

**Is Revenue Management influenced by on-demand marketing? Reality and analysis:
case study of Disneyland® Paris**

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Abstract

"*Revenue management*" is particularly well suited to services which have a fixed optimization capacity and to price sensitive client segments. This strategic development in pricing has become particularly pertinent for managers in the theme park industry. Furthermore *digital marketing* is also playing an important role. For instance, *on-demand marketing* has opened up new possibilities for academic research as well as for practitioners (to personalize a particular product or to enhance the nature of the service on offer). Following on from the concept of *Value per available customer* this paper explores the affiliated concept of *Value per on-demand marketing/customer*.

Shortened version of the title

Revenue Management and influence of on-demand marketing

Key words

Yield management, Revenue management, Pricing dynamic, digital marketing