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- Any questions?
Simultaneous Auction

**Flights:** Inflight days 1-4, Outflight days 2-5 (8)

- Unlimited supply; prices random walk; immediate clear; no resale
28 Simultaneous Auction

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**Hotels:** Tampa Towers/Shanties 1-4 (8)
- 16 rooms per auction; 16th-price ascending auction; quote is ask price; no resale
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**Entertainment:** MU/AP/AW days 1-4 (12)
- Continuous double auction; initial endowments; quote is bid-ask spread; resale allowed
Client Preferences and Utility

note: “utility” and “value” transposed
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Preferences: randomly generated per client

– Ideal arrival, departure days
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– Entertainment Values
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Score: Sum of client utilities – expenditures
Score handicapping – Sec. 6.1

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- Regression analysis to compute factors for individual games
Allocation

Given holdings, prices, determine $G^*$: Optimal complete itinerary assignments
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- Globally optimal solution; usually $< .01$ sec
Sampling

- Example on p. 215
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Sampling

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- Bid in this case would be $31.25
Boosting

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• What redundant feature would help?
Flight costs and benefits

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  - *flight-lookahead* parameter

- Benefit is how likely you are to change your mind as prices become clear.
  - Hotel A will be either $10 (40%) or $100 (60%)
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  - 40% * $250 = $100