

“Qualitative Review of Yield Management Methods in railway transport”

Yield management has a central role in balancing occupancy and optimizing revenue within rail transport systems. The objective of this thesis is to conduct a qualitative comparison of selected yield management methods and to analyse their underlying principles, strengths, and limitations.

Based on a structured review of academic literature and practical applications, different yield management approaches are to be described and qualitatively compared with regard to their suitability for various operational and demand characteristics.

On this basis, the thesis aims to derive recommendations on which yield management methods are best suited for different train operating concepts. Finally, the recommendations should be applied to selected examples including at least one high-speed rail concept, one night train concept, one regional train concept with no season tickets and one regional train concept with a high share of season tickets.