Kenya Airways Selects PROS AI Technology to Improve Revenue Forecasting and Commercial Performance

- *New AI-powered technology will help Kenya Airways better predict demand and optimise revenue opportunities*

NAIROBI, Kenya, October 30, 2026 – Kenya Airways (KQ) has selected PROS, a leading provider of AI-powered solutions for airline commercial performance, to support the airline's commercial growth and revenue management strategy following an extensive evaluation of revenue management solutions.

As part of the agreement, Kenya Airways will implement PROS Revenue Management Advantage, a solution that combines advanced forecasting and network planning capabilities to help the airline better anticipate demand, maximise revenue opportunities across its network, and make more informed commercial decisions in an increasingly dynamic market.

The investment underscores Kenya Airways' commitment to leveraging advanced technology and data-driven insights to strengthen its commercial operations, improve forecasting accuracy, and respond more effectively to evolving customer needs. By enhancing the forecasting and optimisation capabilities that inform commercial decisions today, the airline is also laying a stronger foundation for future offer optimisation and its broader retailing transformation journey.

Speaking about the partnership, Kenya Airways Chief Commercial & Customer Officer Julius Thairu said, “In an ever-evolving industry, it is crucial to have innovative solutions that can adapt to changing market dynamics. PROS' proven leadership in the offer management space and advanced AI capabilities stood out as the perfect fit for our ambitious growth plans, enhancing our revenue management strategies and elevating our overall business performance as part of our offer optimisation and offer and order management vision.”

Surain Adyanthaya, President, Airline Group at PROS, noted, “Airlines are increasingly focused on delivering offers that reflect customer demand, business objectives and market conditions in real time. We're honoured to partner with Kenya Airways as it advances its commercial and retailing strategy. By combining advanced AI, forecasting and analytics capabilities, we're helping strengthen commercial performance and enable greater agility in a rapidly evolving marketplace.”

Through its partnership with PROS, Kenya Airways is investing in AI-powered technology to enhance forecasting, optimise revenue opportunities and strengthen commercial decision-making. The initiative supports the airline's vision of building a more agile, customer-centric and data-driven commercial operation while driving sustainable growth.

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About Kenya Airways

Kenya Airways, a member of the SkyTeam Alliance, is a leading African airline flying to 41 destinations worldwide, 35 of which are in Africa. Its fleet comprises widebody Boeing aircraft, including its flagship B787 Dreamliner, and narrow-body Embraer E190 aircraft. Kenya Airways takes pride in connecting Africa to the world and the world to Africa through its hub at the ultra-modern Terminal 1A at Jomo Kenyatta International Airport in Nairobi. For more information go to www.kenya-airways.com.

For media enquiries, please contact Kenya Airways Corporate Communications: Corporate.communications@kenya-airways.com

About PROS

PROS is the modern airline retailing transformation partner built for airline commercial independence and measurable outcomes. PROS helps airlines create, price, sell and optimise offers through a unique combination of airline commercial expertise, proven pricing science, artificial intelligence, intelligent automation and an open ecosystem. Backed by more than 40 years of industry experience, PROS enables airlines to increase revenue performance, enhance customer experiences and modernise retailing operations while maintaining flexibility and control.

For media inquiries, please contact the PROS Media Relations team at pr@pros.com