

## Chapter 18 Outline

Market Mix

Example: The Church Convention

Pricing

Example: The Park, the Plaza, and the  
Palace

Yield Management

Revenue Maximization in Practice

## Competencies

1. Describe how market mix is used to maximize revenue. (pp. 243–245)
2. Give examples of how pricing strategies are used to maximize revenue. (pp. 245–246)
3. Describe how yield management is used to maximize revenue. (pp. 246–248)
4. Identify objectives, strategies, and key tactics of revenue maximization. (pp. 248–250)