

PhocusWire 
BY NORTHSTAR

PhocusWire White Paper
—
July 2025



THE SCIENCE BEHIND AI PRICING FOR AIRLINES

Sponsored by:
PROS

Written by:
Mark Frary

Contents

Introduction	3
What AI pricing is—and what it is not	6
The science of AI pricing at PROS	8
Customer insights and success stories	10
Responsible AI: Embedding ethics and trust into every decision	13
Conclusions and future directions	14

About this report

The science behind AI pricing for airlines

A PhocusWire Report sponsored by PROS

Author: Mark Frary

Published in 2025 by PhocusWire. We are a brand of Phocuswright, a wholly owned subsidiary of Northstar Travel Media, LLC.

© 2025 PhocusWire

All Rights Reserved.

[PhocusWire.com](https://www.phocuswire.com)



Introduction

In an industry where the value of unsold seats vanishes into thin air the moment a flight departs, [revenue management \(RM\)](#) has always been a high-stakes balancing act for airlines. Since its beginnings more than 50 years ago, RM has aimed to match prices to passenger demand—ensuring that each seat sold contributes as much as possible to the bottom line.

At the turn of the third millennium, the arrival of low-cost carriers reshaped this landscape, introducing unbundled fares and more dynamic, last-minute price adjustments. Over time, disruptions like 9/11, the global financial crisis and the COVID-19 pandemic exposed the limits of traditional class-based forecasting models and reinforced the need for more flexible, data-driven strategies.

Today, airlines face a new reality: fixed costs are largely unavoidable, but margins are razor-thin, typically hovering between 3% and 5%, according to the International Air Transport Association (IATA). Against this backdrop, even modest improvements in forecasting accuracy and pricing decisions can create significant competitive advantage.

Yet for many years, airlines' ability to refine retailing strategies was constrained by legacy systems. A key issue

has been fare booking classes. While the fixed price points of traditional fare structures made it relatively easy to change prices by selecting from pre-filed fare classes, this model limits the level of granularity and responsiveness needed in today's dynamic marketplace, where real-time pricing flexibility beyond predefined class codes is increasingly essential. The industry's move toward Offer and Order Management (OOM)—driven by innovations like IATA's New Distribution Capability (NDC)—is acting as a catalyst for change, pushing airlines to finally confront long-standing hesitations and become ready to adopt more flexible, customer-centric strategies like continuous pricing. With OOM, carriers can create and present tailored offers based on customer segment and intent at the moment of booking—matching both the product and the price to better meet the needs of shoppers.

Artificial intelligence (AI) is playing a central role in this shift. By turning vast amounts of data into actionable insights, AI enables airlines to craft offers that are not only competitive but also aligned with what travelers value most. The result is a win-win: more relevant offers for passengers and stronger financial performance for airlines.

The rise of AI in pricing strategies

Airlines have long used AI and machine learning (ML) in RM, particularly for demand forecasting. As RM is evolving toward class-free forecasting, airlines can now think about how AI can give them an even better understanding of pricing.

Establishing the optimal price of airline seats is a complex problem involving a huge number of variables: demand, seasonality, competitor pricing, product offering and many more. While creating a formula that can give exact answers to the pricing challenge is impossible, mathematical models built using AI can analyze vast datasets and uncover patterns that enable smarter, more responsive pricing decisions.

The increasing digitization of the world means we are now generating more data than ever—around 200 zettabytes in 2025. At the same time, the cost of computational power has fallen substantially. In 2020, it was a hundred times cheaper to do the same processing task as it was in 2000. As the cost of computational power continues to fall, advanced analytics are more accessible than ever. Unlike traditional rule-based pricing, AI-powered dynamic pricing engines can continuously learn from customer behavior, market shifts and historical trends to recommend prices that are both competitive and revenue-optimal.

Airline pricing powered by AI builds on many of the same methods as traditional RM—estimating demand and forecasting—while incorporating advanced technologies to analyze big data and power dynamic pricing at scale.

Innovation to meet travelers' evolving expectations

In the earliest days of RM, the levers used to decide on pricing were simple. American Airlines' Super Savers required the traveler to stay over on a Saturday night, for example. But the digital economy has since reshaped customer expectations across industries, and air travel has been no exception.

Today's travelers expect a retail experience that is fast, flexible and intuitive, much like what they encounter when shopping for books, streaming services or ridesharing.

The rise of AI and modern digital retailing has begun to enable this. Airlines are no longer confined to pushing



static fares through global distribution systems (GDSs) and hoping customers will settle for the least inconvenient option. Instead, AI allows airlines to create real-time, dynamic offers that combine the right seat, the right services and the right price.

This shift marks a profound departure from one-size-fits-all pricing models. AI-driven retailing enables airlines to present travelers with offers that feel both relevant and fair, while maximizing revenue potential for the airline. At the heart of this transformation lies offer optimization and one critical resource: data.

The volume and variety of data available to airlines today (from historical booking patterns and competitor pricing) to aggregate shopping behavior and ancillary purchase trends is unprecedented. AI systems leverage this data to detect patterns, forecast demand, predict price elasticity and adjust offers in real time. The more data airlines can harness, the more precisely and confidently these systems can respond to constantly shifting market dynamics.

At the same time, innovation must extend beyond data collection. The next phase of AI research will focus on building systems that are not only predictive but also adaptive, learning in real time from traveler choices, competitor actions and global events to continuously improve their recommendations without human intervention.

And with the acceleration of OOM, the future will require AI tools that can support a full retail lifecycle: from offer

generation and dynamic pricing, through to seamless order servicing, modification and fulfillment, delivered with the kind of ease and speed modern consumers expect.

Purpose and scope of white paper

Misconceptions about AI pricing often cloud its potential use in modern RM and dynamic pricing. This white paper aims to demystify AI-driven pricing strategies by exploring what AI (dynamic) pricing is and what it is not.

It draws on insights from PROS data scientists as well as real-world case studies and provides a comprehensive examination of the foundational algorithms, the iterative research and development process and the implementation frameworks that drive superior results. Additionally, it highlights how customer experiences validate the effectiveness of these solutions, demonstrating AI's impact on revenue optimization, pricing agility and market competitiveness.



What AI pricing is—and what it's not

As AI becomes a more prominent tool in commercial strategy, it's essential to cut through the hype around AI pricing and ground the conversation in reality.

What dynamic pricing is:

Dynamic pricing refers to the practice of adjusting prices in response to changing market conditions, demand or customer behavior. AI-powered dynamic pricing takes this a step further by using advanced AI and machine learning models to analyze large volumes of data and make real-time pricing recommendations with greater speed and precision. In modern commerce, this enables businesses to respond to shifting demand, customer behavior and competitive pressures with speed and precision that manual or static methods can't match.

What dynamic pricing is not:

There are many myths and misconceptions around dynamic pricing, including:

1. **Myth: Dynamic pricing and surveillance pricing are synonymous.**

Reality: Dynamic pricing is not synonymous with surveillance pricing. PROS AI-powered dynamic pricing uses aggregated data such as demand trends, inventory levels, seasonality and competitive signals to make pricing recommendations based on each individual company's pricing strategies. At PROS, our systems are not designed to use personally identifiable information (PII) data. On the other hand, surveillance pricing specifically uses personal data to explicitly target individual consumers with prices based on that data.



2. **Myth: The primary objective of dynamic pricing is to maximize profit.**

Reality: While dynamic pricing can improve revenue outcomes, one of its main objectives is to enable businesses to more effectively compete in dynamic environments. Dynamic pricing can also be optimized for a range of strategic objectives, such as market share, customer lifetime value, inventory turnover, etc.

3. **Myth: Dynamic pricing is a black box that replaces human judgment.**

Reality: Dynamic pricing augments, not replaces, human judgment. It automates complexity and provides data-backed recommendations. Generally, airline revenue and pricing teams still set strategy, oversee guardrails and make the final calls.

4. **Myth: Dynamic pricing is arbitrary and unpredictable.**

Reality: Dynamic pricing is rooted in data science and relies on consistent inputs to make explainable, repeatable pricing recommendations. With proper governance, the logic behind price changes is transparent and aligned with business rules.

Differentiating between rule-based systems and AI-driven models

Rule-based pricing systems follow predefined logic (e.g., “if competitor lowers price by 5%, match it”), which can be rigid and reactive. In contrast, AI-driven models learn from data over time, continuously refining their predictions based on real-world outcomes. Where rule-based systems require constant manual updates, AI systems adapt automatically to changing conditions, making them far more scalable, responsive and effective in today’s fast-moving markets.

Understanding what AI-powered pricing is, and debunking the common myths around it, lays the foundation for exploring how the science behind it truly works. At PROS, this isn’t just theory, it’s a rigorous, data-driven discipline grounded in advanced mathematics, statistics and machine learning.

Unlike temporary fixes that simply alter legacy class-based pricing, PROS embeds dynamic pricing directly into the revenue management optimization process. This makes dynamic pricing not only viable but essential for the future of airline retailing. It allows airlines to evolve beyond the limits of static classes and unlock truly responsive pricing that aligns with how travelers shop and how modern airlines must operate.



The science of AI pricing at PROS

PROS is investing heavily in its science and AI. With a dedicated team of data scientists and 15+ patents, the **PROS AI** team is focused on innovation, and its algorithms are driving global scale, powering more than 400 million prices and 1.7 billion forecasts every day. But this focus isn't only on the AI team; the company's lead strategic consultant for its airline products, who oversees much of the company's operations in travel revenue optimization, e-commerce and retail, has a PhD in mathematical statistics, for example. This is the field in which mathematical probabilities can be updated based on new evidence, perfect for a world of setting airfares that can change hundreds of times a second based on demand, the weather, the actions of competitors and hundreds of other factors.

Much of the new science behind PROS products is being written by people who have a deep understanding of data science, statistics and economics, both in theory and in practice.

This science is not only theoretical or lab-built; it has been proven, tested and refined in partnership with leading global carriers across diverse markets. Through decades of real-world deployment, PROS continues to evolve its models based on practical airline challenges and measurable outcomes.

Understanding price elasticity and the limits of traditional revenue management

In the wider economy, price and demand usually have a negative correlation. If the price of a product increases, demand from customers decreases; if the price falls, demand increases. Yet this is not the same for every product. If you think of an essential food item, customers will pay the higher price because it is required. This is price inelasticity.

By contrast, airfares are price elastic, particularly in leisure markets. If an airfare increases, a customer may decide they will forgo a vacation or will instead choose a different mode of transport.

Traditional RM forecasts the passenger demand in each fare bucket and then optimizes under the assumption that the demand is purely interested in buying that class code due to the conditions of the fare. The resulting optimization sets the lowest available class that should be sold based on the constraints to capacity imposed by the expected demand and value of that demand. This is done by comparing the fare for the class to the bid price, which serves as a hurdle rate.



How AI addresses price elasticity and buy-down

PROS scientists work to tackle this problem with a fundamentally different approach, by modeling price elasticity. Instead of rigid fare buckets, AI can model the mathematical relationship between price and demand to forecast how many people are likely to purchase at each price point. This allows airlines to more accurately forecast demand at certain price points, ensuring that, when travelers need a last minute flight for a business meeting, a seat is available.

So how does it work? The first step is to forecast the price sensitivity or elasticity of demand. The second step is to use this price-sensitive forecast to apply a marginal revenue optimization to account for that price elasticity. Once that optimization is complete, network optimization follows, and network optimal bid prices are calculated. These transformed fares as well as the bid prices are used to calculate availability.

This is the core of what is integrated into [PROS RM solutions](#). Here, price sensitivity is modeled as an exponential price/demand curve based on historical bookings and prices paid. The output of this process is an estimation of the amount of price sensitive demand by departure date, origin and destination, point of sale and itinerary. The platform then optimizes fares by taking price elasticity into account. Importantly, this approach is effective across different airline business models, from complex O&D networks to point-to-point carriers, because it's the configuration of the RM system, not the underlying science, that adapts to each airline's commercial strategy.

The process identifies cases where revenue is diluted so much that it results in a negative margin, allowing the airline to close classes and maximize revenue.

Several airlines have implemented this new science, and the results speak for themselves. In addition to more dynamic demand forecasts, analysts are more confident in the forecasts and revenue is improving. One example is [Azul](#), which is seeing more buy-up and better pricing management across the board, helping to maintain an advantage in an extremely competitive market.

This class-based approach assumes:

- That customers choose fares based solely on conditions tied to a class code
- That demand for each fare is static and independent
- That fares drive customer decisions in a predictable way

This leads to a phenomenon known as "buy-down." For example, if only two fares are available at \$100 and \$150, a passenger who has a budget of \$125 will naturally select the lower fare option (\$100), costing the airline potential profit. If only the higher fare (\$150) is available, the \$125 sale might be lost completely.

As airlines begin to remove rigid fare segmentation, to enable greater pricing flexibility and responsiveness, this issue becomes even more pronounced. When multiple fares offer the same product features, price becomes the primary (and sometimes only) decision factor. This intensifies the risk of buy-down and highlights the need for a more responsive, data-driven approach to pricing—one that goes beyond static fare buckets and assumptions of independent demand.

Customer insights and success stories

Beyond solving for buy-down and enabling continuous pricing, the PROS Science team has played a critical role in helping some of the world's most innovative carriers solve complex challenges across demand forecasting, pricing, offer creation and retailing. Airlines like Lufthansa Group and airBaltic are at the forefront of applying PROS science and technology to modernize commercial strategies.

In 2022, Lufthansa Group [announced its selection of PROS](#) as the foundational technology for its Revenue Accelerator Program, uniting seven of its full-service airline networks on a single instance of PROS RM and Real-Time Dynamic Pricing (RTDP). This milestone built on a nearly 35-year partnership but marked a new era in real-time offer creation. By leveraging advanced demand forecasting, unified workflows and continuous pricing across brands, Lufthansa is now able to deliver accurate, more contextualized offers to travelers at the moment of intent—maximizing conversion rates to drive market share and revenue.

Marcus Frank, Lufthansa Group's vice president of commercial offer and revenue management, underscored the importance of adaptability in modern systems: "It is critical for Lufthansa to have an RM system that adapts and reacts in real time, providing accurate demand forecasts and creating optimal offers."

That adaptability is already delivering measurable returns. In 2024, [Lufthansa Group implemented a new PROS capability—Request-Specific Pricing \(RSP\)](#)—built using deep neural networks and Bayesian generalized linear models. According to Florian Martin, head of commercial offer methods and automation, the shift from manual O&D steering rules to the PROS combined RSP and continuous pricing solution [increased Lufthansa's revenue uplift](#) from 2.3% to 5.2%. "This is net of continuous pricing that's even coming on top. We have high confidence that this is really worthwhile to do," he said.

Meanwhile, airBaltic, the leading airline in the Baltics, continues to demonstrate how AI can reshape airline retailing. A long-time user of PROS Offer Creation and Retailing solutions, the airline manages its full fare and ancillary catalog in real time and has [adopted Dynamic Ancillary Pricing \(DAP\)](#) to optimize revenue from products like seat selection. By testing AI-generated prices against traditional rule-based systems, airBaltic achieved a 6% uplift in ancillary revenue per passenger while significantly reducing the operational burden of managing static pricing rules.

"The outcome was very, very positive," said Iuliia Granja Velasco, e-commerce project manager at airBaltic. "On top of the revenue gains, we cut our maintenance efforts, which were sometimes very time-consuming."

Lufthansa Group is also adopting PROS Dynamic Ancillary Pricing, further validating DAP's potential to drive scalable retailing transformation across airlines of all sizes.

The power of responsive models

These examples highlight how PROS science is not just theoretical; it's operational, measurable and central to the future of modern airline retailing. With AI refined across more than 30 industries, PROS brings a uniquely enriched perspective to airline innovation, combining deep aviation expertise with proven insights from other sectors. Whether it's increasing forecast accuracy, optimizing real-time offers or dynamically pricing ancillaries, PROS continues to lead the industry in AI-driven innovation that delivers value.

At PROS, developing AI-powered pricing and forecasting models is not a one-time event. It's an ongoing, iterative process rooted in experimentation, real-world feedback and measurable business impact. Each use case, from predicting no-shows to forecasting demand at a granular segment level, begins with a scientific question: What model, or combination of models, will produce the best outcome for this specific challenge?

Take PROS RSP, for example. This solution uses a hybrid approach, blending a deep neural network with a traditional model with a functional form. This pairing allows the system to balance predictive accuracy with interpretability and computational efficiency. Oftentimes, the best model isn't only about being the most accurate but also about best meeting the business objectives.

It is also important to consider success criteria. These often vary by airline and by context. Is it more important to have the best prediction, the quickest processing time or to have the model create explainable pricing? It is important to note that once the models are chosen, users are provided with tools that can override its predictions and may be less restrictive in some cases and more or less aggressive to nudge the system in one way or another to account for the airline's strategy.

This is critical in practice. A chief commercial officer may want to maximize revenue across the network, while the CEO may prioritize higher load factors to meet investor expectations. Fluctuating exchange rates may shift a pricing strategy toward revenue maximization in one country over another. Airline strategies are dynamic, and PROS ensures its models can respond accordingly.

This scientific rigor is only possible through deep, long-term customer collaboration. With partners like flydubai, PROS engages in shared innovation that goes far beyond traditional vendor relationships. "It has never been a

vendor-customer kind of a relationship," said Ramesh Anantharaman, flydubai's divisional senior vice president of revenue management and business effectiveness. "We share the challenges, and we share a common vision for not just success for our benefit but success for PROS too."

That collaborative approach extends across the globe. China Southern Airlines, a PROS customer using Real-Time Dynamic Pricing and Origin & Destination RM in the cloud, credits PROS for providing practical and implementable models.

"The forecast and optimization model of PROS is fully implemented in the actual business of China Southern Airlines," said Yu Haiyan, the airline's deputy director of revenue management. "This is mainly because there is indeed no model that is more pragmatic and easier to implement."

These examples underscore the essence of PROS science: not static, one-size-fits-all technology but an evolving system of tailored algorithms, refined by real data, aligned to real strategy and made effective through human-machine collaboration.

Key components of AI algorithms used by PROS

The [PROS Platform](#) uses many different techniques, which can be combined to generate the best pricing model.

Model Type	Complexity	Interpretability	Use Case Fit
Linear model	Low	High	Simple, linear relationships
Tree-based model	Medium	Medium	Complex, non-linear relationship modeling with rules
Multi-armed bandit	Medium	Medium	Complex, real-time decisions
Thompson sampling	Medium	Medium-Low	Random sampling with probability factors in complex, real-time decision making
Neural network	High	Low	Deep demand and relationship modeling

The role of reinforcement learning

To power this next wave of modern retailing, airlines need AI systems that don't just analyze the past but learn and adapt in real time. That's where reinforcement learning (RL) comes in. It's a powerful AI technique that learns not just from data but from experience.

RL is a core feature of the PROS models and mimics the process of exploration that humans use to learn. A model takes an action, observes the outcome and updates its behavior to improve future results, learning by reinforcing actions that work towards a specified goal and ignoring those that don't. The model "learns" over time to identify the optimal policy to achieve the best outcome, and if short-term sacrifices (more exploration) are allowed, the optimal policy can be found faster.

RL works very well in environments that are highly complex, where a human operator may have little chance of understanding interdependencies, and in dynamic situations where the best policy changes over time.

For example, [PROS DAP](#) employs a well-established reinforcement learning process using Thompson sampling based on Bayesian logic to obtain estimates of the win rate at different price points and also an estimate of the variance. From that, the platform can make a calculation of the expected revenue based on those samples.

The algorithm starts off by assuming there is no price variation and can make an estimate of the win rate (i.e. how many travelers choose and pay for that ancillary). That price goes then into the market. This creates a feedback loop of how many wins (i.e. ancillary purchases) the airline actually gets and how much revenue that generates. This feedback can be provided to the reinforcement learning model to better identify the optimal policy.

RL brings the intelligence of real-time adaptability to airline pricing. It allows airlines to learn what works, discard what doesn't and deliver the right product at the right price, every time.

Implementation framework for AI pricing solutions

Integrating a new AI-powered revenue management and pricing platform may seem daunting, but the PROS platform is cloud-based, modular and partner-open.

Plug-and-play technology allows airlines to fill in existing infrastructure gaps, extend capabilities and enable best-in-class technologies across vendors. It can easily integrate into the airline's website and mobile offerings, plug into any NDC APIs and also into the GDS for traditional distribution via third-party intermediaries.

This flexible platform allows airlines to rethink investment in core legacy systems and start shifting retail capabilities outside of the passenger service system (PSS) for more commercial autonomy. It also enables the move away from costly and outdated IT models that lead to lack of control and data ownership.

With full control over pricing, product and retailing channels, airlines can build their own preferred airline-partner retail ecosystem.

In addition, the PROS Partner Network includes advisory firms, technology partners, systems integrators and industry associations. The network includes technology partners like Microsoft, SAP and Salesforce, system integrators like Accenture, Deloitte and EY and consulting firms like Travel in Motion and T2RL. [PROS has successfully integrated](#) with all major PSS and GDS providers.



Responsible AI: Embedding ethics and trust into every decision

The true potential of AI lies not just in its ability to optimize, predict or automate but in how responsibly it's applied to serve both businesses and their customers.

As AI continues to shape the future of pricing decision-making, PROS is deeply committed and takes strides to ensure that its technology reflects fairness, transparency and human-centered values.

Responsible AI isn't a feature, it's foundational. From model development to deployment, PROS builds safeguards into its platform to avoid data bias, protect customer trust and align with global standards. That means not using PII in the development or training of its AI models, designing against the use of sensitive demographic attributes like race, gender or age in price recommendations, and developing models that are explainable and auditable by users—not hidden in a “black box.”

Critics of AI argue that the almost magical way that it seems to operate means that prices will be driven higher. In reality, AI-driven dynamic pricing works both ways, and freed from the artificial constraints of fare buckets, prices can be lower—for example, if the system detects low demand, no major events and/or low competition pricing. This benefits both the airline, by increasing load factor and helping them be more competitive in the market, and the customer, by offering a lower price.

This is where AI-driven pricing excels: matching offers more closely to demand signals, factoring in operational costs and aligning price with perceived value to create a more contextualized and responsive shopping experience. While prices may sometimes be higher, if the offer is a better fit for the customer, it can lead to greater satisfaction and loyalty. And, especially in the world of air travel where seats are extremely limited, ensuring one is available for a last minute trip is paramount.

Interestingly, while concerns about AI are common, public sentiment is more balanced than headlines suggest.

[According to a recent EY survey](#), although only 22% of consumers say they fully understand how AI works, three in four report feeling neutral or comfortable with AI being used to improve their buying experience—provided it is applied fairly. PROS' own research with Hanover has echoed this finding, with two-thirds of business buyers describing data-driven pricing as “beneficial,” “fair” and “trustworthy.”

Ultimately, AI's role isn't to replace human decision-making but to enhance it, offering smarter, faster and more relevant pricing recommendations while keeping ethical considerations front and center. When designed responsibly, AI-powered pricing creates a fairer and more transparent marketplace for both customers and airlines.



Conclusion and future directions

AI has the potential to transform the airline sector, and this is why it is among the [top three IT priorities for the majority of carriers](#). While AI can improve many different areas of airline operations, it is in demand forecasting and dynamic pricing where it offers some of the most exciting potential.

In a world where airline margins are historically thin, the use of AI to deliver improvements of 3% to 6% in revenue is eye-catching.

It doesn't stop there. The PROS Platform is designed to be modular, with new modules easily plugged in to provide capabilities that are missing today. This is why PROS is laser focused on improving its mathematical models and using the latest techniques in AI to identify patterns. As the science behind pricing and forecasting advances, the opportunities are boundless.

The road ahead: Modular innovation and a new era of offer optimization

The future of RM goes beyond pricing. It's about intelligent offer creation—matching customers with the products and experiences that best suit their needs and preferences. When done right, this creates win-win scenarios: Travelers feel understood, and airlines unlock untapped revenue, increase conversion and drive profitability.

Airlines are now able to take control of their inventory much more than they have in the past and with greater control comes a greater ability to experiment.

Airlines have always experimented with product differentiation in terms of classes, seats and product bundles, but the new world of offer and order management, underpinned by AI pricing, means we could be entering a new golden age of aviation.

Many of the legacy systems that have been in place for decades are going to melt away and new systems will open up, offering flexibility to deliver travelers the kind of products they really want to buy at price points that makes sense for both the airline and the customer.

Call to action

The journey to modern airline pricing and demand forecasting is already underway, and AI is making the dream possible.

First mover carriers like Lufthansa Group and airBaltic are already reaping the benefits: better forecasting of demand, differentiated content and pricing and increased revenue from optimized offers through dynamic and continuous prices for both flights and ancillaries.

For airlines seeking to differentiate in a hyper-competitive market, now is the time to act or risk falling behind. Embracing AI isn't about replacing human expertise. It's about augmenting it with intelligent systems that can process complexity, surface insight and recommend actions at scale.

Thanks to PROS dynamic pricing and offer optimization capabilities, airlines are equipped with the precision tools they need to deliver relevant offers at the right time, drive profitability and meet rising customer expectations with confidence.

The opportunity is here. The technology is proven. The future is waiting.





PhocusWire[®]

BY NORTHSTAR

About PhocusWire

PhocusWire is a comprehensive daily news companion for the industry powered by Northstar, the leading global provider of trusted information and experiences for the audiences that drive the travel industry.

Technology and distribution form the backbone of travel, tourism and hospitality, the planet's largest industry. The PhocusWire team and our colleagues at Phocuswright have been immersed in travel technology and the ongoing digitization of the industry for decades.

PhocusWire's daily content keeps our readers up to date on breaking news while also providing broad coverage of every sector of the global travel industry, including data, expert analysis and a strategic focus on innovation and startups, all supported by Phocuswright's deep, research-driven assets.

www.phocuswire.com

PROS

About PROS

Leveraging leadership in revenue and pricing science, the PROS Platform combines predictive AI, real-time analytics, and powerful automation to dynamically match offer to buyer and price to product, accelerating revenue growth and maximizing profit. With solutions spanning pricing, revenue management, offer marketing, and CPQ, PROS helps businesses optimize transactions across every channel.

Ready to transform your airline's pricing strategy with AI? Visit pros.com/airline to explore PROS solutions, request a demo or speak with an expert.

www.pros.com