **right seat** to the **right customer** at the **right time** and for the **right price**.

Correct Price

Correct Place

Correct Time

Correct Passenger

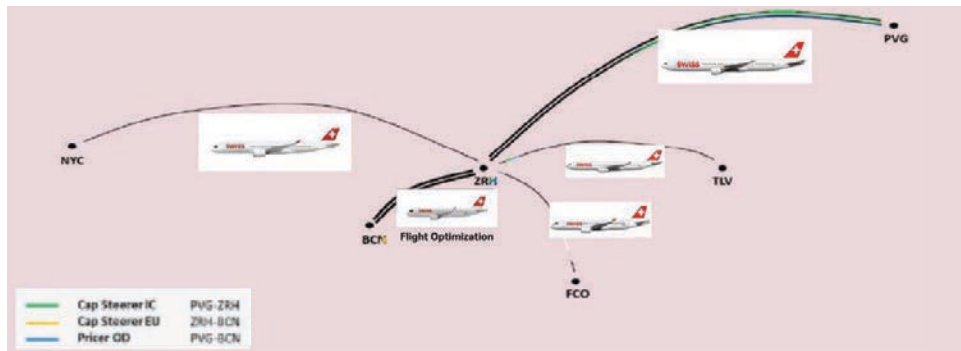
Competitive Prices

Channel Differentiation

Demand Forecasting

Customer Segmentation

Optimize
Total
Revenue



Pricing

- Makes sure we can tap different customer segments from various markets, each of them with the price they are willing to pay

Capacity Steering

- Forecasts demand
- Protects the next seat from being sold too cheap considering overbooking

Intro to Revenue Management

The Interplay Between Pricing & Capacity Steering

Pricing creates a framework which is used by Capacity Steering to create a demand forecast.

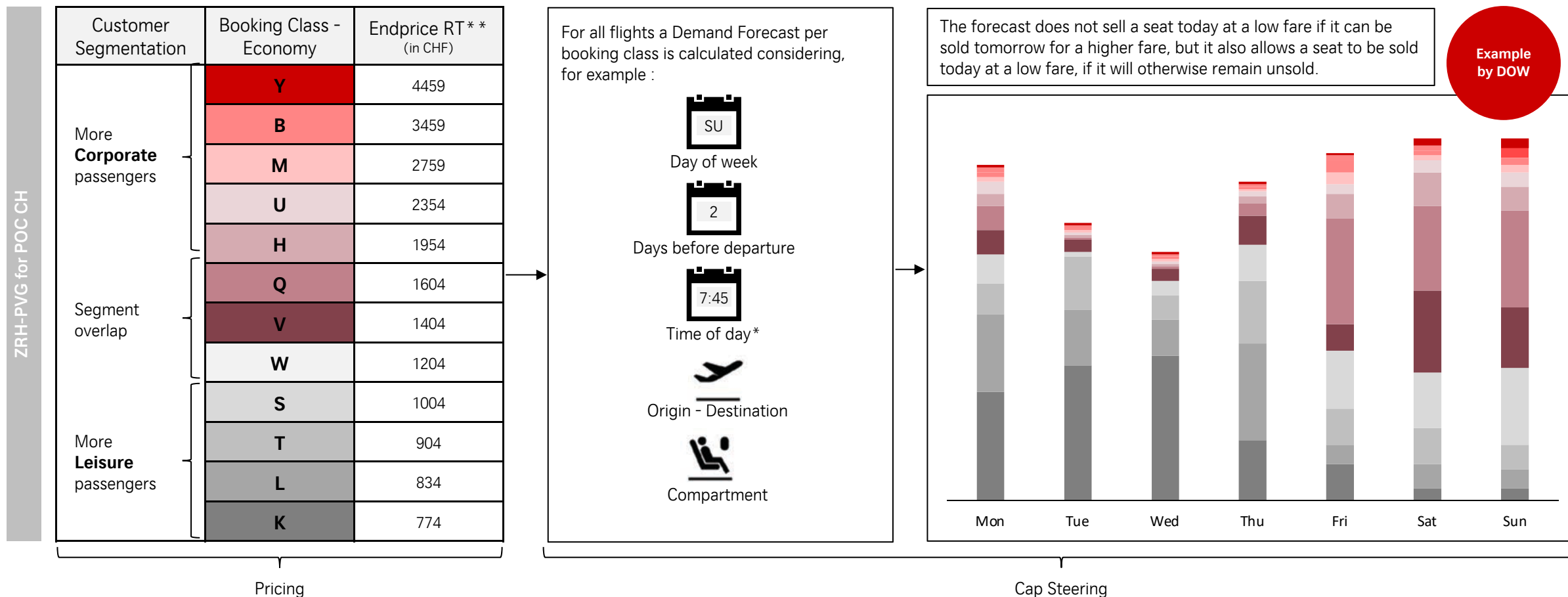


Table of Contents

meets 26 x SWISS

- 1 Intro to Revenue Management
- 2 Future of Airline Commercial Offer
- 3 Future of the Mobility Industry

Future of Airline Commercial Offer

Key Projects & Partnerships for a Future Ready SWISS

Pricing Automation

- Integrated, data-driven decision environment that supports pricing analysts in pricing decision making

Continuous Pricing

- Precise prices are being offered across the full willingness-to-pay spectrum

CORE

- Future of modern airline retailing
- Substitutes today's Ticket/PNR_logic by an integrated offer- & order model

Partnership with SBB

- Flexible mobility ancillary bundles with additional perks
- Prominently placed, customer-centric mobility offer

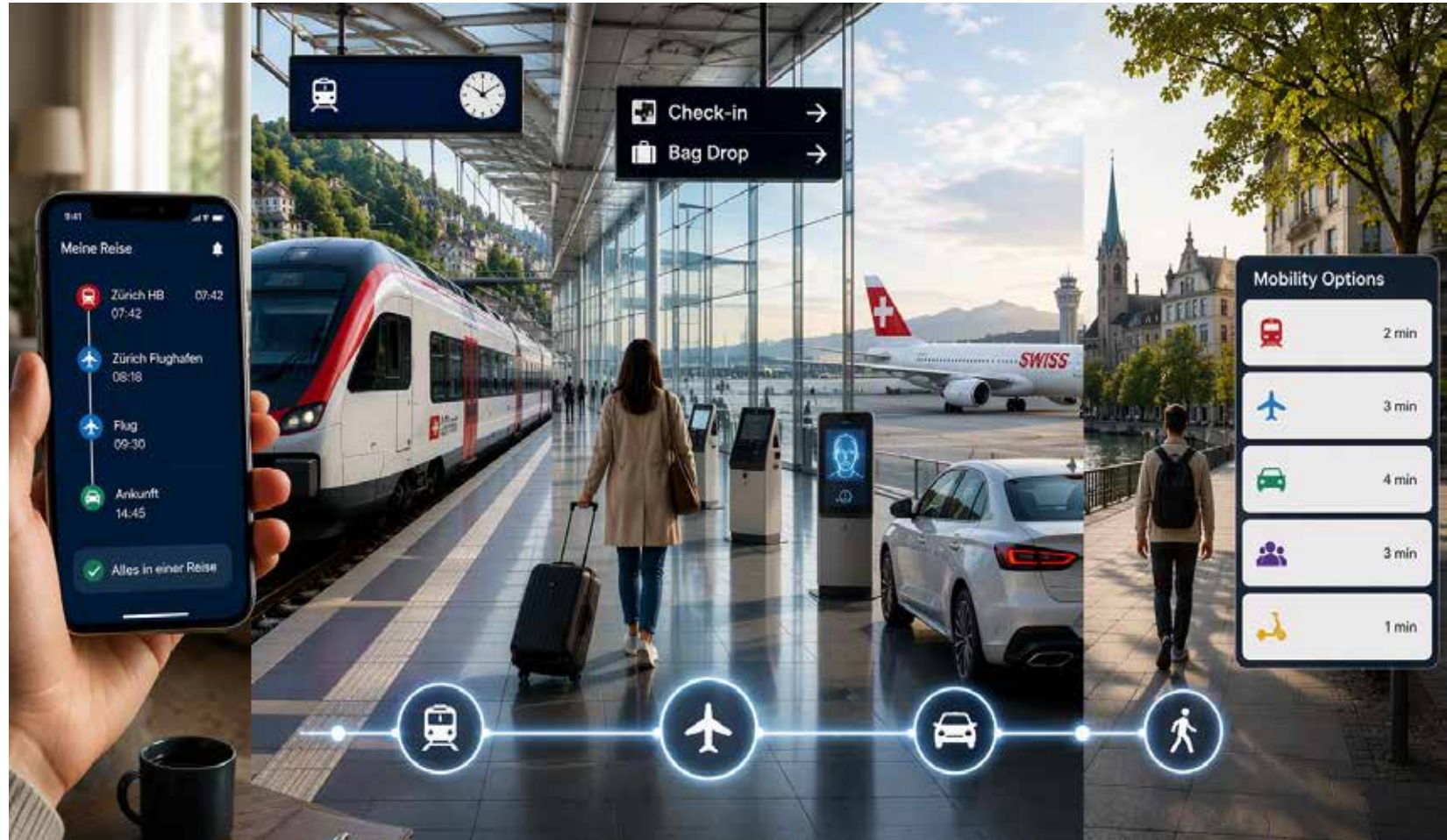


Table of Contents

meets 26 x SWISS

- 1 Intro to Revenue Management
- 2 Future of Airline Commercial Offer
- 3 Future of the Mobility Industry

Future of the Mobility Industry

Needs of the Industry x Learnings from SWISS

Mobility Industry Needs



Seamless Door-to-Door Experience



One Ticket - One Payment - One Journey



Intermodal Ecosystems & Partnerships



Hyper-Personalized Offers



AI-Powered Dynamic RM

SWISS & SBB Model – 1 Booking



CORE – Mobility as 1 Package



Air-Rail as Integrated Part of Offer Strategy



Customer Segmentation, Differentiated Fares & Ancillary Bundles



Pricing Automation, Demand Forecasting, Capacity Protection



Learnings from SWISS

Thank you
Danke
Merci
Grazie
Grazia

