Editorial

The Journal is approaching its third year and is now well established within the field of revenue management (RM) and pricing. This success has come about due to the editorial team, editorial board and the publishers, Henry Stewart Publications. In particular, individuals such as Warren Lieberman, Paul Rose, Sheryl Kimes, Larry Weatherford, Steven Pinchuk, Montgomery Blair, Boet Kreiken and Una McMahon-Beattie have championed the cause of the Journal, through either continually publishing in JRPM or through promotion. Daryn Moody at Henry Stewart has been very supportive, especially during the first couple of months when we only had four subscriptions!

We now have over 200 subscribers and are growing. The quality of the papers in the journal has been very good, from practical applications to complex management science models. Our field and industry now has a reputable journal in which to publish and debate our subject. But we cannot be complacent. Over the last six months we have had to take decisions to strengthen the technical side of the journal, along with publishing experts from new application areas, while still maintaining the balance between theory and practice. The editorial board has been reshaped, with new members joining such as Mark Shafer (Disney), Kalyan Talluri (Universitat Pompeu Fabra), Chris Anderson (Western Ontario University), Hugh Dunleavy (Lufthansa Systems), Ben Vinod (i2) and Gina Morello (American Airlines).

Dr Peter Belobaba has decided to stand down as Americas Editor. Peter is the father of RM, whose support and encouragement throughout the first two years made the journal possible. Georgia Perakis,

Professor of Management Science at Massachusetts Institute of Technology will be following in Peter's footsteps as the new regional editor for the Americas. I would like to thank all those who have contributed over the last two years, in particular the outgoing editors and editorial board.

2004 will see some new exciting developments, with special issues focusing on industry conferences (AGIFORS and INFORMS) and new industry applications, such as retail RM. We start this new volume with a strong series of papers from IATA's Revenue Management and Pricing conference held in Bangkok, in 2003. Paul Rose, as Guest Editor, brings together a strong collection of papers, covering technical applications to case studies in Las Vegas. Paul must be congratulated for his endeavours (further details of the papers in the IATA Special Issue can be found in Paul's editorial).

As this is a bumper issue we also have practice papers from Bart Slager and Luuk Kapteijns at KLM, who describe the problems and challenges of RM facing the cargo sector, and from Warren Lieberman, who as Chairman of INFORMS Revenue Management and Pricing section sets out the prospects, hopes and aspirations for the forthcoming year. I know Warren is a 'champion' of the subject, and the industry could not have a better person to act as an ambassador for our growing area.

We conclude our papers with the Journal's regular Futures feature, which sees Andrew Boyd of PROS offer his thoughts on the dramatic changes in distribution that will require a renewed focus on pricing and RM models. Much of this is as a consequence of a dramatic shift towards web-based sales.

Lucy Hodgson (TUI) supplies this issue's book review. Lucy has a broad experience in operational research from various industries, which she utilises to objectively review a new book, *Revenue Management & Pricing*.

As usual we feature a list of future RM and pricing events in the coming year. It is interesting to note the continued growth in

conferences on this subject matter, which offers so many opportunities in so many worldwide locations throughout the year. So, check them out and clear your diaries now.

Ian Yeoman
Editor