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Temporal Pricing in Tourism

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Learning outcomes

At the end of this chapter you will be able to :

1. Explain the history and development of temporal pricing in the tourism context.
 2. Identify the key temporal factors and characteristics of pricing in the tourism industry.
 3. Select suitable temporal pricing tactics and strategies to maximise revenue.
 4. Anticipate future changes to temporal pricing practice in the tourism industry.
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Introduction

This chapter introduces the key theoretical principles of temporal pricing and explains how they are operationalised within the context of the tourism industry. Temporal pricing is a key element within the overall practice of revenue management which can be defined as “*the process of allotting the right capacity to the right customer at the right price, at the right time, so as to maximise revenue,*” (Nair, 2019: 287). Considering temporal pricing in this way requires the critical relationships between time, demand, price, and capacity to be highlighted. This can be further explored by examining the temporal aspects of a given tourist journey and showing how they are factored into the price decisions made by companies in the industry.