

spirit™

LESS MONEY. MORE GO.

Pricing & Revenue Management Interaction with Network Planning



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Airline Revenue Generation

Route and Fleet Planning
Fleet Size / Types; Overall Network Structure

Feedback

Network Planning & Scheduling
Where and when we fly

Feedback

Pricing & Revenue Management
Maximize Revenue

5 years

4 years

3 years

2 years

1 year

9 mos

6 mos

3 mos

0 mos

spirit

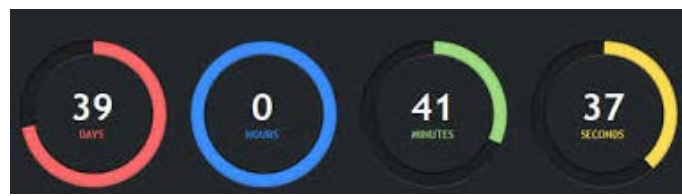
RM understands demand, passenger behavior, and competition



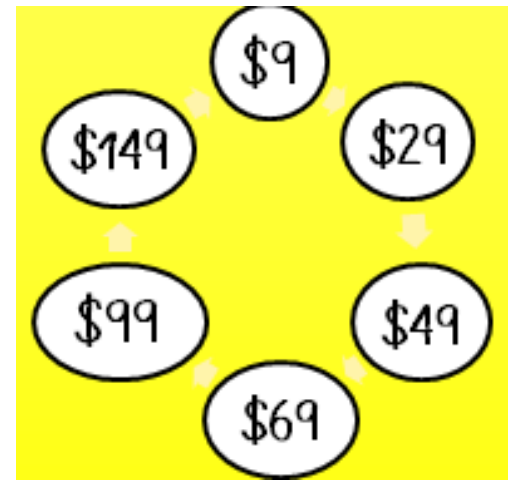
when people want to travel

<input checked="" type="checkbox"/>	American Airlines	\$181
<input checked="" type="checkbox"/>	Delta	\$147
<input checked="" type="checkbox"/>	JetBlue	\$167
<input checked="" type="checkbox"/>	Southwest	
<input checked="" type="checkbox"/>	Spirit Airlines	\$85
<input checked="" type="checkbox"/>	United	\$214

Competitor prices and behavior



when people want to book



how / where people book



what price points generate demand

traffic composition (local, connections, point-of-sale)



RM can provide **data** and **insight** to help in decision-making

Markets Under Consideration - “Smell test” of route forecast

Based on similar markets, how does RM see this market performing
Does the forecast reflect seasonal patterns, current environment, and likely competitive response?

What challenges might the market face?

New Markets – *performing as anticipated?*

Is demand, pricing, traffic mix similar to expectations?

If demand issues, why and what can be done to reverse (e.g., pricing and / or marketing initiatives)

Established Markets – *what’s working? what’s not?*

What markets have significant changes – good or bad – and why?
Are any tweaks / changes necessary to get a market back on track?