

Passenger Demand for Air Transportation in a Hub-and-Spoke Network

by

Chieh-Yu Hsiao

B.B.A. (National Chiao Tung University, Taiwan) 1994

M.S. (National Chiao Tung University, Taiwan) 1996

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Committee in charge:

Professor Mark M. Hansen, Chair

Professor Samer M. Madanat

Professor Bronwyn H. Hall

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Abstract

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Doctor of Philosophy in Engineering-Civil and Environmental Engineering

University of California, Berkeley

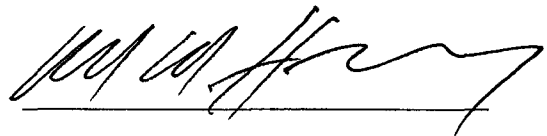
Professor Mark M. Hansen, Chair

A major transformation of the air transportation system—involving the modernization of technologies, policies, and business models—is currently under way. Knowledge of passenger demand for air service is the key to a successful system transformation. This research develops an air passenger demand model and applies it to the air transportation system of the United States.

The proposed model deals with city-pair demand generation and demand assignment (to routes) in a single model, which is consistent with random utility theory. It also quantifies the “induced” air travel by adding a non-air alternative in the choice set. Using publicly available and regularly collected panel data, the model captures both time series and cross-sectional variation of air travel demand, and can be regularly updated. The empirical analysis explicitly modeled the pattern of correlations among alternatives by a three-level nested logit model. This implies that a route is more likely to compete with another route of the same O-D airport pair in a multiple airport system than the

routes of the other O-D airport pairs, and is least likely to be substituted by the non-air alternative. In addition, the endogeneity problem of air fare was identified and remedied by the instrumental variables (IV) method. The IV estimates yield more sensible values-of-time, demand elasticities, and correlations of total utilities for alternatives than those of ordinary least squares method.

Other empirical findings include that (1) the fare elasticities from our estimates accord with the variation of fare elasticities from other studies in the literature; (2) for connecting routes, a proportional flight frequency increase on the segment with lower frequency increases service attractiveness more than an equivalent change on higher frequency segment; (3) travelers avoid connecting at airports with high expected delay; (4) under steady state, a one-minute hub delay increase has a larger impact on demand than an equivalent change in scheduled flight time of a connecting route; (5) air travel demand is strongly sensitive to income; (6) market distance has a concave effect on air route demand; and (7) potential travelers' fare sensitivity has increased relative to frequency sensitivity since 2001.



Professor Mark M. Hansen

Dissertation Committee Chair

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Chapter 1 Introduction

A major transformation of the air transportation system—involving the modernization of technologies, policies, and business models—is currently under way. Knowledge of passenger demand for air service is the key to a successful system transformation. For instance, in the United States, the Next Generation Air Transportation System (NextGen)¹ programs endeavor, in part, to expand capacity and accommodate future traffic growth. While overestimating future traffic leads to overinvestment, underestimating future traffic distorts system operations and causes poor system performance, thereby increasing user (e.g. airlines and travelers) costs. A better understanding of passenger demand will make the expansion more cost-beneficial.

Current understanding² of the demand for air service fails to address several significant questions: (1) What is the relative importance of causal factors (such as cost, flight frequency, directness of routing, on-time performance, and income) in determining demand and demand assignment among routes? (2) How have these relationships changed over time? (3) What is the appropriate structure for nesting the wide array of route alternatives, which encompass alternate terminal airports, routing types, connecting hubs, as well as the possibility of not traveling (by air) at all?

¹ According to Joint Planning and Development Office (2007), “the goal of NextGen is to significantly increase the safety, security, capacity, efficiency, and environmental compatibility of air transportation operations, and by doing so, to improve the overall economic well-being of the country.” Refer to Joint Planning and Development Office (2004; 2007) for more information.

² Details are discussed in the section of literature review (section 2.1).

Appropriately identifying causal factors and quantifying their effects contribute to the fundamental understanding of air travel demand and allow sensible predictions of demand response to a wide range of future scenarios, including different levels of congestion, network connectivity, aircraft size and frequency, and fuel price, among other factors. Existing models are not sufficient to meet these purposes for several reasons, as discussed below.

Most existing models in the literature only deal with either demand generation or demand assignment, or treat these two phenomena sequentially. The sequential approach is inappropriate since it implicitly assumes that the total demand volume is independent of alternative cost and service quality. In addition, studies in air demand literature usually include cost and flight frequency as causal factors, other factors—such as on-time performance—are seldom investigated. Specifying these additional causal factors not only allows predictions of demand response to changes in these factors, but also affects the estimated effects of cost and flight frequency. More importantly, although most studies in air demand literature recognize the importance of fare in air demand, few of them deal with the endogeneity problem of fare, which may bias the estimated effects of all causal factors.

Changes in the structure of air travel demand over time are of interest and seldom studied. Possible reasons for the structural include changing distribution channels and the entry of low-cost carriers. Rapid development of the Internet and its use to purchase air travel may affect the structure of airline service demand by increasing the availability of travel information and reducing the role of travel agents. Entry of low cost carriers may

increase expectations for lower fares and the tendency of consumers to search for them. Examining trends in the structure of air travel demand can reveal whether and to what extent such changes have occurred, and thereby reveal the prospects for similar dynamics in the future.

Air travelers and potential air travelers face a rich array of travel alternatives, from whether to travel, to what airports to fly between, to their routing, airline, flight, and service class. Some alternatives are very similar to each other while others are quite different. In the formalism of random utility theory upon which this research is based similarity between alternatives is captured by the correlations between their stochastic utilities: if an individual that is predisposed toward alternative A is also likely to be predisposed toward alternative B, we consider A and B to be correlated. We seek to understand the pattern of such correlation evidenced in the distribution of traffic among routes (including the “null route” of not traveling by air). Such patterns are of inherent interest, and must be properly represented in order to accurately estimate effects of causal factors, and are critical in predicting how demand will respond to changes in service supply.

In sum, existing air travel demand models and literature have several shortcomings that this research seeks to address. In so doing we contribute to both fundamental understanding of air travel demand and the practical need to predict how demand will respond to a range of future scenarios. Specific objectives and an overview of the research are presented below.

Methodological Objectives

This research tries to build a city-pair air passenger demand model that can achieve following objectives:

- The proposed model considers link flows in the US air transportation system. It predicts aggregate link flows from flows in particular city-pair markets. This bottom-up approach allows flow impacts of a wide range of system changes involving airports, fares, flight frequencies, and regional economic growth to be investigated.
- Demand generation and demand assignment are treated in a single model. In addition, the “induced” air travel is quantified by the model; that is, total air demand is allowed to vary and potential travelers are not forced to choose one of the air alternatives. As a result, a change in a causal factor may influence both total air demand and market shares of alternatives.
- Multiple routes and multiple airports within regions are modeled. Since multiple routes and multiple airports are used to travel in a city-pair market they need to be handled in the model.
- The proposed model captures the pattern of correlations among alternatives. This is an essential feature of the structure of demand, and must be taken into account when predicting how airport or link changes will affect traffic.
- Both time series and cross-sectional variation in air travel demand are modeled, so changes in the structure of air travel demand over time can be identified.

Empirical Objectives

Applying the proposed model to the air transportation system of the United States, this research intends to answer following empirical questions.

- What is the structure of correlations for airline service alternatives?

There are many possible structures of correlations. This research seeks a correlation structure that is computationally tractable and is consistent with utility-maximization. Possible structures are proposed by assuming that alternatives with common features—for example, type of routing, or terminal airport—have higher correlations. The relative importance of different common features in producing correlation, and the degree of correlation that results, are important empirical questions addressed in this research.

- How is air service demand affected by causal factors?

Effects of causal factors on air demand are carefully investigated and quantified. Different measurements and functional forms of these causal factors are considered and experimented. Demand elasticities with respect to causal factors are also calculated, and thereby the relative importance of causal factors is clearly revealed.

- Has the structure of airline service demand changed over time?

Structural changes over time are examined with the focus on fare and frequency. In addition to sensitivities to individual causal factors, the relative sensitivity to fare and frequency is traced. In particular, the hypothesis that fare sensitivity has increased and frequency sensitivity has (relatively) decreased is tested.

Thesis Overview

Subsequent chapters of this dissertation are organized as follows. In chapter 2, studies on demand generation and demand assignment for different aggregation levels are first reviewed. Limitations of these existing models suggest the need for a new model in order to better represent travel behavior and to test our hypotheses. Then, the demand model is developed. After the conceptual framework of the model is presented, two main components of the model, the saturated demand function and the market share function, are further discussed.

Chapter 3 demonstrates the implementation of the proposed model and quantifies the effects of causal factors. Model specifications, including model forms, nesting structures, and causal factors, are justified in the beginning of the chapter. Information about data sources, data compilation, and summary statistics is then provided. After estimation related issues are reviewed, a preferred estimation method is determined. Estimation results are discussed at the end of the chapter.

Implications and applications of the estimated models are shown in chapter 4. Based on the estimation results of chapter 3, demand elasticities with respect to different variables, such as fare and frequency, are calculated. These elasticities are compared with those in the literature, in order to judge the appropriateness of the estimated models. Policy experiments on fare and on-time performance are conducted to demonstrate applications of the model. They also show, through the substitution patterns of alternatives of different model forms, the importance of choosing an appropriate model form. Structural changes over time are investigated in the last section of chapter 4.

Finally, chapter 5 concludes this research by summarizing the methodological contributions and empirical findings of the research. Moreover, recommendations for future work are discussed.

Chapter 2 A Passenger Demand Model for Air Transportation

A large number of air passenger demand models have been developed for diverse purposes. As different types of models have different advantages and limitations, in this chapter, relevant studies are reviewed first, from which we can identify the needs for a new model in order to better represent travel behavior and to achieve our objectives. Then, the demand model is developed and demonstrated.

2.1 Literature Review

2.1.1 Overview

Relevant air transport demand models can be summarized by several dimensions. Two main dimensions—aggregation level and model type—are shown in Figure 2-1. An air transport demand model usually analyzes the demand system at a certain level of aggregation, depending on its purpose of study. For example, an airport demand model investigates airport activities and provides forecasts for airport planning. Aviation activities can generally be categorized into following—from high to low aggregation—levels: system (e.g. world or nation), city or metropolitan, airport, city-pair, airport-pair, and route. Note that a lower level of activities may be aggregated into higher level activities. If we know, for instance, traffic on all routes including a particular airport, we may sum them up to get the activities for the entire airport.

Demand generation and assignment are two main types of models that can be found in the literature. Demand generation models focus on total demand at a specific level of

aggregation. A demand model that forecasts yearly traffic for an airport belongs to this model type. Demand assignment models distribute total volumes at one level of aggregation to lower-level components. For example, a model might assign a fixed amount of origin-destination airport-pair traffic to different routes between the airports.

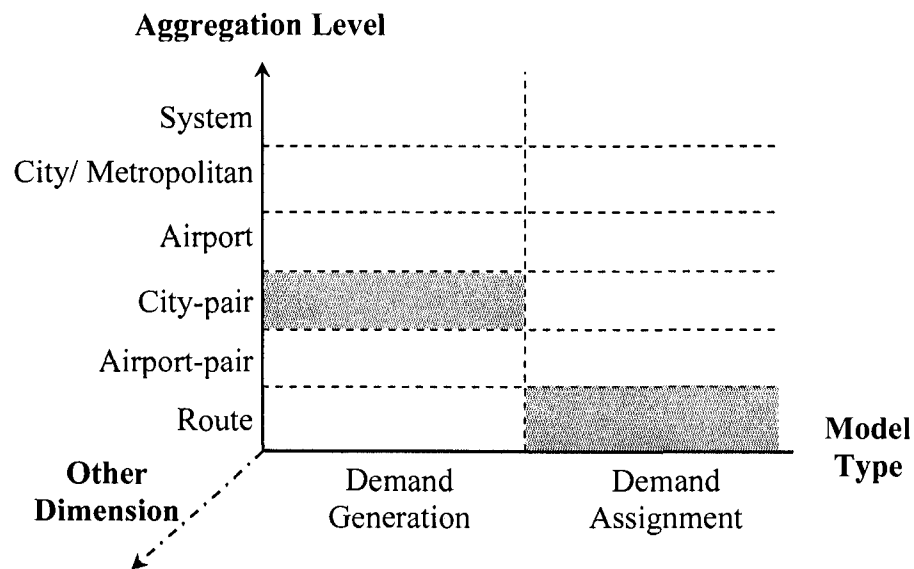


Figure 2.1 Categorizations of Models

Other dimensions—such as carrier-specificity and model form—can be added into Figure 2.1. Both demand generation and assignment models dealing with carrier-specific demand have been developed at different activity levels. For example, Wei and Hansen (2006) estimated an aggregate demand generation model, while Coldren (2005) studied demand assignment models, both at the route level and route-carrier level.

Models may also be differentiated by form. Broadly, most demand generation models are regression models, while most assignment models are random utility models. Random utility models range from simple multinomial logit (e.g. Coldren et al. (2003)), to nested logit (e.g. Coldren and Koppelman (2005)), and to mixed logit (e.g. Adler et al. (2005) and Warburg et al. (2006)). Although the sophisticated models may perform better in explaining travel behavior, the increased complexity generally make them harder to estimate. In addition, as shown in this research, random utility models can also be used to predict demand generation.

2.1.2 Demand Generation Model

Demand generation models are older and better developed, compared to demand assignment models, in the literature. As a result, they are commonly used in practice, especially for predicting higher level activities. Examples include (1) Federal Aviation Administration (FAA) (2006), which predicted long-term annual aviation activities for the U.S. National Airspace System (NAS); (2) Metropolitan Transportation Commission (MTC) (2001), which projected aviation activities of the San Francisco Bay Area as a whole and for three major commercial each airports in the region; and (3) FAA's "Terminal Area Forecast (TAF)" (2007b), which provided annual enplanement forecasts at the airport level.

Studies usually model demand as a function of socioeconomic and supply characteristics, and use either time series or cross-sectional data to estimate parameters. Higher level models, such as those of above examples, typically rely more on socioeconomic characteristics (e.g. income and population), and use time series data to

estimate the models. Lower level models, on the other hand, are more likely to incorporate supply characteristics and use either time series or cross-sectional data. Kanafani and Fan (1974) estimated a city-pair model, which specified population, income, and travel time as explanatory variables, with cross-sectional data. More recently, Wei and Hansen (2006) estimated an aggregate generation model with cross-sectional data at route-carrier level.

Note that models estimated with cross-sectional data assume that the same model can be used for all units in the cross-section (e.g. airports in airport models, and city-pairs in city-pair models) in the sample. In order to capture cross-sectional variation, stratifying the sample may be needed. In addition, this kind of model cannot capture system changes over time. They, thus, have limited capability to predict future activities. On the other hand, models estimated with time series data are more suitable for forecasting.

Another issue for this type of model is that the need, at least for the lower level models, to consider the competitive effects of alternatives. In other words, it is usually not appropriate to assume that demands are independent across units. Different routes of the same origin-destination city-pair, for example, are very likely to compete with one another. Competition among different modes is also important, especially for short-haul markets. One solution for this issue is to use models, such as “abstract mode model” developed by Quandt and Baumol (1966). Another common solution is to introduce a demand assignment model, which will be discussed below.

2.1.3 Demand Assignment Model

Demand assignment models explain the distributions of demands among alternatives. In practice, these models are usually used in top-down traffic forecasting. Given traffic volumes at a higher unit of aggregation, these models assign traffic volumes to lower units. For example, a regional planning authority may use an assignment model to predict the aviation activities in its own region, based on FAA's national forecasts.

While assignment models for high level of aggregation are usually simple (for example, analyzing historical shares with adjustments for different scenarios), more sophisticated assignment models have been developed for assignment to lower level of aggregation, mainly due to the need for modeling competition effects. In addition, since the objective of this research is to model the city-pair demand and its assignment to routes, we only focus on the sophisticated models dealing with lower level activities here. Three categories of relevant models—airport demand, route demand, and supply-demand assignment models—are discussed as follows.

Airport Demand Assignment Model

Airport demand assignment models explain the market shares of airports serving the same region (usually called multiple airport region or multiple airport system in the literature), such as a big city or metropolitan area. Varieties of model forms, causal factors, and alternatives (choice sets) have been investigated in the literature.

Discrete choice models are the mainstream model used for airport demand assignments. Along with the development of discrete choice models, different variations of this model—including multinomial logit (MNL), nested logit (NL), and mixed

multinomial logit (MMNL)—have been applied to this subject. Most of the earlier studies, such as Harvey (1987), Hansen (1995), and Windle and Dresner (1995), estimated MNL models to explain airport choice behavior. Although the MNL model form is easily applied and interpreted, it has the independent of irrelevant alternatives (IIA) property, which may lead to unreasonable results in some cases. Assume that there are three (A, B, and C) airports in a metropolitan area. The IIA property implies that an attribute (utility) change of airport C does not affect the ratio of the probabilities of choosing airport A and B. However, if the correlation between airport A and C is higher than that between airport B and C (e.g. airport A and C serve more overlapping markets than airport B and C do), people would expect that an attribute change of airport C has a larger impact on probability of choosing airport A than on that of choosing airport B. For example, a low cost carrier beginning to serve airport C is expected to attract more passengers from airport A than B, and the ratio of the probabilities of choosing airport A over B is expected to decrease, rather than staying the same.

The NL and MMNL models provide more realistic results when the IIA property is violated. The NL model gives more flexible substitution patterns, and still keeps the computational simplicity of the MNL model. Using the NL models, Pels et al (2001) analyzed airport-airline choice behavior and Pels et al (2003) modeled airport-access mode choice behavior. The MMNL model allows for the most flexible substitution patterns among the three model forms. In addition, it can account for passenger heterogeneity. More recently, the MMNL models have been applied to allocating airport demand. Examples include Hess and Polak (2005a and 2005b), and Pathomsiri and Haghani (2005). Note that the advantages of the MMNL model are not free—they come

at the price of computational complexity. The trade-off between flexibility and complexity does not always favor the most advanced model.

Three causal factors for airport demand assignment models can be found in the literature—access time, flight frequency, and air fare. Most studies—for example, Harvey (1987), Windle and Dresner (1995), Pels et al (2001), Pels et al (2003), Basar and Bhat (2004), Hess and Polak (2005a and 2005b), and Pathomsiri and Haghani (2005)—specified both access time and flight frequency as their explanatory variables. Although recognized as a key factor in airport choice (e.g. Ashford and Benchemam (1987), and Harvey (1987)), air fare was not as widely incorporated as the other two factors. The main reasons are the data availability and reliability. Harvey (1987) omitted air fare because there was no information available on fare actually paid by individual travelers. Pathomsiri and Haghani (2005) mentioned that studies often found an insignificant (or illogical) effect of air fare on airport choices, due to relatively unreliable data. However, the insignificant effect was perhaps caused by the endogeneity bias³ of estimations, especially for those studies using highly aggregated air fare data.

³ Whereas most studies expected the fare coefficients should be negative, the estimated coefficients may be more likely biased towards zero (insignificant) or positive direction, if the air fare variable is endogenous. Possible reasons for the endogeneity bias include simultaneity of supply and demand, and omitted variables. Because airlines may set fares based on some demand side variables—such as traffic flow, demand estimations ignoring simultaneity of supply and demand systems may give results that travelers seem to prefer higher air fares. In addition, higher fares may be due to better services. If a model does not take an important service characteristic into account, the estimated fare coefficient may be affected by the fact that passengers

Some studies combine other dimensions of air travel into the airport demand assignment models by defining alternatives (choice sets). Airport-carrier, airport-access mode, and airport-carrier-access mode choice models have been developed, for example, by Pels et al (2001), Pels et al (2003), and Hess and Polak (2005b), respectively. In addition, Basar and Bhat (2004) parameterized the formation of choice sets, in order to allow different travelers to have different airport alternatives.

Route Demand Assignment Model

Route demand assignment models explain the market shares of routes serving the same O-D airport-pair or O-D city-pair⁴. Similar to the airport demand assignment models, discrete choice models are the mainstream models used for route demand assignments. Note that assigning O-D airport-pair traffic to routes assumes that there are no substitution effects between routes of different O-D airport-pairs, even though these routes serve the same O-D city-pair.

The route demand assignment model for city-pairs, which combines the airport demand assignment for multiple airport regions and the route demand assignment for airport-pairs, is of interest when the study area includes multiple airport systems (MAS). Kanafani and Fan (1974), and Kanafani et al (1977) developed route demand assignment models for the San Francisco- Los Angles city-pair. Both of the cities are served by

prefer better services (measured by the characteristic). Therefore, both simultaneity and omitted variables may lead the estimated coefficients that are biased upward.

⁴ An airport-pair is equivalent to a city-pair only if both the origin and destination of the city-pair are served by single airport.

multiple airports. Total travel time (including airport access time), air fare, and flight frequency were used in their models to explain the market share differences among the routes. As for model forms, Kanafani and Fan (1974) designed a special probabilistic form and Kanafani et al (1977) applied the (aggregate) MNL model.

Compared to those for city-pairs, more route demand assignment models for airport-pairs can be found in the literature. Some studies assign airport-pair traffic to carriers and routes. For example, Coldren et al. (2003) estimated a MMNL model, and Coldren and Koppelman (2005) applied a NL model for route-carrier demand assignments. Both of these used computer reservation systems data from a commercial source. In addition, Adler et al. (2005) and Warburg et al. (2006) used revealed- and stated-preference survey data from individual travelers to estimate the mixed logit models that account for the heterogeneity of travelers in route-carrier choices.

In addition to the pure demand assignment model, some studies have developed models with both supply and demand sides. Studies with this approach are discussed below.

Supply-Demand Model

The supply-demand models are usually composed of a discrete travelers' choice sub-model for predicting demands, and an optimization sub-model of airlines' behavior. The most widely used discrete choice model for this topic is the multinomial logit (MNL) model, whereas the nested logit (NL) model is also applied by other studies (e.g. Hansen (1996), Weidner (1996), and Hsiao and Hansen (2005)). Examples of applying the MNL model include Kanafani and Ghobrial (1985), Hansen (1990), Hansen and Kanafani

(1990), Ghobrial and Kanafani (1995), Hansen (1995), Adler (2001), and Adler (2005). Note that all the models mentioned in this sub-section are route demand assignment models for airport-pairs, except for Hansen's (1995) model, which is an airport demand assignment model.

To capture airlines' behavior, some studies, which often focus on airline competition issues, apply an optimization model and assume that airlines pursue maximal profits as their objective functions. Hansen (1990), Adler (2001), Adler (2005), and Hsu and Wen (2003) are examples of such studies. Instead of an optimization model, other approaches have been used in order to incorporate the supply side of the system. For instance, Kanafani and Ghobrial (1985) assigned the maximum frequency of service on each link subject to the load factor above the breakeven load factor on that link.

These supply-demand models reflect the behavior of travelers and airlines, and thus they may offer better understanding of the systems. However, these models are usually more complicated and may take a long time to equilibrate. Especially for models with integer programming sub-models, it is harder to implement these models on large scale networks, such as the whole domestic air transportation network of the United States.

2.1.4 Discussion and Summary

In this section, strengths and weaknesses of different models, including models in the literature and the proposed model, are discussed by model components: model type and aggregation level, model form, choice set, and data issues. Finally, features of these models are summarized.

Model Type and Aggregation Level

Since lower level activities may be aggregated into higher level activities, a model of lower aggregation level can be more flexible for practical applications and also can better explain air travel behavior. For example, the impacts of raising passenger segment fees⁵ on route and airport demand can be more accurately estimated by a route demand model, rather than an airport demand model, since a route demand model can better capture a traveler' choice of connecting airports. Lower level aggregation models must take competition effects of alternatives into account. Although demand assignment models can be used to capture the competition effects, they implicitly assume total demand is inelastic. Demand generation models enable total demand to change with characteristics of alternatives. Thus, a model combines both demand generation and demand assignment is preferable.

In the literature, most air travel studies only deal with either demand generation or demand assignment. Researchers may estimate these two types of models separately and apply these models sequentially—generating demands at one level of aggregation and then distributing the estimated volumes to lower-level components. For instance, Kanafani and Fan (1974) estimated demand generation and demand assignment models for the San Francisco-Los Angeles city-pair—generated the city-pair demand first, and then distributed the total volume to different routes between these two cities. However,

⁵ Air passengers are charged the segment fees based on the number of flight segments of their routes. For example, if the current fee is 3 dollars per segment, a passenger choosing a direct route only pays a 3 dollar fee. However, if the passenger chooses a one-stop route, he or she pays 6 dollars for the segment fee.

the sequential approach that does not include a feedback system may be problematic, because it implicitly assumes that the total volume is fixed for the assignment model. Adding a feedback system can improve the sequential approach; however, this needs more complicated model systems and consumes more computation time. A model dealing with demand generation and assignment simultaneously can be a better solution.

This research models air travel demand at the route level and simultaneously deals with demand generation and assignment. The proposed model is consistent with random utility theory. For air travel activities at a lower aggregation level, city-pair models are suitable for estimating demand. They are also the most common demand generation models in the literature, according to Kanafani (1983). This research, therefore, develops the model that generates city-pair demands and distributes them to routes, as the shaded areas shown in Figure 2-1. In addition, the model combines airport and route choices in demand assignment, since both origin and destination cities may be served by multiple airports.

Model Form

Discrete choice models—including the MNL, NL, and MMNL models—are the usual demand assignment models. The MNL model is widely used although its IIA property may lead to unreasonable results. The MMNL model provides the most flexible substitution patterns but increases the computational complexity. The NL model gives for more flexible substitution patterns, and still keeps the computational simplicity. Although these three model forms are all available in theory, researchers should make their own

choices depending on their problems and objectives. In this regard trade-offs between the flexibility and complexity must be considered.

This research chooses the aggregate NL model (and also estimate the aggregate MNL⁶ model for comparisons) for the empirical study, because: (1) the empirical objective of this research focuses on the coefficients and ratios of coefficients, and the NL model can serve this purpose well⁷, and (2) the NL model provides a good balance between flexibility and computational complexity. There is a need to reduce the computational complexity because the empirical study uses the U.S. domestic route data for 40 quarters, which is a very large data set (about 1.66 million observations), allowing us to investigate air demand variation among routes and markets over time.

Choice Set

Most of the demand assignment models in the air travel literature, except Hong and Harker (1992), Adler (2001), and Adler (2005), do not include an “outside good” alternative, which allows a potential traveler to choose none of the listed alternatives. In an air route choice case, a potential traveler may not travel (or travel by other modes,

⁶ Note that when individuals are homogeneous, the IIA property also holds at the aggregate level. In this case, the properties of aggregate own and cross elasticities are similar to those of disaggregate own and cross elasticities. Refer to Ben-Akiva and Lerman (1985) for details about the IIA property and the differences between disaggregate and aggregate elasticities.

⁷ For instance, Brownstone and Train (1999) mentioned that “If indeed the ratios of coefficients are adequately captured by a standard logit model, as our results and those of Bhat (1996a) and Train (1998) indicate, then the extra difficulty of estimating a mixed logit or a probit need not be incurred when the goal is simply estimation of willingness to pay, without using the model for forecasting.”

such as car or rail) if none of the route alternatives is as attractive as that option. However, a route choice model without the “outside good” alternative forces the potential traveler to pick one of the routes.

A demand assignment model without an “outside good” alternative implies that total demand is independent of the attributes of the disaggregate alternatives. These attributes affect market shares among alternatives, rather than the total demand. This property restricts the application of the model as a planning and policy analysis tool, since a system improvement may lead to changes in total demand. Our research takes the “outside good” alternative into consideration.

Data Issues

In this section, two data issues are discussed: aggregation levels (aggregate and individual data), and data dimensions (cross-sectional, time series, and panel data).

Most demand generation models in the literature use aggregate time series data, while some lower activity level generation models may use aggregate cross-sectional data. On the other hand, most demand assignment (including airport and route assignment) models using discrete choice model forms are estimated by cross-sectional data, either from surveys of individuals, or from aggregate statistics⁸. While airport choice models typically use cross-sectional data from surveys of individuals, route choice models are

⁸ Discrete choice models estimated by aggregate data are sometimes referred as market share models, or aggregate choice models (e.g. aggregate multinomial logit model). The supply-demand models usually apply the market share models to their demand assignments.

more likely to be estimated by aggregate statistics, since it is easier to do a survey in a single metropolitan area than at a national level.

Surveys of individuals can collect more detailed information. The models estimated on survey data, thus, may better explain travel behavior, if the surveys are well designed. However, due to their costly nature, survey data is usually limited in terms of sample size and geographical area, reducing generalizability of estimation results. For instance, an airport choice model estimated by San Francisco Bay Area data may not apply to other metropolitan areas. In addition to its scarcity, problems with surveys of individuals include limited public availability and their inability to track changes over time. Aggregate statistics, by contrast, are usually available for different geographical areas and reported on a regular basis, enabling the use of panel data analysis techniques.

This research builds a route level model that can be applied to a large airline network—such as the whole U.S. air transportation system—as a bottom-up policy analysis tool. Survey data for this type of empirical analysis is unavailable. Publicly available aggregate (route level) data is employed. Since these data are collected and reported on a regular basis, it is possible to access changes in the structure of air travel demand over time, as well as to fuse inferences on both cross-sectional and time series variation.

Summary

As shown in Table 2.1, several important model features have not been treated appropriately at the city-pair route level. These features are discussed below, and the proposed model improves the existing models by including these features.

- Most models do not deal with multiple route and airport systems together—they may model one of these two problems. The proposed model handles these two problems simultaneously.
- The proposed model uses aggregate panel data because of its ready availability, and to capture the cross-sectional and the time series variation of route demand.
- Only a few studies capture travel behavioral changes over time, and airport congestion effects. This research investigates these behavioral changes and effects.
- More importantly, most existing models in the literature only deal with either demand generation or demand assignment, or treat these two phenomena sequentially. The sequential approach may be inappropriate since it implicitly assumes that the total volume is fixed for the assignment model—irrelevant to the service levels of alternatives. This research deals with demand generation and assignment in a single model, by including an outside good alternative (non-travel or travel by other modes).

Table 2.1 Features of Different Models

Model feature \ Model type	Demand generation model	Airport assignment model	Route assignment model	Proposed model
Deal with multiple routes			☺	✓
Deal with multiple airport systems		☺		✓
Include “outside good” alternative			☹	✓
Capture time series variation	☺			✓
Capture cross-sectional variation	☺	☺	☺	✓
Use survey data		☺	☹	
Use aggregate data	☺		☺	✓
Capture behavioral changes over time				✓
Capture airport congestion effects			☹	✓

Note: where ☺ represents these models usually have the feature;

☹ represents only a few of these models have the feature;

✓ represents the proposed model has the feature;

A blank cell indicates that these models usually do not have the feature.

2.2 The Demand Model

2.2.1 Conceptual Framework

This research models city-pair air passenger demand at the route level⁹. In general, potential trips between two cities are derived from the socioeconomic activities in both cities. Potential travelers may have many choices regarding these potential trips. They may avoid air travel altogether by choosing different modes, such as auto and rail, or they may decide not to travel at all. Within the air mode, they may select different routes, of which airports and segments (non-stop links) are basic elements. Thus, a route choice involves choices of airports (origin, destination, and connecting airports) and segments. A change in the characteristics of a route may affect the attractiveness of this route, or of a group of routes, because different routes in a market may share the same airports and/or segments. Aggregate air demand in a city-pair market may also be affected by changes in individual route characteristic or that impact routes across the board.

Intercity travel demand can be illustrated by an example of one city-pair (A-B), as shown in Figure 2.2. Potential travelers in this market have one “outside good” alternative (non-travel or travel by other modes) and 11 route alternatives, including three non-stop routes (O_1D_2 , O_2D_1 , and O_3D_2) and eight one-stop routes (four for each of the connecting airports, H_1 and H_2). From the airport view point, since both city A and B

⁹ Note that this conceptual model can be easily applied to the route-carrier level—simply differentiating routes by carriers. However, adding the carrier dimension yields to a more complicated empirical model.

are served by multiple airports, potential travelers may leave from the airport O_1 , O_2 , or O_3 , and arrive at the airport D_1 or D_2 . Examples of routes sharing the same airports and segments include: (1) the three routes departing the same origin airport O_1 , and (2) the routes $O_1H_1D_1$ and $O_3H_1D_1$ which both involve the segment H_1D_1 . While raising the fare of the route O_2D_1 may make this route less attractive, the severe delay at connecting airport H_1 may reduce the appeal of all four routes through H_1 .

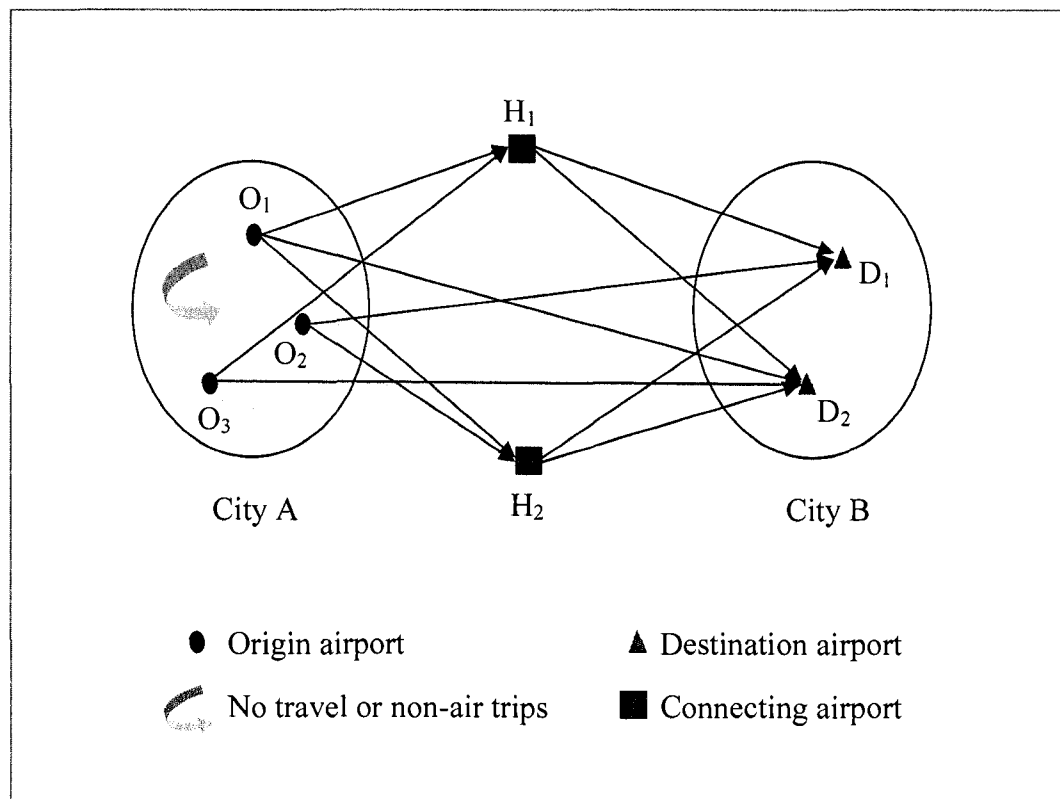


Figure 2.2 City-Pair Air Passenger Demand in a Hub-and-Spoke Network

The general form of city-pair air passenger demand model is given by the formulation in Equation (2.1). The air traffic on a route is equal to the product of the market (city-pair) saturated demand and the market share of this route. The market saturated demand (or total potential demand) can be modeled as a function of socioeconomic and geographic characteristics of this market, such as populations of the origin and destination cities, or distance. The route market share is determined by a function of the vector of socioeconomic characteristics of this route, and supply characteristics for this route, its competing routes, and the “outside good.”

$$\begin{aligned}
 Q_{rt} &= T_{m(r)t} \cdot MS_{rt} \\
 &= T(D'_{m(r)t}) \cdot MS(D_{rt}, S_{rt}, S_{-rt}, S_{0t})
 \end{aligned}
 \tag{2.1}$$

where:

Q_{rt} is the air traffic on route r at time t ;

$T_{m(r)t}$ is the saturated demand of the market (city-pair) m , served by route r ,
at time t ;

MS_{rt} is a market share of route r at time t ;

$T(\bullet)$ and $MS(\bullet)$ are a saturated demand function and a market share function,
respectively;

$D'_{m(r)t}$ is a market-specific (city-pair-specific) socioeconomic and geographic
characteristic vector of market m , served by route r , at time t ;

D_{rt} is a route-specific socioeconomic and geographic characteristic vector of
route r at time t ;

S_{rt} is a supply characteristic vector of route r at time t ;

S_{-rt} is a metric containing the supply characteristic vectors of route r 's competitors at time t ;

S_{0t} is a supply characteristic vector of the “outside good” 0 at time t .

In equation (2.1), $D'_{m(r)t}$ and D_{rt} include different sets of socioeconomic and geographic variables. Typical socioeconomic and geographic variables used in the literature are population, income, employment of cities (metropolitan areas), and distance. In addition, D_{rt} may include the socioeconomic and geographic characteristics of the city-pair served by the route ($D_{m(r)t}$), and plus the socioeconomic characteristics of the connecting airports. A modeler may specify that D_{rt} and $D_{m(r)t}$ vectors are identical. In this case, although these market characteristics ($D_{m(r)t}$) are the same across the routes in the same market, they still can help to explain the market share variation between the air routes and the non-air alternative, both across markets and over time, since there is an “outside good” alternative in the choice set.

The market share variation of alternatives in a market are mainly explained by supply characteristics of these alternatives (S_{rt} , S_{-rt} , and S_{0t}). In other words, the market share of a route depends on attractiveness of its characteristics, compared to those of other routes and the “outside good” in the same market. Market characteristics, in addition, can also affect the total air traffic. Long haul markets, for example, may have a higher total market share of all air routes than short haul markets, all else equal, because

there is less competition among modes in long haul markets. Recall that airports and segments are basic elements of a route. Supply characteristic vectors of routes should be composed of characteristics of these routes, and of the airports and segments involved. Using S_{rt} as an example, it can be decomposed into three parts: $S_{rt} = \{S_{rt}^i, S_{a(r)t}, S_{g(r)t}\}$, where $S_{a(r)t}$ and $S_{g(r)t}$ are characteristic vectors of the airports and the segment (s) served by route r at time t , respectively; S_{rt}^i is a pure route characteristic vector of route r at time t . Typical supply characteristic variables include: air fare, travel time, and routing types (pure route variables), ground access time and airport delay (airport variables), and flight frequency (a segment variable).

The saturated demand and the market share functions give the total potential traffic of a market and the market share of a route (or the outside good), respectively, when all socioeconomic, geographic and supply variables are given. Although these functions are specified and estimated in the later chapters, the methodological issues in using them are discussed in the following two sections.

2.2.2 Saturated Demand Function

The saturated demand function defines the relationship between the total potential demand of markets and certain causal factors. Whereas socioeconomic variables are easily justified as the causal factors for the saturated demand, estimating the function may not be straightforward because only the realized traffic, rather than the “potential” traffic, can be observed. From the economic literature, two types of approaches have been proposed by empirical studies on different industries.

The first approach, which is more commonly found in the literature, is to assume a reasonable maximum for the potential based on a socioeconomic variable. For example, a researcher may assume $T_{m(r)t} = \alpha * M_{m(r)t}$, where α is a proportionality factor and $M_{m(r)t}$ is the observable socioeconomic variable chosen for reflecting the potential total traffic. Nevo (2001) analyzed the market shares of different brands on the ready-to-eat cereal industry. The potential number of servings in a city in a quarter was defined as a function of population, $\alpha * (\text{population}) * 365/4$. The potential number of servings was calculated by assuming $\alpha = 1$, i.e., every resident may consume one serving per day. The main advantage of this approach is its simplicity. However, in order to provide convincing results, justification and coefficient sensitivity tests for this assumption are needed.

The second approach is to estimate a model for this function (e.g. estimate the parameter α). Because the saturated demand is a part of the whole demand model and the “potential” traffic cannot be observed, estimating the saturated demand model is more complicated. System equations and/or additional assumptions to simplify the estimation may be used by this approach. For example, Hansen (1996), and Wei and Hansen (2005) assumed that the total demand is much more than the total traffic in a market, and then separated the estimation of the saturated demand model from that of the whole demand model.

This research would suggest the first approach for the proposed model. Even though this approach is simple, it can be shown¹⁰—at least for the multinomial logit and nested logit model forms—that the proportionality factor setting may only affect the estimated intercept of the market share model if the proportionality factor is set large enough. If the intercept is not the main coefficient of interest, this approach should work well. In addition, socioeconomic variables in the market share model (D_{rt}) can help to explain the market share difference between all routes and the outside good. Thus, the impacts of choosing an inappropriate parameter (e.g. α) and socioeconomic variables for $D_{m(r)t}$ can be reduced.

2.2.3 Market Share Function

Whereas alternative methods exist in the literature¹¹, the usual specification for the market share function is a discrete choice model. Only this type of model is discussed in this section, since the empirical analysis of the research reported here follows the discrete choice literature. To be specific, the aggregate discrete choice models, which are based on choice behavior of individuals, are the focus of our interest. This type of model is the most appropriate for the objectives of this research: to develop a route demand model,

¹⁰ Refer to Appendix A for more details.

¹¹ For example, some studies directly explained the market share (as a dependent variable) by causal factors using a linear regression model, or a multiplicative model. Other studies transformed the dependent variable to assure that the predicted market share is between 0 and 1.

which can be applied to a large network system, using publicly available aggregate (at the route level) data.

The indirect utility of potential traveler i from route r at time t can be formulated as Equation (2.2),

$$u_{irt} = \sum_{k=1}^K \beta_k x_{rtk} + \xi_{rt} + \mu_{irt} + \varepsilon_{irt}, \quad (2.2)$$

where:

x_{rtk} is an observable characteristic k of route r at time t , i.e., it is a observable supply characteristic variable in vector S_{rt} ; there are K observable characteristics specified in the utility function;

β_k is a parameter to be estimated for characteristic k ;

ξ_{rt} is a term to capture unobservable route characteristics at time t ;

μ_{irt} is a term to capture individual deviations, which can be modeled as a function of individual characteristics and route characteristics;

ε_{irt} is a stochastic term.

In order to derive the market share function for route r at time t , additional assumptions are needed¹². The first assumption is that every potential traveler chooses only one alternative that gives the highest utility from all alternatives (including the

¹² Further discussions and formulas can be found in the discrete choice literature (e.g. McFadden (1981)) and its applications, such as Berry et al (1995) and Nevo (2001).

“outside good,” and all the routes). This assumption allows us to define the set of unobserved variables (A_{rt}) that induces the choice of route r at time t . Note that this assumption may be unrealistic for analyzing general products. For example, a consumer may purchase two products at the same time, or may consider the choice between two small size items of a brand and one large size item of another brand. However, this assumption is easier to justify in the route choice model, since for each realized trip a traveler always travel through only one route.

Assuming ties occur with zero probability, the market share of route r at time t as a function of the characteristics of all alternatives competing in the market is given by integrating the population distribution functions of unobserved variables over the range of A_{rt} . An operational market share function needs to make assumptions on the population distribution functions, and then the integral can be calculated. Different assumptions on the population distribution functions lead to different discrete choice models. Three models—MNL, NL, and MMNL—are discussed below.

Multinomial Logit Model

The most frequent and simple way is to assume that (1) potential travelers are homogeneous in the observed characteristics—no individual deviations ($\mu_{irt} = 0$) except for the stochastic terms ε_{irt} 's; and (2) the stochastic terms, ε_{irt} 's, are independent and identically distributed (i.i.d.) across travelers, routes, and time with a type I extreme value distribution. This leads to the multinomial logit model, which captures the mean behavior

of potential travelers. If we normalize the utility from the outside good alternative to zero

($\sum_{k=1}^K \beta_k x_{0tk} + \xi_{0t} = 0$), the market share of route r at time t is

$$MS_{rt} = \frac{\exp(\sum_{k=1}^K \beta_k x_{rtk} + \xi_{rt})}{1 + \sum_{j \in R(m(r)t)} \exp(\sum_{k=1}^K \beta_k x_{jtk} + \xi_{jt})}, \quad (2.3)$$

where $R(m(r)t)$ represents all routes in the market served by route r at time t .

Since potential travelers are assumed to be homogeneous, the IIA property, which has been discussed in section 2.1.3, also holds at the aggregate level. An implication of the IIA property at the aggregate level can be shown by reviewing cross elasticities of market shares. The aggregate cross elasticity of the market share with respect to a characteristic (k) of a competing route (j) is given by

$$\eta_{rjtk} = \frac{\partial MS_{rt}}{\partial x_{jtk}} \cdot \frac{x_{jtk}}{MS_{rt}} = -\beta_k x_{jtk} \cdot MS_{jt}. \quad (2.4)$$

The cross elasticity for route r does not depend on the characteristics of route r . In addition, the cross elasticity is the same for all other routes. If route A and route B have the same market shares, a change in characteristic of their competing route (C) will have the same impact on the market shares of these two routes. This property may be counter-intuitive if people believe that route C more likely substitutes for route A than for route B. For instance, suppose route A and route C originate from the same airport, while route B starts from another airport. Fare decreases of route C are expected to attract more

passengers from route A than from route B. However, the MNL model predicts the same market share changes for route A and route B.

Nested Logit Model

The NL model gives more flexible substitution patterns, and still keeps the computational simplicity and tractability of the MNL model. In the NL model, all alternatives are grouped into exhaustive and mutually exclusive nests. According to the nest structure, the correlations of the stochastic terms in the NL model are specified by a variance component structure, instead of assuming that the stochastic terms are i.i.d.. As a result of the specification, the IIA property does not hold across nests, although it still holds within each nest. Thus, the substitution patterns of alternatives become more flexible. An alternative is more likely to substitute for an alternative in the same nest, than for an alternative in different nests. In the route choice example above, if route A and C are in the same nest and route B is in another nest, the NL model predicts, as one would expect, that fare decreases of route C attract more passengers from route A than from route B.

Note that the NL model can be decomposed into multinomial logit models¹³, since the probability of choosing an alternative can be written as the product of a marginal and a conditional probability—each of them takes the multinomial logit form. Assuming the potential travelers are homogeneous, the decomposition can also be applied to the

¹³ Refer to Train (2003) for details.

aggregate level¹⁴—replacing the probabilities by market shares. The decomposition makes the interpretation of the NL model easier and also provides an alternative for model estimation.

Two additional attributes of the NL model are worthy of mention. The first is that when all correlations of the stochastic terms are zero the NL model becomes the MNL model. Thus, the MNL model is a special case of the NL model. The other important attribute is that, like the MNL model, the market shares of the NL model have a closed form expression—no numerical method for the market share integral is needed. No market share equation for a NL model provided here because it depends on the nest structure. However, it can be decomposed, in general, into marginal and conditional market shares. Equations similar to (2.3) can be used for these marginal and conditional market shares. Then, the market share of a route can be determined. All above attributes make the NL model popular for empirical studies.

One issue of the NL model is that the nesting structure, including contents of nests and order of nests, has to be determined. In our route choice model, since different routes of a market may share the same airports and/or segments, routes can be grouped by their common characteristics. Although this provides a priori information on the possible nest structure, the final nesting structure needs to be determined empirically as discussed in the next chapter.

¹⁴ Berry (1994) showed the decomposition for a two level aggregate nested logit model.

Mixed Logit Model

The MMNL model, also called the random coefficient model, provides the most flexible substitution patterns among these three models, but also has the greatest computational complexity. Since this research does not estimate an MMNL model in the empirical analysis¹⁵, here we only briefly discuss about the MMNL model. Detail information can be found in the literature, such as Berry et al (1995) and Nevo (2001).

The MMNL model allows individual heterogeneity¹⁶, i.e., potential travelers may have different preferences for route characteristics. In order to incorporate this capability, the individual deviations (μ_{irt}) of the indirect utility function can be modeled as a function of individual characteristics and route characteristics. For example, allowing individual characteristics to interact with route characteristics¹⁷, $\mu_{irt} = \sum_{k=1}^K \sigma_k v_{itk} x_{rtk}$, extends the Equation (2.2) to (2.5),

$$u_{irt} = \underbrace{\sum_{k=1}^K \beta_k x_{rtk}}_{\text{mean for route } r \text{ at time } t} + \xi_{rt} + \underbrace{\sum_{k=1}^K \sigma_k v_{itk} x_{rtk}}_{\text{individual } i \text{ deviation at time } t} + \varepsilon_{irt} , \quad (2.5)$$

¹⁵ Reasons are discussed in the Literature Review section.

¹⁶ Note that in the MNL and the NL models, the individual heterogeneity is considered only through the stochastic term (ε_{irt}), not related to any route characteristic.

¹⁷ Refer to Berry et al (1995) for more details. They used a similar formula in their automobile demand analysis, although their model dealt with cross-sectional data. In addition, Nevo (2001) extended the Berry et al's model by adding demographic characteristics, into μ_{irt} function, to capture individual heterogeneity, and by using panel data.

where:

v_{itk} is a mean zero random variable, associated with route characteristic k for individual i at time t , with a known distribution;

σ_k is a parameter to be estimated, and represents the standard deviation of the marginal utilities associated with route characteristic k , if v_{itk} is scaled such that $E(v_{itk}^2) = 1$.

In Equation (2.5) the indirect utility of potential traveler i from route r at time t can be decomposed into two parts: the mean for route r at time t , and the deviation from the mean for the potential traveler i at time t . For the potential traveler i , the marginal utility associated with route characteristic k at time t is given by $(\beta_k + \sigma_k v_{itk})$. Assuming the stochastic term, ε_{irt} 's, are independent and identically distributed (i.i.d.) across travelers, routes, and time with a type I extreme value distribution, leads to the MMNL model.

Note that the NL model is a restricted version of the MMNL model (Berry et al (1995)). However, the advantages of the MMNL model come with the price of computational complexity, because the integral defining market shares of the MMNL model cannot be computed analytically. Numerical methods are needed to determine the market shares.

Chapter 3 Empirical Analysis of the Passenger Demand for Air Transportation

This chapter shows how the proposed model will be implemented. Model specifications, including model forms, nesting structures, and causal factors, are discussed first. Then information about data sources, data compilation, and summary statistics is provided. Estimation methods and estimation results are presented at the end of the chapter.

3.1 Model Specifications

3.1.1 Model Forms and Nesting Structures

As discussed in chapter 2, this research chooses the aggregate nested logit (NL) form for the market share function, and also estimates the aggregate multinomial logit (MNL) model for comparisons. For the nesting structures of the models, routes are grouped in a nest by assuming that the routes with more common characteristics are more likely to be competitors, i.e. higher correlations among these routes. The common characteristics used in the empirical analysis include (1) air routes or the non-air alternative, (2) origin-destination (O-D) airport pair, and (3) routing type (direct or connecting route). Based on different combinations of these characteristics, five nesting structures are examined—including one MNL, one two-level NL, two three-level NL, and one four-level NL model.

The MNL model is shown in Figure 3.1, in which all air routes and the non-air alternative are grouped together. The MNL model can be considered as a special case of the NL model—when all the scale parameters of the NL model are equal to one, the NL model becomes the MNL model. The market share of a route or the non-air alternative is given by Equation (2.3).

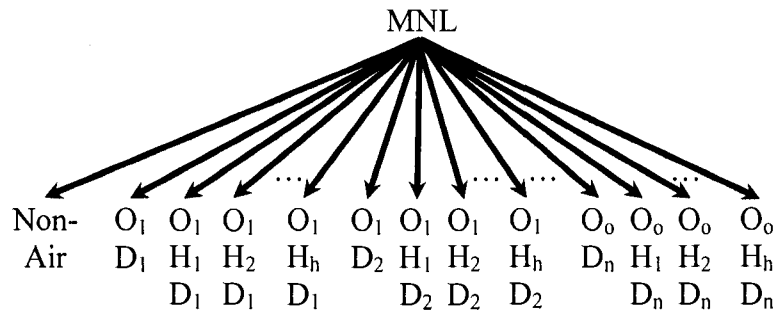


Figure 3.1 Nesting Structure: Multinomial Logit

An air route in Figure 3.1 (and Figure 3.2 to 3.5) is presented by its origin airport (O), destination airport (D), and connecting (hub) airport (H), if any. For example, in the city-pair market O-D, the route O_1D_1 is the direct route from the origin airport 1 to the destination airport 2, and the route $O_1H_2D_2$ is the connecting route from the origin airport 1, through the connecting airport 2, and then arriving at the destination airport 2. In this research we only consider routes with at most one connecting airport as alternatives. Thus, there is only one H for each connecting route. Removing routes with more than one connection makes the models more tractable with little loss of generality, since the vast majority of U.S. domestic trips involve less than two connections.

While the four NL models are presented in following individual sub-sections, their common features—ratio(s) of scale parameters and model decompositions—are discussed here. The estimated ratio(s)¹⁸ of scale parameters of an NL model can be used to determine whether the nested logit model is consistent with utility-maximizing behavior¹⁹ for all possible values of the explanatory variables, and whether the higher-level NL model collapses to a lower-level NL (or MNL) model. Specific conditions of the ratio(s) of scale parameters are discussed in each nesting structure sub-section.

As mentioned in chapter 2, the NL model can be decomposed into multinomial logit models, since the market share of a route can be written as the product of a marginal market share and a conditional market share—each of them takes the multinomial logit form. To illustrate the decompositions of the NL models, the indirect utility of a potential traveler i from route r at time t , Equation (2.2), is expressed as Equation (3.1), assuming that potential travelers are homogeneous in the observed characteristics—no individual deviations ($\mu_{irt} = 0$) except for the stochastic terms ε_{irt} 's.

$$\begin{aligned}
 u_{irt} &= \sum_{k=1}^K \beta_k x_{rtk} + \xi_{rt} + \mu_{irt} + \varepsilon_{irt} \\
 &= W_{mt} + Z_{pt} + Y_{rt} + \varepsilon_{irt} \quad , \\
 &= W_{mt} + Z_{pt} + Y_{rt}^d + Y_{rt}^c + \varepsilon_{irt}
 \end{aligned}
 \tag{3.1}$$

¹⁸ Only the ratio of two scale parameters, rather than each individual scale parameter, can be identified from the data.

¹⁹ Refer to Train (2003) and Ben-Akiva and Lerman (1985) for details.

where:

W_{mt} represents the market-specific utility of route r , which is the same for all routes in the market m at time t ;

Z_{pt} represents the O-D airport pair-specific utility of route r , which is the same for all routes of the O-D airport pair p at time t ;

Y_{rt} is the route-specific utility, which varies over routes in the market m at time t ;

Y_{rt}^d is the route-specific utility for a direct route, which varies over routes in the market m at time t for the direct route; $Y_{rt}^d = Y_{rt} \cdot d_r$;

Y_{rt}^c is the route-specific utility for a connecting route, which varies over routes in the market m at time t for the connecting route; $Y_{rt}^c = Y_{rt} \cdot (1 - d_r)$;

d_r is the binary indicator variable for the direct route;

$$d_r = \begin{cases} 1, & \text{if the route } r \text{ is a direct route} \\ 0, & \text{otherwise} \end{cases}$$

The second equality in this equation decomposes the utility into three parts: the market-specific utility, the O-D airport pair-specific utility, and the route-specific utility. This helps to separate the non-air alternative from the air routes, and to distinguish air routes between different O-D airport pairs. The third equality further differentiates the route-specific utility between the direct and the connecting routes. This helps to explain

the possible correlation differences between the direct and the connecting routes. Details about the model decompositions are shown in each nesting structure sub-section.

Two-Level Nested Logit

The nesting structure of the two-level nested logit (NL2) model is shown in Figure 3.2, in which the non-air alternative is separated from the air routes. With this nesting structure, the IIA property holds among the air routes of a city-pair market, but it does not hold between the non-air alternative and one of the air routes. In other words, potential travelers are more likely to switch from one air route to another air route, than from one air route to the non-air alternative.

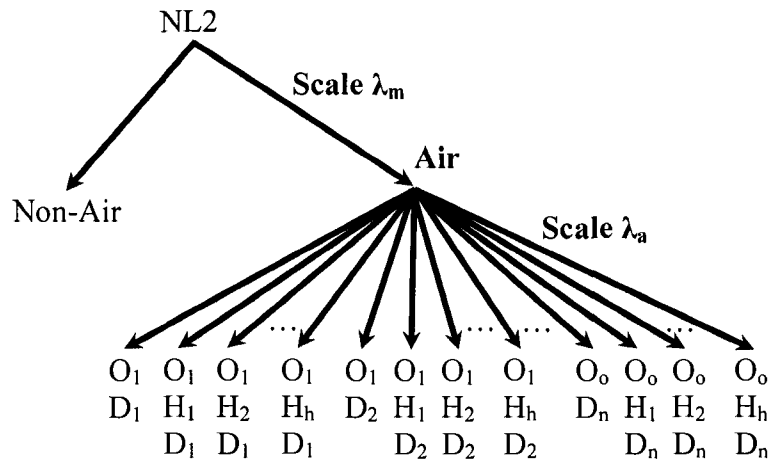


Figure 3.2 Nesting Structure: Two-Level Nested Logit

Applying Equation (3.2), the two-level NL model can be decomposed into two MNL models: the binary logit model to capture the decision on traveling by air or not,

and the MNL model to determine the conditional market share of a specific route given that the air routes are chosen. The two MNL models are linked by the inclusive value I_{at} .

$$MS_{rt} = MS_{at} \cdot MS_{rt|at} \quad (3.2)$$

where:

$MS_{rt|at}$ represents the conditional market share of route r at time t given that

$$\text{the air routes of the market are chosen; } MS_{rt|at} = \frac{e^{(Z_{rt} + Y_{rt})/\lambda_a}}{\sum_{j \in R(m(r)t); I \in P(j)} e^{(Z_{jt} + Y_{jt})/\lambda_a}};$$

MS_{at} is the marginal market share of the air routes at time t ;

$$MS_{at} = \frac{e^{(W_{at} + \lambda_a I_{at})/\lambda_m}}{1 + e^{(W_{at} + \lambda_a I_{at})/\lambda_m}};$$

I_{at} is the inclusive value of the air routes at time t ; $I_{at} = \ln\left(\sum_{j \in R(m(r)t); I \in P(j)} e^{(Z_{jt} + Y_{jt})/\lambda_a}\right)$;

λ_a and λ_m are scale parameters associated with the air route nest and the top (air vs. non-air) nest, respectively; although these simplified parameters are not changed over time or over markets, they can be easily modified if needed;

$R(m(r)t)$ represents all air routes in the market served by route r at time t .

$P(j)$ is the O-D airport pair of route j .

The two-level NL model is consistent with utility-maximization for all possible values of the explanatory variables if $0 < \frac{\lambda_a}{\lambda_m} \leq 1$, where $\frac{\lambda_a}{\lambda_m}$ is the coefficient of I_{at} , the inclusive value of the air routes at time t . Note that either λ_a or λ_m can be normalized to one. The condition becomes $0 < \lambda_a \leq 1$ in the case of normalizing $\lambda_m = 1$. In addition, if the hypothesis $\frac{\lambda_a}{\lambda_m} = 1$ cannot be rejected, the two-level NL model reduces to the MNL model.

Three-Level Nested Logit—A

In addition to differentiating air routes from non-air alternative, the first three-level nested logit (NL3A, thereafter) further investigates the correlations of connecting routes with the same O-D airport pair. The nesting structure of the NL3A model is shown in Figure 3.3. This model implies that (1) direct routes of a market have proportional substitution patterns, and (2) connecting routes more likely substitute for other connecting routes within the same O-D airport pair than substitute for other routes (direct routes and connecting routes of other O-D airport pairs). For example, the connecting route $O_1H_1D_1$ more likely substitutes for the connecting route $O_1H_2D_1$, than for the route O_1D_2 or $O_1H_2D_2$.

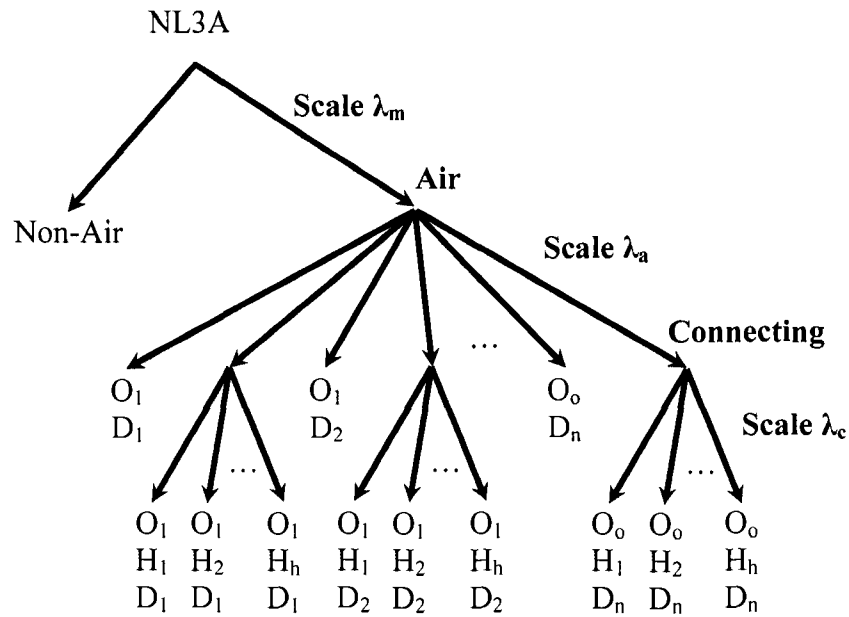


Figure 3.3 Nesting Structure: Three-Level Nested Logit—A

The NL3A model can be decomposed into three MNL models by Equation (3.3). The common part of the formula is the total market share of the air routes, MS_{at} , handled by the binary logit model. The second MNL model deals with the conditional market shares of direct routes and groups of connecting routes—all connecting routes of an O-D airport pair are considered as a group. Given that the air routes are chosen, a direct route competes with other direct routes and groups of connecting routes. The conditional market shares of connecting routes are modeled by the third MNL model, in which a connecting route competes with other connecting routes of the same O-D airport pair, given that the O-D airport pair is chosen. The three MNL models are linked by the inclusive values I_{at} and I_{pct} .

$$MS_{rt} = MS_{at} \cdot MS_{pt|at} \cdot MS_{rt|pt} \cdot (1 - d_r) + MS_{at} \cdot MS_{rt|at} \cdot d_r \quad (3.3)$$

where:

$MS_{rt|pt}$ represents the conditional market share of route r at time t given that the connecting routes of the O-D airport pair are chosen;

$$MS_{rt|pt} = \frac{e^{Y_{rt}^c / \lambda_c}}{\sum_{j \in R^c(p(r)t)} e^{Y_{jt}^c / \lambda_c}};$$

$MS_{pt|at}$ represents the conditional market share of the connecting routes of the O-D airport pair p given that the air routes of the market are chosen;

$$MS_{pt|at} = \frac{e^{(Z_{pt} + \lambda_c I_{pt}^c) / \lambda_a}}{\sum_{j \in R^d(m(r)t); l \in P^d(j)} e^{(Z_{jt} + Y_{jt}^d) / \lambda_a} + \sum_{l \in P^c(m(r)t)} e^{(Z_{lt} + \lambda_c I_{lt}^c) / \lambda_a}};$$

$MS_{rt|at}$ represents the conditional market share of route r at time t given that the air routes of the market are chosen;

$$MS_{rt|at} = \frac{e^{(Z_{rt} + Y_{rt}^d) / \lambda_a}}{\sum_{j \in R^d(m(r)t); l \in P^d(j)} e^{(Z_{jt} + Y_{jt}^d) / \lambda_a} + \sum_{l \in P^c(m(r)t)} e^{(Z_{lt} + \lambda_c I_{lt}^c) / \lambda_a}};$$

MS_{at} is the marginal market share of the air routes at time t ;

$$MS_{at} = \frac{e^{(W_{at} + \lambda_a I_{at}) / \lambda_m}}{1 + e^{(W_{at} + \lambda_a I_{at}) / \lambda_m}};$$

I_{pt}^c is the inclusive value for the connecting routes of the O-D airport pair p at

$$\text{time } t; \quad I_{pt}^c = \ln\left(\sum_{j \in R^c(p(r)t)} e^{Y_{jt}^c / \lambda_c}\right);$$

I_{at} is the inclusive value of the air routes at time t ;

$$I_{at} = \ln\left(\sum_{j \in R^d(m(r)t); l \in P^d(j)} e^{(Z_{it} + Y_{it}^d)/\lambda_a} + \sum_{l \in P^c(m(r)t)} e^{(Z_{it} + \lambda_c I_{it}^c)/\lambda_a} \right);$$

λ_c , λ_a , and λ_m are scale parameters associated with the connecting route nests, the air route nest, and the top (air vs. non-air) nest, respectively; although these simplified parameters are not changed over time or over markets, they can be easily modified if needed;

$R^c(p(r)t)$ represents all connecting routes of the O-D airport pair p served by route r at time t ;

$P^c(m(r)t)$ represents all O-D airport pairs with connecting routes in the market served by route r at time t ;

$R^d(m(r)t)$ represents all direct routes in the market served by route r at time t ;

$P^d(j)$ is the O-D airport pair of direct route j .

To be consistent with utility-maximization for all possible values of the explanatory variables, the scale parameters of the NL3A model have to be in the following ranges:

$$0 < \frac{\lambda_a}{\lambda_m} \leq 1 \text{ and } 0 < \frac{\lambda_c}{\lambda_a} \leq 1, \text{ where } \frac{\lambda_a}{\lambda_m} \text{ and } \frac{\lambda_c}{\lambda_a} \text{ are the coefficients of inclusive values,}$$

I_{at} and I_{pct} , respectively. This condition is equivalent to the expression

$$0 < \lambda_c \leq \lambda_a \leq \lambda_m. \text{ If the hypotheses } \frac{\lambda_a}{\lambda_m} = \frac{\lambda_c}{\lambda_a} = 1 \text{ and } \frac{\lambda_c}{\lambda_a} = 1 \text{ cannot be rejected, the}$$

NL3A model reduces to the MNL model and the NL2 model, respectively.

The NL3B model is decomposed into three MNL models by Equation (3.4). Similar to the NL2 and the NL3A models, the total market share of the air routes, MS_{at} , is modeled by the binary logit model. The second MNL model captures the conditional market shares of route groups: the competitions among the O-D airport pairs of a market, given that the air routes are chosen. The conditional market shares of routes, including direct and connecting routes, within an O-D airport pair are considered in the third MNL model. The three MNL models are linked by the inclusive values I_{at} and I_{pt} .

$$MS_{rt} = MS_{at} \cdot MS_{pt|at} \cdot MS_{rt|pt} \quad (3.4)$$

where:

$MS_{rt|pt}$ represents the conditional market share of route r at time t given that

$$\text{the routes of the O-D airport pair } p \text{ are chosen; } MS_{rt|pt} = \frac{e^{Y_{rt}/\lambda_p}}{\sum_{j \in R(p(r)t)} e^{Y_{jt}/\lambda_p}};$$

$MS_{pt|at}$ represents the conditional market share of the routes of the O-D airport

pair p given that the air routes of the market are chosen;

$$MS_{pt|at} = \frac{e^{(Z_{pt} + \lambda_p I_{pt})/\lambda_a}}{\sum_{l \in P(m(r)t)} e^{(Z_{lt} + \lambda_p I_{lt})/\lambda_a}};$$

MS_{at} is the marginal market share of the air routes at time t ;

$$MS_{at} = \frac{e^{(W_{mt} + \lambda_a I_{at})/\lambda_m}}{1 + e^{(W_{mt} + \lambda_a I_{at})/\lambda_m}};$$

I_{pt} is the inclusive value of the O-D airport pair p at time t ;

$$I_{pt} = \ln\left(\sum_{j \in R(p(r)t)} e^{Y_{jt}/\lambda_p}\right);$$

I_{at} is the inclusive value of the air routes at time t ; $I_{at} = \ln\left(\sum_{l \in P(m(r)t)} e^{(Z_{lt} + \lambda_p I_{lt})/\lambda_a}\right)$;

λ_p , λ_a , and λ_m are scale parameters associated with the O-D airport pair nests, the air route nest, and the top (air vs. non-air) nest, respectively; although these simplified parameters are not changed over time or over markets, they can be easily modified if needed;

$R(p(r)t)$ represents all routes of the O-D airport pair p served by route r at time t ;

$P(m(r)t)$ represents all O-D airport pairs in the market served by route r at time t .

The NL3B model is consistent with utility-maximization for all possible values of the explanatory variables if $0 < \frac{\lambda_a}{\lambda_m} \leq 1$ and $0 < \frac{\lambda_p}{\lambda_a} \leq 1$, where $\frac{\lambda_a}{\lambda_m}$ and $\frac{\lambda_p}{\lambda_a}$ are the coefficients of inclusive values, I_{at} and I_{pt} , respectively. Note that either λ_p , λ_a , or λ_m can be normalized to one. In the case of normalizing $\lambda_m = 1$, the condition becomes $0 < \lambda_p \leq \lambda_a \leq \lambda_m = 1$. If λ_p is chosen to be one, the condition is $1 = \lambda_p \leq \lambda_a \leq \lambda_m$. In addition, the NL3B model reduces to the MNL model and the NL2 model, if the hypotheses $\frac{\lambda_a}{\lambda_m} = \frac{\lambda_p}{\lambda_a} = 1$ and $\frac{\lambda_p}{\lambda_a} = 1$ cannot be rejected, respectively.

Four-Level Nested Logit

Combining the NL3A and the NL3B models gives the four-level nested logit (NL4, thereafter), which considers the correlations among the air routes, the O-D airport pairs, and the connecting routes of an O-D airport pairs. The nesting structure of the NL4 model is shown in Figure 3.5. This model implies proportional substitution across the connecting routes of the same O-D airport pair. A connecting route is expected to substitute, in order from high to low possibilities, for the connecting routes of the same O-D airport pair, the direct route of the same O-D airport pair, the routes of the other O-D airport pairs, and the non-air alternative. For example, the impact of a change in the characteristics of the route $O_1H_1D_1$ is expected to be successively less on the route $O_1H_2D_1$, the direct route O_1D_1 , the route $O_1H_2D_2$, and the non-air alternative.

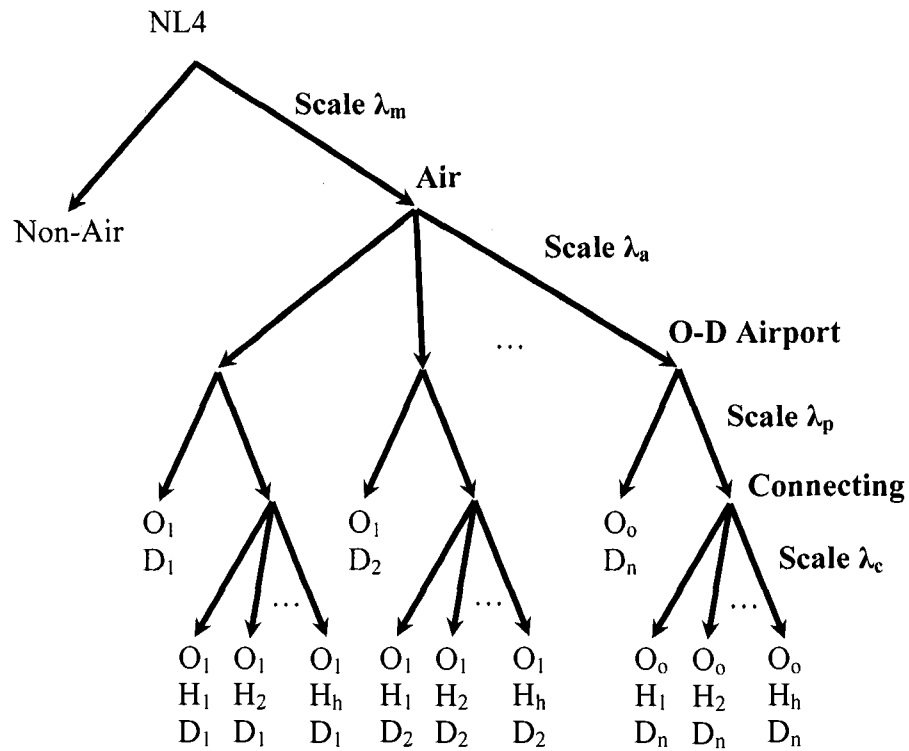


Figure 3.5 Nesting Structure: Four-Level Nested Logit

The NL4 model can be decomposed into MNL models by Equation (3.5). The total market share of the air routes, MS_{at} , is given by the first binary logit model. The second MNL model deals with the conditional market shares, given that the air routes are chosen, of O-D airport pairs—all routes of an O-D airport pair are grouped as a whole. Given that an O-D airport pair is chosen, the conditional market shares of the direct route and the group of connecting routes are determined by the third MNL (a binary logit) model. The fourth MNL model captures the conditional market shares of connecting routes of an O-D airport pair. The four MNL models are linked by the inclusive values I_{at} , I_{pt} , and I_{ct} .

$$\begin{aligned}
MS_{rt} &= MS_{at} \cdot MS_{pt|at} \cdot MS_{ct|pt} \cdot MS_{rt|ct} \cdot (1 - d_r) \\
&+ MS_{at} \cdot MS_{pt|at} \cdot MS_{rt|pt} \cdot d_r
\end{aligned} \tag{3.5}$$

where:

$MS_{rt|ct}$ represents the conditional market share of route r at time t given that the connecting routes of the O-D airport pair are chosen;

$$MS_{rt|ct} = \frac{e^{Y_{rt}^c / \lambda_c}}{\sum_{j \in R^c(p(r)t)} e^{Y_{jt}^c / \lambda_c}};$$

$MS_{ct|pt}$ represents the conditional market share of the connecting routes of the O-D airport pair p at time t given that the routes of the O-D airport pair

$$p \text{ are chosen; } MS_{ct|pt} = \frac{e^{\lambda_c I_{ct} / \lambda_p}}{e^{Y_{pt}^d / \lambda_p} + e^{\lambda_c I_{ct} / \lambda_p}};$$

$MS_{rt|pt}$ represents the conditional market share of route r at time t given that the routes of the O-D airport pair p are chosen;

$$MS_{rt|pt} = \frac{e^{Y_{rt}^d / \lambda_p}}{e^{Y_{pt}^d / \lambda_p} + e^{\lambda_c I_{ct} / \lambda_p}};$$

$MS_{pt|at}$ represents the conditional market share of the routes of the O-D airport pair p given that the air routes of the market are chosen;

$$MS_{pt|at} = \frac{e^{(Z_{pt} + \lambda_p I_{pt}) / \lambda_a}}{\sum_{l \in P(m(r)t)} e^{(Z_{lt} + \lambda_p I_{lt}) / \lambda_a}};$$

MS_{at} is the marginal market share of the air routes at time t ;

$$MS_{at} = \frac{e^{(W_{mt} + \lambda_a I_{at}) / \lambda_m}}{1 + e^{(W_{mt} + \lambda_a I_{at}) / \lambda_m}};$$

I_{ct} is the inclusive value for the connecting routes of an O-D airport pair at time

$$t; I_{ct} = \ln\left(\sum_{j \in R^c(p(r)t)} e^{Y_{jt}^c / \lambda_c}\right);$$

I_{pt} is the inclusive value of the O-D airport pair p at time t ;

$$I_{pt} = \ln(e^{Y_{pt}^d / \lambda_p} + e^{\lambda_c I_{ct} / \lambda_p});$$

I_{at} is the inclusive value of the air routes at time t ; $I_{at} = \ln\left(\sum_{l \in P(m(r)t)} e^{(Z_{lt} + \lambda_p I_{pt}) / \lambda_a}\right)$;

λ_c , λ_p , λ_a , and λ_m are scale parameters associated with the connecting route nests, the O-D airport pair nests, the air route nest, and the top (air vs. non-air) nest, respectively; although these simplified parameters are not changed over time or over markets, they can be easily modified if needed;

$R^c(p(r)t)$ represents all connecting routes of the O-D airport pair p served by route r at time t ;

$P(m(r)t)$ represents all O-D airport pairs in the market served by route r at time t .

To be consistent with utility-maximization for all possible values of the explanatory variables, the scale parameters of the NL4 model must be in the following ranges:

$$0 < \frac{\lambda_a}{\lambda_m} \leq 1, \quad 0 < \frac{\lambda_p}{\lambda_a} \leq 1 \text{ and } 0 < \frac{\lambda_c}{\lambda_p} \leq 1, \text{ where } \frac{\lambda_a}{\lambda_m}, \frac{\lambda_p}{\lambda_a} \text{ and } \frac{\lambda_c}{\lambda_p} \text{ are the coefficients of}$$

inclusive values, I_{at} , I_{pt} , and I_{ct} , respectively. If the scale parameter λ_m is normalized to one, the condition becomes $0 < \lambda_c \leq \lambda_p \leq \lambda_a \leq \lambda_m = 1$. If the hypotheses

$\frac{\lambda_a}{\lambda_m} = \frac{\lambda_p}{\lambda_a} = \frac{\lambda_c}{\lambda_p} = 1$, $\frac{\lambda_p}{\lambda_a} = \frac{\lambda_c}{\lambda_p} = 1$, $\frac{\lambda_p}{\lambda_a} = 1$, and $\frac{\lambda_c}{\lambda_p} = 1$ cannot be rejected, the NL4

model reduces to the MNL model, the NL2 model, the NL3A model, and the NL3B model, respectively.

3.1.2 Causal Factors

According to the proposed demand model, Equation (2.1), the route demand is equal to the product of the market saturated demand and the route market share, which are determined by functions of socioeconomic and supply characteristic vectors. Causal factors are specified for these vectors. In summary, this research (1) uses population for the city-pair socioeconomic and geographic characteristic vector, $D'_{m(r)t}$, to estimate the market saturated demand; (2) specifies income for the route-specific socioeconomic and geographic characteristic vector, D_{rt} , and assumes that $D_{rt} = D_{m(r)t}$, where $D_{m(r)t}$ is a socioeconomic and geographic characteristic vector of the city-pair served by the route; (3) considers air fare, scheduled flight time, flight frequency, on-time performance, market distance, routing type, and fixed effects for the route supply characteristic vectors, S_{rt} and S_{-rt} .

As mentioned in chapter 2, the vector S_{rt} can be decomposed into three parts: $S_{rt} = \{S'_{rt}, S_{a(r)t}, S_{g(r)t}\}$, where $S_{a(r)t}$ and $S_{g(r)t}$ are characteristic vectors of the airports, and the segment (s) served by route r at time t , respectively; S'_{rt} is a pure route characteristic vector of route r at time t . Correspondingly, each considered causal factor belongs to one of the three vectors: air fare, scheduled flight time, and routing type

are elements of S_{rt}^i ; airport on-time performance and flight frequency are specified for $S_{a(r)t}$ and $S_{g(r)t}$, respectively. Details for each causal factor are discussed below.

Population

As discussed in chapter 2, this research assumes a maximum number of potential trips in a market based on population. Simply put, we assume that the more people that could travel in a city-pair market, the more people that will travel. The potential number of trips for a city-pair m at time t is specified as a function of the city-pair population, Equation (3.6).

$$T_{m(r)t} = \alpha * M_{m(r)t} = \alpha * Population_{m(r)t} \quad (3.6)$$

where:

α is the proportionality factor;

$M_{m(r)t}$ is the observable socioeconomic variable chosen for reflecting the potential total traffic;

$Population_{m(r)t}$ is the geometric mean of populations of the city-pair m served by route r at time t ; for each city, the population of the metropolitan area²⁰ served by an airport or an airport system is used.

²⁰ Populations of metropolitan statistical areas (MSAs), micropolitan statistical areas, metropolitan divisions, and combined statistical areas (CSAs) are used to calculate the population of the metropolitan area. Refer to Bureau of Economic Analysis (2006) for more information.

The proportionality factor α is set to be 10 when quarter is chosen for the time frame, i.e. every unit of population may make 10 trips per quarter. Note that 10 is a large number of potential trips for intercity travel. The real number of air trips is much smaller than the potential, since air travel costs are high. Sensitivity tests for this setting are performed to check the robustness of the model parameters.

Although population is not explicitly specified in the market share function, it still helps to explain—through its impact on the calculation of market shares—the market share variation between the air routes and the non-air alternative, both across markets and over time. Refer to Appendix A for details.

Income

Income is used to capture the economic activities that generate air travel demand and potential travelers' purchasing power. Both economic activity and purchasing power are expected to have positive impacts on air travel demand. Thus, higher income level is expected to generate more air trips. The geometric mean²¹ of incomes of two cities is used as an explanatory variable for the city-pair demand. For each city, the income variable is measured by the per capita personal income (in constant dollars, based on the 4th quarter of 2004) of the metropolitan area served by an airport or an airport system.

Even though the income variable is specified in the market share function, its role is similar to those income variables in the traditional demand generation models. Because

²¹ Employing the geometric mean implies that market demand of a city-pair is not affected by income of one city if the other city has zero income.

the income level is the same for all air routes of a market, the income variable does not affect the relative market shares of different air routes. It, however, explicitly explains the market share variation between the air routes and the non-air alternative, both across markets and over time.

Price

According to economic theory, price plays a major role in demand. This is also true in air travel demand models, although some studies omitted this factor due to data inavailability or econometric issues, such as the possibility of endogeneity bias. From a traveler's perspective, the full price (total monetary costs) of an air alternative may include the air fare and the access costs—for instance, paying for the transit ticket or parking fees—for the alternative. Since air fare is usually the dominant component of these costs, especially for long-haul markets, it is used to capture the effect of price on air route demand. This variable is measured by the average fare of a route in 2004 (the 4th quarter) constant dollars.

As mentioned in section 2.1.3, the air fare variable may be endogenous, because of supply and demand simultaneity and/or omitted variables. As a result, the coefficients estimated by ordinary least squares (OLS) method may be biased. In air travel demand models, the fare coefficient is more likely biased towards zero²². Thus, the inferred fare

²² Because airlines may set fares based on some demand side variables—such as traffic flow, demand estimations ignoring simultaneity of supply and demand systems may give results that travelers seem to prefer higher air fares. In addition, higher fares may be due to better services. If a model does not take an important service characteristic into account, the estimated fare coefficient may be affected by the fact that passengers

elasticities and the value-of-time may be underestimated and overestimated, respectively. This research applies the instrumental variables (IV) estimation, in which a cost side variable²³ is chosen as the instrument for air fare, to solve the endogeneity problem.

Although the access costs may also affect travelers' decisions on routes, particularly for the airport choice in multiple airport systems, this research does not explicitly specify the access cost variables in the model mainly due to the data availability. Totally omitting the access cost variables may affect the estimated coefficients of other specified variables if (1) the impacts of access cost on route choice is substantial, and (2) the omitted and specified variables are correlated. For example, a route starting from an airport closer to a city center may have higher air fare than a route starting from an airport far from the city center, all other factors being equal. If this is the case, air fare is negatively correlated with access costs. Since access costs are expected to have negative impacts on demand, the estimated coefficient of air fare is expected to be biased²⁴ towards zero, if the model excludes access cost. In this research, the effects of access costs are implicitly captured by the fixed effect dummy variables, such as time and (origin and destination) airport dummy variables. In addition, applying the IV to air fare should eliminate the impact on the fare coefficient from omitting access cost variables.

prefer better services (measured by the characteristic). Therefore, both simultaneity and omitted variables may lead the estimated coefficients that are biased upward.

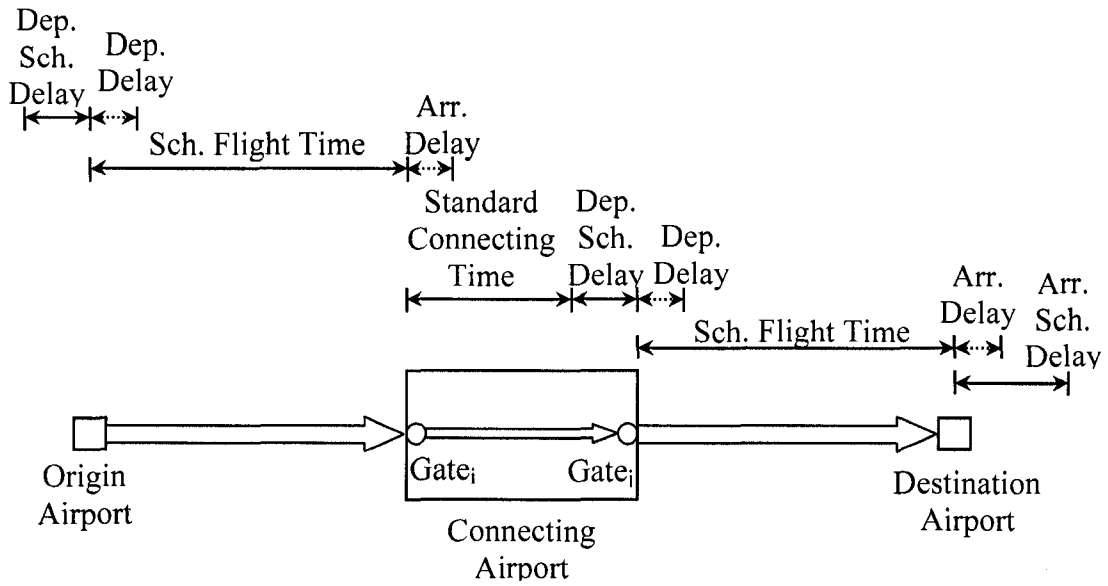
²³ More specifically, the cost variable is defined as the product of the route distance and unit jet fuel cost. See section 3.3 Model Estimation for more details.

²⁴ Refer to Wooldridge (2003) or other econometrics textbooks for general expressions.

Scheduled Flight Time

In addition to money, potential travelers also spend time on travel. Total travel time of a trip—from the origin to the destination—should be used to capture the time effect, which is expected to be negative: on average, travelers would prefer shorter travel time. The total travel time is mainly composed of access time, scheduled flight time, schedule delay, connecting time (if any), and flight delay. Figure 3.6 describes these time components, except for access time. The deterministic and stochastic parts of the total travel time are shown in solid and dashed lines, respectively. Note that arrival delay at a connecting airport, if huge enough, may cause missed connections and schedule changes for travelers. In addition, because these time components may have different marginal effects²⁵, analyzing the time effect by its components allows for more flexibility. Scheduled flight time is discussed in this sub-section, and other time components are analyzed in the following sub-sections.

²⁵ For example, one hour of arrival delay may be much worse than one hour of scheduled flight time. A passenger may miss her or his connecting flight due to the arrival delay, while he or she can plan in advance for the longer scheduled flight time.



Note: "Sch.," "Dep.," and "Arr." represent "Schedule," "Departure," and "Arrival," respectively.

Figure 3.6 Decomposition of Total Travel Time (except for Ground Access Time)

Scheduled flight time can be considered as the deterministic line-haul travel time between cities. It usually occupies a large proportion of the total travel time and makes air alternatives superior to other modes, such as auto and rail. Among air alternatives in a market, a route with longer scheduled flight time is expected to be less competitive, other factors being equal. In the empirical analysis, the scheduled flight time variable for an air route is defined as the sum of gate-to-gate scheduled time of flight segments of the route. The gate-to-gate scheduled time of a segment is determined by averaging over scheduled flights on the segment.

Airlines may add buffer time into schedules to improve on-time performance²⁶. This may affect the estimated effects of scheduled flight time and on-time performance. The scheduled flight time that includes buffer time is not only associated with route distance but also with delay which is measured against schedule. The estimated results of scheduled flight time and delay need to be explained carefully. For example, when evaluating delay impacts, a researcher should note that the estimates based only on delay variables may be inaccurate, because parts of the delay impacts are absorbed by scheduled flight time. The bottom line is that scheduled flight time and delay capture the effect of buffer time, although they should be explained with caution.

Flight Frequency

The greater the number of flights, the more convenient traveling between two cities is. From the viewpoint of travel time, higher flight frequency generally causes shorter schedule delay, which refers to the time difference between desired and actual schedule arrival/ departure times, and thus shorter planned total travel time. In addition, higher frequency is more likely to keep a traveler close to his or her original schedule when unexpected events, such as flight cancellations and delays, happen. For instance, a traveler missing a flight on a high-frequency segment may only wait for one hour for

²⁶ If the marginal effect of delay is greater than that of scheduled flight time, shifting the same unit of time (e.g. 10 minutes) from delay to scheduled flight time makes an air route more attractive. However, adding buffer time may cost more than it may gain, since it reduces aircraft utilization. The trade-off between on-time performance and aircraft utilization limits the length of buffer time.

another flight, while the same situation on a low-frequency segment may cost him or her one night.

Flight frequency may affect a potential traveler's decision by changing his or her choice set, especially when flight searching costs are high for the traveler. Higher frequency routes are more likely to be included in travelers' choice sets, and thus to be chosen. For example, when a potential traveler books his or her flight through a travel agent, the agent may only provide a few number of alternatives to the potential traveler, based on the potential traveler's desired departure or arrival time. Low frequency routes may not be suggested to the potential traveler because they are a little out of the desired time window, even though they may have better attributes such as lower fares. Another example²⁷ is that a potential traveler may first call an airline that provides more—at least he or she believes so—flights in the O-D market. The potential traveler may pick one of the offered alternatives from this airline if he or she feels it is satisfactory. In both cases, the potential travelers may not search for other travel agents or airlines, because of flight search costs.

As suggested by Hansen (1990), flight frequency is taken in logarithmic form for two reasons. First, marginal effects of flight frequency on route utilities are expected to be diminishing with increasing number of flights. Second, a route alternative can be considered as an aggregation of detailed alternatives, and frequency is a measure of the

²⁷ This is an example of airline choice, rather than route choice. However, in practice, choosing a route may be equivalent to choosing an airline, because the connecting airport of a route is dominated by a specific airline.

size of the route alternative. The logarithmic form is the most suitable²⁸ for a characteristic that captures the size of an aggregated alternative.

Since flight frequency is a segment characteristic, a route utility function may include several frequency variables. This research specifies three frequency variables—one for direct routes and two²⁹ for connecting routes, and expects their marginal effects are different. In particular, this research differentiates the frequency effects for connecting routes by taking maximal and minimal numbers of flights on two segments. The hypothesis is that the minimum frequency is more critical to the connecting service, and thus a given fractional flight frequency increase on the segment with lower frequency should increase service attractiveness more than an equivalent change on the segment with higher frequency.

Note that it is possible that observed flight frequency is endogenous, because of supply and demand simultaneity—airlines would schedule more flights if they think there will be high demand on a segment; potential travelers prefer high frequency routes as described above. As a result, the coefficients estimated by OLS method may be biased. However, flight frequency is a segment characteristic and each segment may serve many routes and markets; that is, flight frequency is not solely determined by specific route traffic. Therefore, the endogeneity bias caused by frequency may not be severe since the

²⁸ Refer to Ben-Akiva and Lerman (1985) for more details.

²⁹ This research discards routes with three or more segments, which carry about 5 percent of passengers, to simplify the analysis. Thus, every connecting route has two segments.

proposed model is a route demand model. In addition, the possibility of bias caused by the frequency endogeneity is less than that resulting from endogeneity of air fare, which is a route specific characteristic. This research, hence, only focuses on the remedy for bias caused by the air fare variable.

On-Time Performance

While scheduled flight time and schedule delay (represented by frequency) capture deterministic parts of total travel time, on-time performance is stochastic in nature. Whereas travelers accept most characteristics of the service (e.g. fare and scheduled travel time) before their trips, on-time performance is realized during the trip, and thus becomes an important determinant of travelers' ultimate satisfaction³⁰. Better on-time performance may thereby attract more traffic to the route in the future.

There are many ways to measure on-time performance of a route. Percentage of on-time (or delayed) flights and average delay per flight are two main categories of these metrics. The former metric is determined by setting up a threshold, such as 15 minutes: if a flight arrival or departure delay against schedule is greater than the threshold, it is counted as a delayed flight. The later metric is equal to the total delay time³¹ divided by

³⁰ For example, Ross and Swain (2007) argued that "industry surveys consistently identify departure punctuality as a key determinant of consumer satisfaction, especially on shorter flights."

³¹ One may calculate the total delay time by summing the time differences between actual and schedule time for all flights, or for all delayed flights, defined by a delay threshold. This research chooses the first approach. In addition, this research also calculates average positive and negative delays by separating early and late flights.

the total number of flights. As shown in Figure 3.6, both metrics can be calculated for different types of operations and components: (1) by flight arrival or departure, (2) by flight segment, and (3) by airport. Table 3.1 summarizes these combinations. Note that this research does not consider arrival metrics for origin airports and departure metrics for destination airports, because these metrics do not directly reflect on-time performance of a route.

Table 3.1 On-Time Performance Metrics of a Route

		Percentage of on-time (or delayed) flights		Average delay per flight	
		Departure	Arrival	Departure	Arrival
Segment	Direct				
	Segment 1				
	Segment 2				
Airport	Origin		NC		NC
	Connecting				
	Destination	NC		NC	

Notes: (1) “NC” represents the metric is not considered in this research. (2) The metrics finally used in the empirical study are marked.

This research uses “average delay per flight” to capture on-time performance effects because it gives more information about on-time performance of routes. While two routes have the same percentages of on-time flights (e.g. 80%), their average delay levels may be significantly different. Two flights with 20 and 40 minute delays, for example, are counted as identical delayed flights in calculating the percentage of on-time flights. In addition, average delay by airport is specified in the model, although average

delay by segment better reflects on-time performance of a route. The main reason is that potential travelers, at least for the majority of them, are more likely to get on-time performance information of airports than that of segments.³² Therefore, potential travelers' route choices are more likely to be affected by airport on-time performance. A traveler, for example, may avoid connecting at an airport with high expected delay in certain seasons.

There are “negative delay” cases, in which flights arrive or depart early. The research reported here investigates travelers' preference for negative delay. Thus, average positive and negative delays are calculated by separating early and late flights. The hypothesis is that negative delay should have smaller, if any, marginal effect on demand than positive delay, that is, one minute early is not as important as one minute late. For example, a traveler still has to wait for her scheduled connecting flight even though she arrives the connecting airport early. However, if she arrives late, she may miss her connecting flight. Figure 3.7 depicts this hypothesis graphically. Positive and negative delays bring disutility and utility, respectively. The slope, in absolute value, of positive delay is expected to be larger than that of negative delay (i.e., $|\beta_{pd}| > |\beta_{nd}|$).

³² Although delay statistics by airline, by airport, and even by flight number are all available in the United States, no delay statistics by segment are directly available for potential travelers. Even though potential travelers may find the percentage of on-time of a flight (not a segment) on the Internet when they book, the percentage cannot reflect the delay level of the flight because the same percentages of on-time flights may represent significantly different delay levels.

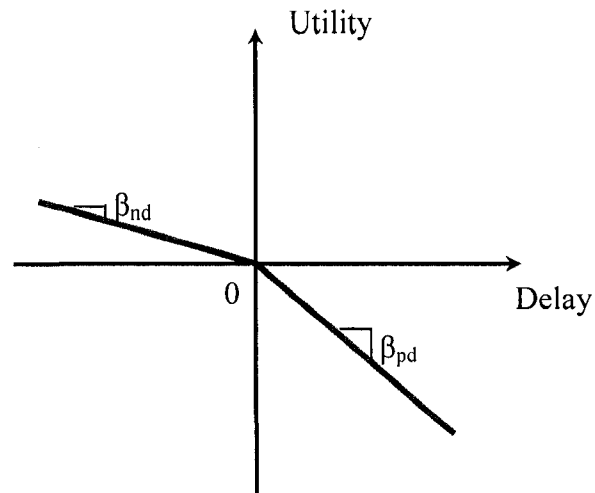


Figure 3.7 Delay and Utility

Since potential travelers do not know their flight delays when they choose their routes, they may consider expected flight delay as one of the service characteristics. This research uses flight delays of previous period(s) to capture the expectation. That is, a potential traveler may prefer a route because he or she knows (e.g. from their experiences or friends', or from the Internet) that the airports it includes have good records of on-time performance. More precisely, the hypothesis is that potential travelers make decisions based on recent—defined as one and four seasons (subscripted as $t-1$ and $t-4$, respectively) before the decision season (subscripted as t)—available information on on-time performance. Potential travelers may have impressions of how good or bad the alternatives are based on recent experience. The delay variable for one quarter before the decision quarter ($t-1$) is used to capture this expectation. In addition, the on-time

performance of aviation systems heavily depends on weather conditions, and thus follows seasonal patterns. The delay variable for four quarters before the decision quarter (t-4) is used to account for the seasonal effect.

Routing Type

The more connections required by a route, the lower its convenience. Thus, potential travelers usually prefer direct routes over connecting routes, all else equal. Although travelers' disutility may non-linearly increase with the number of connections, this research, since it considers only direct and one-connection routes, employs a dummy variable to capture connection utility. The specified dummy variable captures the fixed route effects which are not captured by other variables (e.g. fare, scheduled flight time, and delay). For instance, combined with connecting airport dummy variables, it captures connecting time.

Market Distance

Market distance may affect potential travelers in two ways: mode choice and propensity to travel. Since the model includes a non-air alternative, mode competition should be taken into account in order to estimate the total market share of air routes in a market. Potential travelers are more likely to choose air service in long-haul markets than in short-haul markets, as alternative modes—such as automobile and train—are not available or not competitive in long-haul markets. Considering mode competition effect only, the total market share of air routes is expected to increase with market distance. This effect diminishes at larger distances as alternative modes become uncompetitive.

That is, the market distance effect due to mode competition may become essentially constant once as market distance reaches a certain value.

While mode competition concerns the air transport share of the travel market, distance also effects the overall size of that market. As suggested by the literature on transportation geography, interactions between distant cities are likely to be fewer. Thus, propensity to travel induced from such interactions is expected to decrease as distance increases. Travel costs, including monetary and time costs, may be the main reasons for this tendency, but factors other than costs are also at play.

As discussed above the effects of distance on mode competition and propensity to travel may offset each other. The net effect of market distance, thus, may depend on data and model specification. For example, a study with more long-haul markets in the sample may find a negative distance effect on demand if a linear relation is specified. Including fare and travel time as explanatory variables affects the distance coefficient estimate because of multicollinearity between distance and these variables.

In the air travel demand literature, the majority of studies suggest that distance prevents people from traveling, mainly due to travel costs increasing with distance. For instance, De Vany and Garges (1972) find that market distance is negatively correlated with city-pair air trips. Relatively few studies take mode competition into account when they investigate distance effects. However, some studies implicitly treat this issue by estimating different models for different market distance ranges. Corsi, Dresner and

Windle (1997) argue that the sign of distance coefficient is indeterminate³³. Their estimate shows a positive correlation between market distance and city-pair air traffic, implying that mode competition is the dominant effect. Due to their specification the relationship, however, is fixed across city-pairs—regardless of service attributes and distance ranges.

In this research, the net effect of market distance is expected to be positive—it is more likely dominated by mode competition. The influence of propensity to travel is weaker since travel cost variables, such as fare and scheduled flight time, are also included in the model. By the same token, the effect is likely to be concave in distance, and perhaps decreasing at long distance. As visualized in Figure 3.8, while the marginal effect of mode competition in shorter-haul markets is strong, it becomes negligible in longer-haul markets. The influence of propensity to travel may thus prevail in longer-haul markets.

³³ Their justifications are as follows. “On one hand, one would expect more travel between cities that are relatively close (in distance) to each other; that is distance to be negatively correlated with passenger traffic. On the other hand, closer destinations have the greatest competition from automobiles and trains so that it might be that air passenger traffic increases with route distance.”

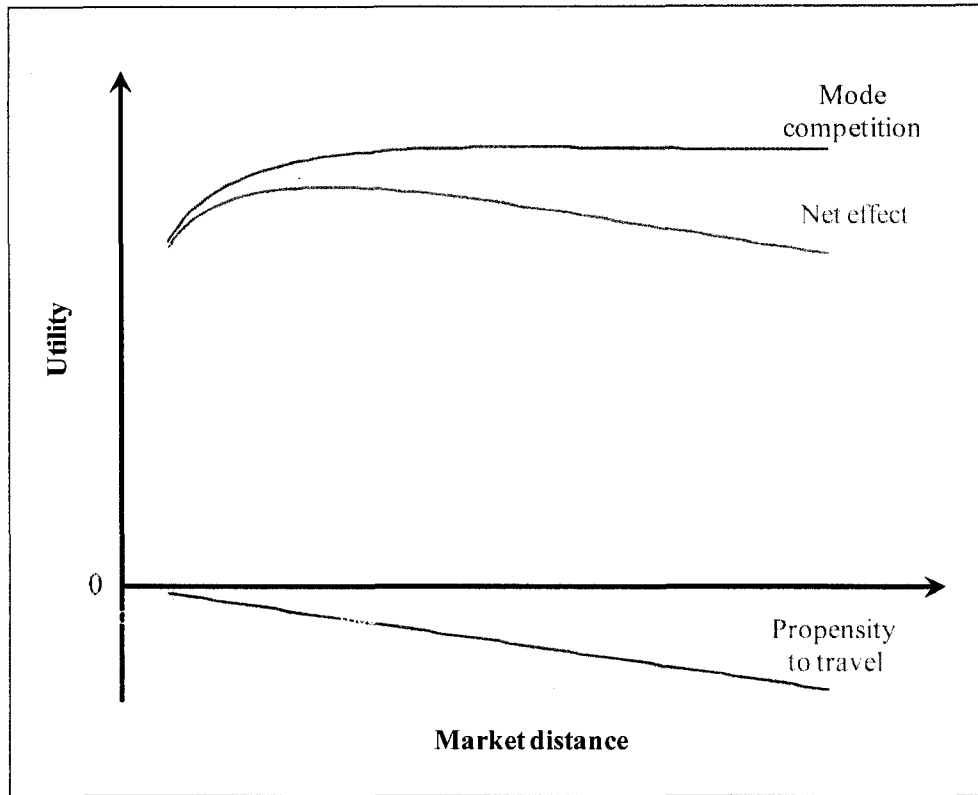


Figure 3.8 Components of Market Distance Effect

This research specifies several market distance related variables to capture the concave effect. In addition, interaction terms of market distance and service variables can be used in order to allow markets with different service levels to have different distance effects. Like income, the market distance variable has the same values for all routes in a market. Thus distance affects demand generation—the market share of air routes versus the non-air alternative—but not the assignment of demand across air routes.

Other Factors

In addition to the above causal factors, this research specifies several sets of dummy variables to capture unobserved fixed effects, such as specific airport and time period effects. The first set of dummy variables is for connecting (hub) airports, since each connecting airport may have specific conditions that affect potential travelers' connecting choices that have not been captured by other explanatory variables. For example, although standard connecting times of hubs are not specified in the model, these dummy variables could capture such effects if they do not vary much over the time span of the sample. Twenty-nine dummy variables are used—one for each of the 30 benchmark airports³⁴, except for Tampa International Airport (TPA) which is used as the benchmark airport.

Another set of dummy variables captures fixed effects of origin and destination airports. They are only specified for airports in multiple airport systems because potential travelers do not have a chance to choose among terminal airports in single airport systems. The functions of the origin and destination airport dummy variables are similar to dummy variables for connecting airports, but represent different effects. This set of dummy variables may capture, for instance, differences in airport accessibility.

The third set of dummy variables captures seasonal and yearly fixed effects. Three and eight dummy variables are used for quarter and year, respectively. People may be

³⁴ To simplify the empirical work, this research only includes direct routes and routes connecting at one of the 30 benchmark airports in the sample. Refer to section 3.2 for details.

more (or less) likely to travel in certain seasons or years, for reasons not captured by socioeconomic variables in our model. For example, after 9/11, people curtailed air travel because of security concerns as well as the increased hassle of more stringent screening.

Although this research does not explicitly specify dummy variables for market fixed effects, the used estimation method (difference-in-differences) implicitly takes these effects into account by segregating these variables from the utility functions. In our estimation³⁵, differences of explanatory variables are actually used as regressors to explain the market share difference between two routes. Since these routes serve the same market, they have no difference in market fixed effect. Therefore, dummy variables for market fixed effects are eliminated from the utility functions.

3.2 Data

To estimate the model, this research compiles a panel data set which includes variables for major U.S. domestic routes over 40 quarters—all quarters between year 1995 and 2004. The raw data is from five sources: (1) DOT's Airline Origin and Destination Survey (DB1B); (2) DOT's T-100; (3) FAA's Airline Service Quality Performance System (ASQP); (4) Bureau of Economic Analysis's Regional Economic Information System; and (5) Air Transport Association's Fuel Cost and Consumption Report. In order to simplify the empirical work and/or get reliable data, the data is filtered by several rules. In addition, it is necessary to associate airports with metropolitan regions since the model predicts travel between regions rather than specific airports.

³⁵ Refer to section 3.3 for more information.

Data Sources

Information about air passenger itineraries—including fares and routes (origin, connecting, and destination airports)—is originally from U.S. DOT’s Airline Origin and Destination Survey (DB1B), which is a 10% sample of airline tickets from reporting carriers³⁶. Due to data reliability problems, this research does not use raw data from DB1B. Instead, the used data is extracted from Hub, a commercial product, which cleans the raw data by comparing different data sources (Data Base Products, 2004a; 2005a). After filtering (refer to the “Data Filters” sub-section below), average fare and number of passengers for each route are calculated. In addition, market distances are also provided by Hub.

Flight frequency data is originally from U.S. DOT’s T-100 database, which provides U.S. domestic non-stop segment information. This research extracts the data from Onboard Domestic, also a commercial product of Data Base Products (2004b and 2005b). With flight frequency for all segments in the system, frequency variables for routes can be determined.

Scheduled flight time and on-time performance variables, including all on-time performance metrics listed in Table 3.1, are calculated from FAA’s Airline Service Quality Performance (ASQP) database, which provides actual and scheduled time by

³⁶ According to Data Base Products (2007), these carriers are “all U.S. certificated route air carriers, except for a) helicopter carriers, b) intra-Alaska carriers, and c) domestic carriers who have been granted waivers because they operate only small aircraft with 60 or fewer seats.”

flight by gate departure and gate arrival from reporting carriers³⁷. After filtering, scheduled flight time for each segment in each quarter is computed by averaging scheduled flight time of all flights on the segment in that quarter. Scheduled flight time for all routes, then, can be determined. For each airport, average positive and negative arrival delays are calculated by differentiating flights that arrive before and after their scheduled time.

Income and population by metropolitan³⁸ information is downloaded from the Regional Economic Information System, U.S. Bureau of Economic Analysis (2006). Each origin or destination city is linked to one metropolitan area. Then, the geometric mean of income or population for each city-pair can be determined. Note that income and population data is not available for some quarters of a year. In such cases, linear interpolation is used to estimate these variables.

Unit jet fuel cost³⁹ of U.S. domestic operations is calculated from Air Transport Association's Fuel Cost and Consumption Report (2005). Monthly fuel cost and consumption are summed into quarterly total fuel cost and consumption. Then, for each

³⁷ According to Federal Aviation Administration (2007a), "The Airline Service Quality Performance System (ASQP) contains data provided by the airlines by flight for airlines that carry at least 1% of all domestic passengers. The number of airlines providing data has varied from 10 to 20."

³⁸ The metropolitan here includes all metropolitan areas: metropolitan statistical areas (MSAs), micropolitan statistical areas, metropolitan divisions, and combined statistical areas (CSAs). Refer to Bureau of Economic Analysis (2006) for more information.

³⁹ The unit cost (cents per gallon, in 2004 dollars) is used to calculate the instrumental variable, which is defined as the product of the route distance and unit jet fuel cost, for air fare.

quarter, the unit jet fuel cost is equal to the total fuel cost divided by the total fuel consumption.

Data Filters

The data used for estimating the model is filtered, in order to simplify the empirical work and ensure reliable data. Data filters are as follows.

- This research uses US domestic itineraries with non-zero fares and with one or two coupons. These itineraries account for about 95% of all US domestic itineraries. Itineraries served exclusively by commuter carriers are discarded since commuter carriers did not completely report their activities to DB1B.
- Only itineraries between top 100 origin and destination airports are included in the sample. The ranking is based on fourth quarter 2004 passenger traffic, excluding connections. As shown in Figure 3.9, the top 100 airports account for about 95% of total airport traffic, while maintaining a reasonable computational burden.

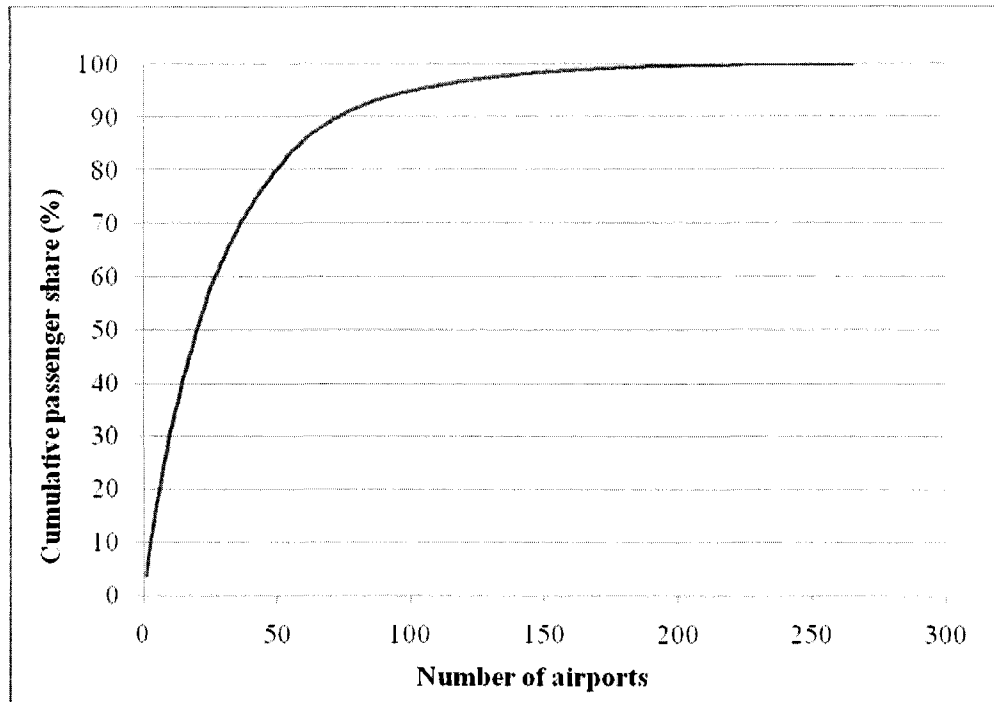


Figure 3.9 Cumulative Passenger Shares of Airports

- For connecting routes, only 30 benchmark airports⁴⁰ are considered as the connecting airports. Routes connecting at other airports are eliminated. The elimination limits the

⁴⁰ Refer to Federal Aviation Administration (2001). The Federal Aviation Administration developed capacity benchmarks for 31 of the busiest airports in 2001. Since this research only considers the trips in the continental United States, the Honolulu International airport (HNL) is removed from the connecting airport list. Thus, 30 benchmark airports are used in the empirical study. They are Atlanta Hartsfield International Airport (ATL), Logan International Airport (BOS), Baltimore–Washington International Airport (BWI), Charlotte Douglas International Airport (CLT), Cincinnati–Northern Kentucky International Airport (CVG), Ronald Reagan National Airport (DCA), Denver International Airport (DEN), Dallas–Ft. Worth International Airport (DFW), Detroit Metro-Airport (DTW), Newark International Airport (EWR), Washington Dulles International Airport (IAD), George Bush Intercontinental Airport (IAH), John F. Kennedy International Airport (JFK),

number of routes of an O-D airport pair to 31 (one direct route and 30 connecting routes), which makes the model more tractable with little loss of generality, since the vast majority of connections occur at the 30 benchmark airports.

- Some routes are discarded because of their unreasonable average yields or low frequency. This research picks routes with average yields equal or greater than four cents per mile.⁴¹ A minimum of 60 flights per quarter is used to define a normal scheduled service. Segments and routes with flight frequency less than 60 flights per quarter are not included in the sample.
- When this research summarizes flight frequency variables from T100 database, flights served by small aircrafts (fewer than 60 seats) are not incorporated because of data availability and consistency issues. Prior to October 2002, the T-100 database only includes the carriers that operate at least one aircraft with more than 60 seats. The data before the fourth quarter of 2002 for aircraft with fewer than 60 seats are not representative and thus they are not used. Although all carriers report to T-100

McCarran International Airport (LAS), Los Angeles International Airport (LAX), LaGuardia Airport (LGA), Orlando International Airport (MCO), Memphis International Airport (MEM), Miami International Airport (MIA), Minneapolis–St. Paul International Airport (MSP), Chicago O’Hare International Airport (ORD), Philadelphia International Airport (PHL), Phoenix International Airport (PHX), Pittsburgh International Airport (PIT), San Diego International Airport (SAN), Seattle–Tacoma International Airport (SEA), San Francisco International Airport (SFO), Salt Lake City International Airport (SLC), Lambert–St. Louis International Airport (STL), and Tampa International Airport (TPA).

⁴¹ About 0.8% of routes are discarded by this rule.

database after that quarter, this research still removes those flights to keep the data consistent over time.

- While calculating on-time performance from ASQP database, some flights are not included because their records are considered to be outliers. Flights with airborne time shorter than 15 minutes or with arrival delay longer than six hours are discarded. In addition, for each included flight, the absolute difference between actual and scheduled airborne time should not be greater than three hours. Additionally, some routes are automatically removed during model estimation if required delay variables values are unavailable.

Multiple Airport Systems

While some guidelines exist in the literature, there is no absolute definition of a multiple airport system (MAS) because each study has a different goal. In order to implement the model, this research follows the definition of a MAS proposed by Hansen and Weidner (1995). They defined a MAS using two criteria:⁴² airports operating in a metropolitan area and existing competition for local passengers. However, some airports

⁴² More specifically, Hansen and Weidner (1995) defined “a MAS as consisting of two or more airports with scheduled passenger enplanements, and which satisfy both of the following criteria: (1) Each airport is included in the same community by the FAA or within 30 miles of the primary airport of an FAA-designated large hub community, or each airport is in the same MSA (Metropolitan Statistical Area) or CMSA (Consolidated Metropolitan Statistical Area); (2) The Herfindahl concentration index for airports is less than 0.95.”

are not in the sample due to their low traffic. This affects the definition of MASs used in this research: some MASs involve fewer airports and some MASs become single airport systems. The MASs in this research are listed in Table 3.2.

Table 3.2 Multiple Airport Systems

Area	Airport	Airport Code
Chicago, IL	O'Hare International	ORD
	Chicago Midway	MDW
New York City, NY	Newark	EWR
	La Guardia	LGA
	John F. Kennedy International	JFK
	Islip/MacArthur	ISP
Los Angeles, CA	Los Angeles International	LAX
	Ontario/ San Bernadino/ Riverside	ONT
	Orange County/ John Wayne	SNA
	Hollywood-Burbank	BUR
	Long Beach	LGB
	Indio/ Palm Springs	PSP
Dallas/Ft. Worth, TX	Dallas/ Ft. Worth International	DFW
	Love Field	DAL
San Francisco, CA	San Francisco International	SFO
	San Jose Municipal	SJC
	Metropolitan Oakland	OAK
Washington, D.C.	Washington National	DCA
	Dulles International	IAD
	Baltimore, MD	BWI
Miami, FL	Miami international	MIA
	Ft. Lauderdale-Hollywood International	FLL
Houston, TX	Houston International	IAH
	W. Hobby	HOU
Norfolk, VA	Norfolk International	ORF
	Newport News/ Patrick Henry International	PHF

Note: Modified from Hansen and Weidner (1995)

Summary Statistics

After the data were filtered, 1,660,569 route-quarter observations—including 96 thousand direct route-quarters and 1.56 million connecting route-quarters—remained to estimate the model. The sample statistics are shown in Table 3.3.

The statistics for delay variables and the other variables are computed using data of different time periods—1995 to 2003 for delays and 1996 to 2004 for other variables. This is because lag delay variables are specified in the model. The lag delay variables for year 1995 (i.e., delay variables of year 1994) are unavailable, and observations for 1995 thus are dropped. Delay variables of 2004 are not involved since they are not used in estimation.

Market level variables, which are used to explain total demand of air routes, are identical for all air routes of a market. The statistics for these variables, therefore, are presented in terms of markets, instead of routes. The 1,660,569 route-quarter observations corresponded to 213,917 market-quarters, 76,629 routes, and 6,133 markets.

Table 3.3 Summary Statistics

Variable	Mean	Standard deviation	Median	Number of observations
Fare (hundreds of 2004 dollars)	2.183	1.314	1.870	1,660,569
Frequency (flights per quarter)				
Frequency--Direct	543.425	497.601	366.000	96,313
Max frequency of two segments--Connecting	1015.719	677.364	831.000	1,564,256
Min frequency of two segments--Connecting	451.112	328.265	355.000	1,564,256
Scheduled flight time (minutes)				
Scheduled flight time	254.611	89.216	243.354	1,660,569
Scheduled flight time--Direct	135.531	69.487	119.625	96,313
Scheduled flight time--Connecting	261.943	85.003	249.325	1,564,256
On-time performance (minutes per flight)				
--Connecting airport				
Positive hub arrival delay	10.981	3.303	10.458	1,564,256
Negative hub arrival delay	-4.967	1.504	-4.827	1,564,256
--Origin airport				
Positive origin departure delay	8.572	2.803	8.104	1,660,569
Positive origin departure delay--Direct	9.014	2.878	8.533	96,313
Positive origin departure delay--Connecting	8.545	2.797	8.076	1,564,256
Negative origin departure delay	-1.546	0.949	-1.317	1,660,569
Negative origin departure delay--Direct	-1.433	0.859	-1.245	96,313
Negative origin departure delay--Connecting	-1.553	0.954	-1.319	1,564,256
--Destination airport				
Positive destination arrival delay	11.189	3.151	10.736	1,660,569
Positive destination arrival delay--Direct	11.084	3.178	10.628	96,313
Positive destination arrival delay--Connecting	11.195	3.150	10.742	1,564,256
Negative destination arrival delay	-4.280	1.440	-4.043	1,660,569
Negative destination arrival delay--Direct	-4.461	1.501	-4.225	96,313
Negative destination arrival delay--Connecting	-4.268	1.435	-4.029	1,564,256
Instrumental variable (miles*2004 dollars per gallon)				
Route distance* fuel cost	1210.653	643.088	1096.869	1,660,569
Route distance (hundreds of miles)	15.032	7.068	13.890	1,660,569
Market level variable				
Population (thousands)	1847.622	1497.724	1409.884	213,917
Per capita personal income (thousands of 2004 dollars)	32.150	3.171	31.940	213,917
Market distance (hundreds of miles)	10.406	6.257	8.990	213,917

3.3 Model Estimation

The basic strategy for estimating aggregate logit models is to transform market share functions and then estimate parameters by linear regression. For MNL models, the market share of route r at time t is given by Equation (2.3). The difference between natural logarithms of market shares of two alternatives (r and r') is described as Equation (3.7). Regressing the left hand side of the equation on differences of explanatory variables gives estimates of the parameters of interest (β_k 's).

$$\ln(MS_{rt}) - \ln(MS_{r't}) = \sum_{k=1}^K \beta_k (x_{rtk} - x_{r'tk}) + (\xi_{rt} - \xi_{r't}) \quad (3.7)$$

Alternative-pairs need to be determined before running the regression. One simple way is to use the outside good (non-air) alternative of which utility is normalized to zero as the base alternative (r') for every route. As a result, Equation (3.7) can be simplified to Equation (3.8), by which there is no need to differentiate explanatory variables. Another way is to pick an alternative randomly as the base alternative (r') for other alternatives.

$$\ln(MS_{rt}) - \ln(MS_{0t}) = \sum_{k=1}^K \beta_k x_{rtk} + \xi_{rt} \quad (3.8)$$

For NL models, estimations become more complicated. One possible solution is to derive an equation, which is similar to Equation (3.8) but adding conditional market share term(s) and its (their) coefficient(s), for each nesting structure. For example, the proposed

two-level nested logit (NL2) and three-level nested logit-B (NL3B) models can be estimated by Equation (3.9) and (3.10)⁴³.

$$\ln(MS_{rt}) - \ln(MS_{0t}) = \sum_{k=1}^K \beta_k x_{rtk} + (1 - \lambda_a) \cdot \ln(MS_{rt|at}) + \xi_{rt} \quad (3.9)$$

$$\begin{aligned} & \ln(MS_{rt}) - \ln(MS_{0t}) \\ &= \sum_{k=1}^K \beta_k x_{rtk} + (1 - \lambda_a) \cdot \ln(MS_{pt|at}) + (1 - \lambda_p) \cdot \ln(MS_{rt|pt}) + \xi_{rt} \end{aligned} \quad (3.10)$$

where:

$MS_{rt|at}$ represents the conditional market share of route r at time t given that the air routes of the market are chosen;

$MS_{pt|at}$ represents the conditional market share of the routes of the O-D airport pair p given that the air routes of the market are chosen;

$MS_{rt|pt}$ represents the conditional market share of route r at time t given that the routes of the O-D airport pair p are chosen;

λ_a , and λ_p are scale parameters associated with the air route nest and the O-D airport pair nests, respectively.

⁴³ Berry (1994) presented a formula for a two-level NL model. Following Berry's approach, this research derives these equations. Note that (a) notations used in these equations are consistent with equation (3.2) and (3.4); (b) utility of outside good (non-air) alternative is normalized to zero; (c) top level scale parameters (λ_m 's) are normalized to 1. Refer to Appendix B for derivations of these equations.

While equations like (3.9) and (3.10) seem to provide a convenient way to estimate parameters, additional exogenous variables are required since the conditional market shares are endogenous. This research does not choose this approach because finding valid instrumental variables (IVs) becomes harder as the number of endogenous variables requiring them increases. For instance, in order to estimate the NL3B model by Equation (3.10), at least three (one for fare and two for conditional market shares) valid IVs are needed. Recall that the proposed NL models include a four-level NL model, which needs at least four valid IVs.

This research sequentially estimates NL models by decomposing NL models into MNL models. More precisely, a nested logit model is estimated by nest and from bottom level to top level. Within a nest, an MNL model is estimated by applying Equation (3.7)⁴⁴, in which the base alternative is randomly picked. Each level (except for the level involving the fare variable, in which the method of two stage least squares is used), is estimated by ordinary least squares (OLS)⁴⁵ and then the inclusive value(s) of nest(s) at this level are calculated. Inclusive values of nests—which can be explained as the expected maximum utility that potential travelers receive from those nests—of a lower level are added into a higher level as an explanatory variable, of which the coefficient is the ratio of scale parameters (a lower level scale parameter divided by a higher level scale

⁴⁴ Since the models are estimated by applying Equation (3.7), all fixed effects with the same values for all alternatives in a nest are differentiated out. Thus, the estimates implicitly take these effects into account. For example, market fixed effects are considered, although dummy variables for markets are not explicitly specified.

⁴⁵ Standard errors of estimates that are robust to heteroskedasticity, serial correlation and market cluster effects are calculated for hypothesis tests.

parameter). Note that when estimating the NL models the utility of the non-air alternative is normalized to zero, and the scale parameters of the bottom nests are set to one.

As discussed in chapter 2 and section 3.1.2, the air fare variable may be endogenous, and thus the coefficients estimated by OLS method may be biased. This research applies the instrumental variables method to solve the endogeneity problem. The instrumental variable for air fare is defined as the product of the route distance and unit jet fuel cost (in 2004 dollars per gallon). This variable captures the cost of offering the service, and thus affects—at least to a certain extent—the price of the service. It is expected to have no direct impact on market shares—the cost effect is accounted by air fare. More specifically, since this research applies Equation (3.7) to estimate the models, all variables used in estimation are differences between the variables of two alternatives. Therefore, the cost variable difference of two routes is used as the IV for the fare difference of the routes.

3.4 Estimation Results

Because lower-level nested logit and multinomial logit models are special cases of higher-level nested logit models, this research estimates proposed nesting structures from higher-level to lower-level nested logit models including multinomial logit models until a model that is consistent with utility maximization is found. The NL4 and NL3A models are not consistent with utility maximization. The NL3B model is found to be the

highest-level NL model that is consistent with utility maximization⁴⁶. Thus, the results of the NL3B model, including its experimental specifications and IV estimation, are presented. One advantage of the sequential estimation is that estimation for higher-levels is performed only after a preferred result for lower-level(s) is chosen. The detailed estimation results, therefore, are discussed by level and then are combined in the summary and discussions sub-section, in which the results of the MNL model with the same explanatory variables are also presented for comparison purpose.

Level 3

As shown in Table 3.4, most coefficients of explanatory variables are statistically significant and have expected signs, except for coefficients of origin departure delay of connecting routes. Estimates from OLS method are listed in column (1) and (3). Column (2) and (4) present results from IV estimation, in which air fare is instrumented. Since the estimates from the same estimation method are close, results with significant (in both OLS and IV estimations) variables—column (3) and (4)—are further discussed and used to calculate inclusive values and estimate coefficients of higher levels.

⁴⁶ The consistency is determined by the estimated ratio(s) of scale parameters of these models, as discussed in section 3.1.1. Although the estimated ratios of scale parameters are different for different specifications, the conclusions of the consistency are the same under different experiments of specifications.

Table 3.4 Panel Data Estimation Results of Level 3

Variable	(1) OLS-1	(2) IV-1	(3) OLS-2	(4) IV-2
Fare (hundreds of 2004 dollars)	-0.160*** [0.005]	-1.549*** [0.206]	-0.160*** [0.005]	-1.546*** [0.206]
ln(Frequency)—Direct (flights per quarter)	1.326*** [0.016]	1.240*** [0.028]	1.337*** [0.016]	1.240*** [0.029]
ln(Max frequency of two segments)—Connecting (flights per quarter)	0.441*** [0.009]	0.627*** [0.030]	0.440*** [0.009]	0.627*** [0.030]
ln(Min frequency of two segments)—Connecting (flights per quarter)	0.821*** [0.007]	0.957*** [0.023]	0.822*** [0.007]	0.957*** [0.023]
Scheduled flight time—Direct (minutes)	-0.019*** [0.000]	-0.004 [0.002]	-0.019*** [0.000]	-0.004 ^a [0.002]
Scheduled flight time—Connecting (minutes)	-0.019*** [0.000]	-0.006** [0.002]	-0.019*** [0.000]	-0.006** [0.002]
Dummy for direct routes (=1, if direct route)	3.821*** [0.141]	6.079*** [0.406]	3.874*** [0.141]	6.066*** [0.397]
Positive hub arrival delay $t-1$ (minutes per flight)	-0.001 [0.001]	-0.006*** [0.002]	-0.002** [0.001]	-0.006*** [0.002]
Positive hub arrival delay $t-4$ (minutes per flight)	-0.001* [0.001]	-0.007*** [0.002]	-0.002** [0.001]	-0.007*** [0.002]
Positive origin departure delay $t-1$ — Connecting (minutes per flight)	-0.012*** [0.002]	0.005 [0.004]		
Positive origin departure delay $t-4$ —Connecting (minutes per flight)	-0.004 [0.002]	-0.004 [0.003]		
Constant	-0.001 [0.002]	-0.005 [0.005]	-0.001 [0.002]	-0.005 [0.005]
R^2	0.749	0.114 ^b	0.748	0.114 ^b
Adjusted R^2	0.749	0.114 ^b	0.748	0.114 ^b
F	4943.734	3896.23 ^b	5158.682	4100.09 ^b

Notes: (1) Dependent variable = $\ln(MS_{rt|pt}) - \ln(MS_{r't|pt}) = \ln(MS_{rt}) - \ln(MS_{r't})$;

independent variable $k = (x_{rtk} - x_{r'tk})$; (2) Standard errors in brackets are robust to heteroskedasticity, serial correlation and market cluster effects; (3) * $p < 0.05$, ** p

< 0.01, *** $p < 0.001$; (4) ^a: p-value=0.06; (5) ^b: Statistics of the first stage; (6) All regressions include 29 hub dummy variables, which are not shown here.

Although all estimated fare coefficients illustrate negative fare impacts on demand, the fare coefficients from IV estimates are more reasonable. This can be seen from their inferred values of travel time (VOTs). Recall that when air fare is endogenous⁴⁷, its coefficient estimated by OLS is more likely biased towards zero and thus the inferred VOTs are overestimated. As shown in Table 3.5. Estimates from OLS method—column (1), (3) and (5)—give unreasonable high VOTs, especially for values of scheduled flight time: all the inferred values of scheduled flight time are greater than \$614 per hour (39 times larger than the median wage rate of 2004). While literature on transportation economics suggests a wide range of VOTs⁴⁸, inferred VOTs from OLS estimates are still out of these ranges. In contrast, fare coefficients from IV estimations are larger (in absolute values) than those from OLS estimations, and provide sensible VOTs—at least in the same order as those reported in the literature. For example, the value of scheduled flight time of direct routes, given by the preferred model—column (4)—is \$16.8 per hour (105 percent of wage rate).

⁴⁷ Tests for endogeneity of air fare based on the proposed instrumental variable appear that air fare is endogenous for different specifications.

⁴⁸ For example, Small and Winston (1999) summarized estimates of value of time by transportation mode. The range, for different modes and trip types, is from 6 to 273 percent of wage rate. They also described that air travelers have a very high VOT—the VOT for air travelers for vacation trips is 149 percent of wage rate, estimated by Morrison and Winston (1985).

Table 3.5 Inferred Values of Travel Time

Time type	(1) NL3B OLS-1	(2) NL3B IV-1	(3) NL3B OLS-2	(4) NL3B IV-2	(5) MNL OLS	(6) MNL IV
Scheduled flight time	726.3	16.7	721.7	16.8	614.4	21.3
—Direct	(4553%)	(104%)	(4525%)	(105%)	(3852%)	(134%)
Scheduled flight time	705.7	23.9	705.5	24.1	623.8	32.9
—Connecting	(4424%)	(150%)	(4423%)	(151%)	(3911%)	(206%)
Positive hub arrival delay $t-1$	40.5	23.5	63.7	22.5	124.4	33.6
	(254%)	(148%)	(399%)	(141%)	(780%)	(210%)
Positive hub arrival delay $t-4$	56.0	27.1	68.8	27.6	138.2	49.3
	(351%)	(170%)	(431%)	(173%)	(867%)	(309%)

Notes: (1) Units of VOTs: dollars per hour in 2004 dollars; (2) VOTs as percentages of wage rate are shown in parentheses. The U.S. median wage rate of 2004—\$15.96 per hour (Bureau of Labor Statistics, 2008)—is used to calculate these percentages; (3) Column 5 and 6 are based results of MNL models (with similar specification as column 3 and 4) estimated by OLS and IV, respectively. Refer to Table 3.8 for the MNL models.

Although all estimated frequency coefficients indicate that potential travelers prefer routes with high flight frequency, marginal effects of different frequency variables are different. The results confirm the hypothesis that the minimum frequency is more critical to the connecting service, and thus a proportional flight frequency increase on the segment with lower frequency increases service attractiveness more than an equivalent change on higher frequency segment. Differences in coefficient estimates among the different frequency variables are less pronounced in the IV results. The ratios (Max: Min: Direct) are 1: 1.9: 3 as compared to 1: 1.5: 2 for the OLS estimates.

Although all coefficients of scheduled flight time indicate that travelers prefer routes with shorter scheduled flight time, only the IV estimates suggest significantly different marginal effects for different routing types. The IV estimates show that a one-minute increase of scheduled flight time on connecting routes have a larger⁴⁹ (about 1.4 times) impact of utility than that on direct routes, while the OLS estimates⁵⁰ give almost equal marginal effects for both routing types. As a result, the IV estimates imply larger VOTs for connecting routes than for direct routes, given that the fare coefficients are identical for both routing types. This result has two possible explanations. First, travelers may feel more comfortable spending their time on direct flights than on connecting ones. One the former, for example, they do not have to worry about missing their subsequent flights due to flight delay and/or finding gates. Second, there may be nonlinear effects of flight time that translate into the observed differences in coefficient estimates. Given a city-pair market, scheduled flight time of a connecting route is normally greater than that of a direct route. The nonlinear effects would make travelers less likely to choose a connecting route with flight time much longer than that of a direct route.

Positive hub arrival delay of one and four quarters before the decision quarter are the only significant delay variables in our IV estimations, although many on-time

⁴⁹ The hypothesis that the scheduled flight time coefficient of connecting routes is less than or equal to that of direct routes is rejected at the 5% significance level.

⁵⁰ Endogenous air fare may lead to inconsistent estimates, not only for the coefficients of air fare but also for coefficients of other variables, when the OLS method is applied.

performance metrics⁵¹ were tried. This suggests that potential travelers make decisions based on recent available information—including most recent impressions and seasonal effects—on positive hub arrival delay. Compared to other delay metrics, positive hub arrival delay receives more attention due to its higher penalty—missing connecting flights. Another reason is that travelers usually have fewer chances of choosing origin and destination airports than choosing hub airports. Note that the two hub delay variables are specific for connecting routes—travelers choosing direct routes are free of hub delay. When choosing among connecting routes, travelers avoid connecting at airports with high expected delay in certain seasons.

For all specifications and estimation methods in Table 3.4, the coefficient differences between the two hub delay variables are not statistically significant⁵², implying that potential travelers weigh on-time performance of the two periods (one and four quarters before the decision quarter) equally. In addition, we expect that under steady state, a one-minute hub delay increase has a larger impact on demand than an equivalent change in scheduled flight time of a connecting route, because (1) delay disturbs travelers' original schedules and plans, and (2) travel time uncertainty may make travelers uncomfortable. The NL3B-IV estimates confirm this hypothesis: the sum of two

⁵¹ As discussed in section 3.1.2, this research investigates (1) departure delays of origin and hub airports, and arrival delays of hub and destination airports; (2) positive and negative delays; and (3) delays of one and four quarters before the decision quarter. The total number of delay variables is 16 ($4*2*2$).

⁵² All p-values are greater than 0.52.

hub delay coefficients is larger⁵³ than the coefficient of scheduled flight time (both in absolute values).

According to the data, arriving or departing earlier than schedule time does not significantly make a route more attractive. The hypothesis that negative delay has smaller marginal effects on demand than positive delay is confirmed, although this is mainly because the coefficients of negative delays are zero.

After controlling for the other factors (such as fare, frequency, scheduled flight time and delay) the coefficients of the direct route dummy variable still indicate that potential travelers strongly prefer direct routes than connecting routes, regardless of specifications and estimation methods.

Level 2

Estimation results for level 2 are shown in Table 3.6: column (1) to (4) are estimates based on the inclusive values of level 3 estimated by IV; column (5), for comparison purpose, specifies the same explanatory variables as column (4) except for taking the inclusive values of level 3 estimated by OLS. The on-time performance effects on O-D airport choice are examined at this level. As shown in column (1) to (3), none of these delay variables are statistically significant. Thus, even when travelers are able to choose O-D airports, on-time performance of these airports does not notably affect their

⁵³ The null hypothesis that the sum of hub delay coefficients is less than or equal to the coefficient of scheduled flight time (both in absolute values) is rejected at the 5% significance level (a one-tailed p-value of 0.032).

decisions, controlling for expected utilities from route characteristics (such as fare) and fixed airport effects.

Table 3.6 Panel Data Estimation Results of Level 2

Variable	(1) IV-2-1	(2) IV-2-2	(3) IV-2-3	(4) IV-2-4	(5) OLS-2-1
Inclusive value of level 3 (IV) (parameter= λ_p / λ_a)	0.676*** [0.014]	0.676*** [0.014]	0.676*** [0.014]	0.664*** [0.014]	
Inclusive value of level 3 (OLS) (parameter= λ_p / λ_a)					0.937*** [0.011]
Positive origin departure delay t_{-1} (minutes per flight)	-0.003 [0.003]	-0.003 [0.003]			
Positive destination arrival delay t_{-1} (minutes per flight)	-0.004 [0.002]		-0.004 [0.002]		
Constant	0.003 [0.004]	0.003 [0.004]	0.004 [0.004]	0.007 [0.005]	-0.002 [0.004]
R^2	0.859	0.859	0.859	0.855	0.895
Adjusted R^2	0.859	0.859	0.859	0.855	0.895
F	1358.742	1376.666	1378.498	1363.173	1121.061

Notes: (1) Dependent variable= $\ln(MS_{pt|at}) - \ln(MS_{p't|at}) = \ln(MS_{pt}) - \ln(MS_{p't})$;

independent variable $k = (x_{ptk} - x_{p'tk})$; (2) Standard errors in brackets are robust to heteroskedasticity, serial correlation and market cluster effects; (3) * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; (4) All regressions include origin and destination airport dummy variables for MASs.

The final specification—column (4)—at this level incorporates only inclusive value, along with origin and destination airport dummy variables for MASs. The estimated ratio

of scale parameters (λ_p / λ_a) based on the IV estimates of level 3 is 0.664, implying that the correlation of the total utilities for two air routes sharing the same O-D airport pair is moderate. However, the OLS estimates of level 3 lead to large (close to 1) ratio of scale parameters (λ_p / λ_a), implying that the correlation is very low. The large difference between estimated ratios of scale parameters from two estimation methods and their implications demonstrate the importance of correcting for the endogenous air fare problem.

Level 1

Estimates of level 1 are presented in Table 3.7: column (1) and (3) list results based on the OLS estimates of lower levels; column (2) and (4) show results associated with the IV estimates of lower levels. Coefficients of income indicate that higher income level generates more air trips, as expected. While column (1) and (2) assume fixed ratios of scale parameters (λ_a / λ_m), column (3) and (4) allow the ratios to change with market distance—that is, the correlations of the total utilities for two O-D airport pairs may be different for long-haul and short-haul markets.

Table 3.7 Panel Data Estimation Results of Level 1

Variable	(1) OLS-2-1-1	(2) IV-2-4-1	(3) OLS-2-1-2	(4) IV-2-4-2
Inclusive value of level 2 (OLS) (parameter= λ_a / λ_m)	0.629*** [0.006]		0.711*** [0.009]	
Inclusive value of level 2 (IV) (parameter= λ_a / λ_m)		0.670*** [0.006]		0.795*** [0.010]
Inclusive value of level 2 (OLS)*market distance			-0.008*** [0.001]	
Inclusive value of level 2 (IV)*market distance				-0.012*** [0.001]
Market distance (hundreds of miles)	0.012* [0.005]	-0.055*** [0.005]	0.018*** [0.005]	-0.024*** [0.005]
ln(market distance)	1.539*** [0.042]	1.338*** [0.046]	1.888*** [0.048]	1.575*** [0.046]
Per capita personal income of market (thousands of 2004 dollars)	0.014*** [0.003]	0.036*** [0.003]	0.015*** [0.003]	0.038*** [0.003]
Constant	-16.403*** [0.095]	-15.271*** [0.092]	-17.316*** [0.116]	-16.229*** [0.102]
R^2	0.731	0.763	0.736	0.773
Adjusted R^2	0.731	0.763	0.736	0.773
F	1884.591	2147.085	1860.785	2136.309

Notes: (1) Dependent variable= $\ln(MS_{at}) - \ln(MS_{ot})$; (2) Standard errors in brackets are robust to heteroskedasticity, serial correlation and market cluster effects; (3) * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; (4) All regressions include 8 year and 3 quarter dummy variables for time fixed effects.

The estimated ratios of scale parameters (λ_a / λ_m) show that OLS generally gives smaller ratios than those of IV, except for really long-haul markets (distance \geq 2,500 miles). When the ratios are allowed to change with market distance, both OLS and IV

estimates of the ratios are consistent with utility-maximization (between 0 and 1) for a reasonable range of market distance. For example, the ratio is 0.56, calculated from column (4), for a city-pair with distance of 2000 miles. In addition, longer-haul markets have lower ratios of scale parameters (λ_a / λ_m), implying that the correlations of the total utilities among O-D airport pairs (and thus among routes) in longer-haul markets are higher. The higher correlation of two alternatives within a nest, the higher possibility that the two alternatives substitute for each other—an alternative of other nest is less likely to substitute for one of the two alternatives. Thus, the estimated ratios of both column (3) and (4) indicate that in a longer-haul market route attribute changes are more likely to shift traffic between air routes as opposed to affecting total air market traffic. In shorter-haul markets, air routes, which have lower correlations, are more likely to compete with other modes (non-air alternative, in different nest), such as auto and rail.

As discussed in section 3.1.2, the effect of market distance on air route demand may be concave—the marginal effect may be decreasing as distance increases. Estimates of column (1) and (2) show this concavity. Estimates of column (3) and (4) also yield these effects, given a reasonable range of inclusive values of level 2. The distance effects of column (3) and (4), which are partially determined by inclusive values, are visualized in Figure 3.10. For each column, the inclusive values are either set to their mean values or to the predicted values that are determined by a function of distance. Two regressions of inclusive value on market distance are run to provide these two functions.

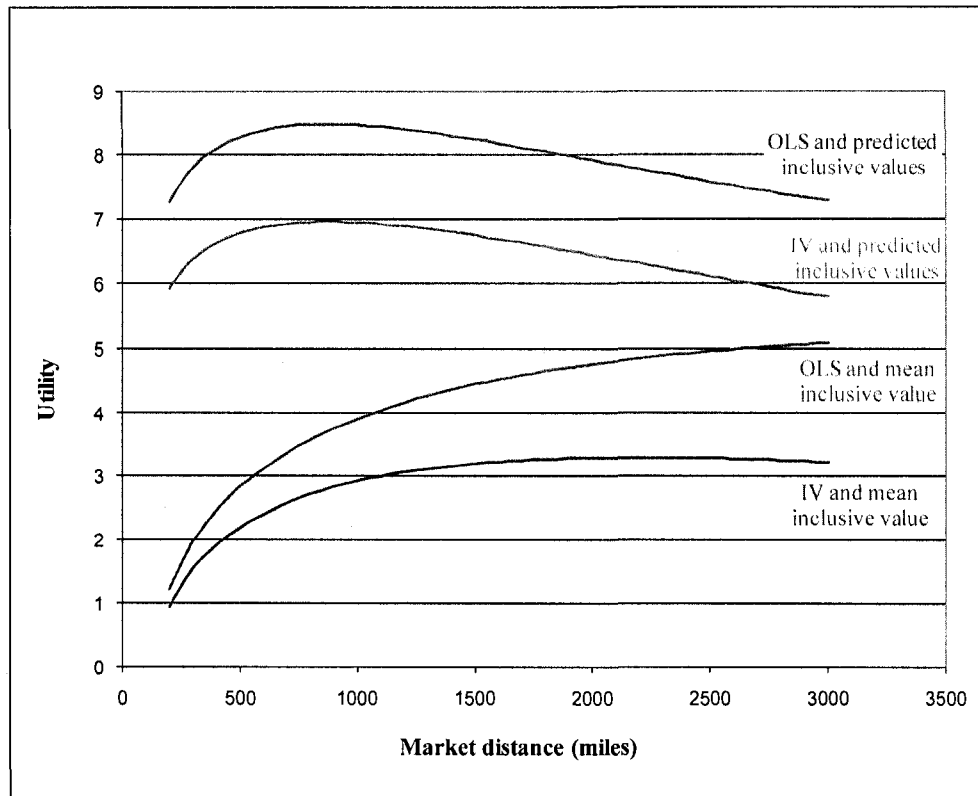


Figure 3.10 Market Distance Effects

As shown in Figure 3.10, the marginal effects decrease as market distance increases for all cases. Considering the cases where inclusive value depends on market distance⁵⁴, both the OLS and IV estimates imply that air routes have the highest demand potential in markets of distance 850 to 900 miles, all else equal. For markets of distance shorter than that range, the distance effects reflect declining competition from competing modes, which causes air demand to increase with distance; in long-haul markets, the effect is reversed, presumably due to negligible mode competition and decreasing propensity to

⁵⁴ The underlying assumption is that the characteristics of air routes, captured by the inclusive values, depend on market distance.

travel. These findings are somewhat supported by the National Household Travel Survey (U.S. Department of Transportation, 2001), which shows that mode share for air increases with distance and air becomes the dominant mode starting from the markets of distance 750 to 999 miles.

Summary and Discussions

Combining the estimates of the three levels, the NL3B models, estimated by OLS and IV methods, are summarized in Table 3.8. In addition, two MNL models with similar specifications and identical estimation methods are presented for comparison. The NL3B-IV model, column (4), is the preferred model, since its estimates and implications are more sensible, especially for the results of level 2 and 3, in which imply reasonable VOTs (shown in Table 3.5) and correlations of total utilities for air routes. Note that correcting for the endogeneity problem of air fare also helps to determine the appropriate (consistent with utility-maximization) nesting structure, since the ratios of the scale parameters in NL models are affected by the endogeneity problem.

Table 3.8 Summary and Comparisons of Panel Data Estimation Results

Variable	(1) MNL -OLS	(2) MNL -IV	(3) NL3B -OLS	(4) NL3B -IV
Fare (hundreds of 2004 dollars)	-0.178*** [0.005]	-1.410*** [0.411]	-0.160*** [0.005]	-1.546*** [0.206]
ln(Frequency)—Direct (flights per quarter)	1.282*** [0.015]	1.212*** [0.030]	1.337*** [0.016]	1.240*** [0.029]
ln(Max frequency of two segments)— Connecting (flights per quarter)	0.408*** [0.010]	0.501*** [0.034]	0.440*** [0.009]	0.627*** [0.030]
ln(Min frequency of two segments)— Connecting (flights per quarter)	0.793*** [0.007]	0.883*** [0.035]	0.822*** [0.007]	0.957*** [0.023]
Scheduled flight time—Direct (minutes)	-0.018*** [0.000]	-0.005 [0.004]	-0.019*** [0.000]	-0.004 [0.002]
Scheduled flight time— Connecting (minutes)	-0.018*** [0.000]	-0.008* [0.004]	-0.019*** [0.000]	-0.006** [0.002]
Dummy for direct routes (=1, if direct route)	3.353*** [0.145]	4.477*** [0.421]	3.874*** [0.141]	6.066*** [0.397]
Positive hub arrival delay t_{-1} (minutes per flight)	-0.004*** [0.001]	-0.008*** [0.002]	-0.002** [0.001]	-0.006** [0.002]
Positive hub arrival delay t_{-4} (minutes per flight)	-0.004*** [0.001]	-0.012*** [0.003]	-0.002** [0.001]	-0.007*** [0.002]
Inclusive value of level 3 (parameter= λ_p / λ_a)			0.937*** [0.011]	0.664*** [0.014]
Inclusive value of level 2 (parameter= λ_a / λ_m)			0.711*** [0.009]	0.795*** [0.010]
Inclusive value of level 2 *market distance			-0.008*** [0.001]	-0.012*** [0.001]
Market distance (hundreds of miles)	0.148*** [0.005]	0.150*** [0.010]	0.018*** [0.005]	-0.024*** [0.005]
ln(market distance)	1.261*** [0.042]	0.844*** [0.145]	1.888*** [0.048]	1.575*** [0.046]
Per capita personal income of market (thousands of 2004 dollars)	-0.665*** [0.006]	-0.637*** [0.012]	0.015*** [0.003]	0.038*** [0.003]
Constant (level 1)	0.003 [0.003]	-0.001 [0.006]	-17.316*** [0.116]	-16.229*** [0.102]

Notes: (1) Standard errors in brackets are robust to heteroskedasticity, serial correlation and market cluster effects; (2) * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; (3) All regressions include hub dummy variables for connecting routes, origin and destination airport dummy variables for MASs, and year and quarter dummy variables for time fixed effects; (4) MNL models are estimated by Equation (3.7), in which the base alternative is randomly picked.

For the nesting structures, the NL3B models outperform the MNL models. First, the NL3B models confirm the non-homogeneous correlations among alternatives, implying that the MNL models incorrectly portray substitution patterns among routes. Second, while the MNL models give similar patterns of coefficients for route level variables, their income (a market level variable) coefficients are not reasonable—both coefficients indicate that air routes become less attractive when income increases. One possible explanation is that the income coefficients are estimated by comparing all air routes with the non-air alternative in the NL3B models, but the income coefficients are estimated by comparing individual routes with the non-air alternative in the MNL models. When income increases, even though the total market share of air routes increases the market share of a route may decrease, because the number of available routes may increase with income. Similar situations may happen to other market level variables. Therefore, the NL3B models are preferable.

Corrections for standard errors of higher level coefficients may be needed. Because the sequential estimation does not carry variances of inclusive values into higher levels, the standard errors of higher level coefficients in these levels are usually underestimated, which may lead to invalid inferences and hypothesis tests. The standard errors presented in Table 3.6, 3.7 and 3.8 are not corrected since most of the coefficients are very significantly different from zero. However, all the standard errors reported in this research are robust to heteroskedasticity, serial correlation and market cluster effects, since error terms are unlikely to be independent and identically distributed.

Recall that to implement the proposed model this research assumes saturated demand levels, depending on city-pair population. The results of lower levels are not affected by the assumption because of the difference-in-differences estimation. Thus, the impacts of the assumption are examined for level 1 only. All results of Table 3.7 are based on the assumption that every unit of population may make 10 trips per quarter. Taking column (4) of Table 3.7 as the base case and changing the assumption to different numbers of trips lead to Table 3.9.

As shown in the Table 3.9, estimates change very little, except for the intercept. Aside from these, the biggest differences are between column (1) and (2). The assumption of column (1) is that every potential traveler may make 0.5 trips per quarter, which is too close to the realized traffic level and not large enough to account for the potential demand. Results of Tables 3.9 thus confirm that the setting of the saturated demand only affects the estimated intercept of the market share model if the proportionality factor is set large enough, as discussed in chapter 2.

Table 3.9 Sensitivity Tests for Saturated Demand Settings

Variable	(1) 0.5 trips	(2) 1 trips	(3) 5 trips	(4) 10 trips	(5) 50 trips
Inclusive value of level 2 (IV)	0.803*** [0.011]	0.798*** [0.010]	0.795*** [0.010]	0.795*** [0.010]	0.794*** [0.010]
Inclusive value of level 2 (IV)*market distance	-0.012*** [0.001]	-0.012*** [0.001]	-0.012*** [0.001]	-0.012*** [0.001]	-0.012*** [0.001]
Market distance (hundreds of miles)	-0.023*** [0.005]	-0.023*** [0.005]	-0.024*** [0.005]	-0.024*** [0.005]	-0.024*** [0.005]
ln(market distance)	1.584*** [0.046]	1.579*** [0.046]	1.576*** [0.046]	1.575*** [0.046]	1.575*** [0.046]
Per capita personal income of market (thousands of 2004 dollars)	0.038*** [0.003]	0.038*** [0.003]	0.038*** [0.003]	0.038*** [0.003]	0.038*** [0.003]
Constant	-13.284*** [0.103]	-13.950*** [0.102]	-15.538*** [0.102]	-16.229*** [0.102]	-17.836*** [0.102]
R^2	0.773	0.773	0.773	0.773	0.773
Adjusted R^2	0.773	0.773	0.773	0.773	0.773
F	2134.676	2136.188	2136.346	2136.309	2136.270

Notes: (1) Dependent variable= $\ln(MS_{at}) - \ln(MS_{ot})$; (2) Standard errors in brackets are robust to heteroskedasticity, serial correlation and market cluster effects; (3) * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; (4) All regressions include 8 year and 3 quarter dummy variables for time fixed effects; (5) Market shares are calculated by assuming every potential traveler may take 0.5, 1, 5, 10, and 50 trips per quarter for column 1 to 5, respectively.

Chapter 4 Implications and Applications

Implications and applications of the estimated model are presented in this chapter. Demand elasticities with respect to different variables, among which fare is particularly of interest, are calculated and discussed first. Then, policy experiments on fare and on-time performance are conducted to demonstrate applications of the model. Structural changes over time are investigated in the last section.

4.1 Demand Elasticities

Elasticity is a useful tool in demand analysis. As a result, many estimates of air travel demand elasticities, especially those with respect to fare, can be found in the literature on transportation. Comparing demand elasticities from our models to previous estimates helps us assess model validity. Elasticity, since it is dimensionless, also provides a convenient way to compare the relative importance of causal factors. This is particularly useful for nested logit models, in which direct comparisons between variables of different nests is difficult, since the estimated coefficients are affected by scale parameters.

The estimated parameters of models (Table 3.8) are used to calculate route and market demand elasticities by simulation for each observation in the sample. These elasticities are estimated numerically, instead of analytically, because for the proposed

model and variables, the numerical approach is simpler than the analytical approach⁵⁵. The elasticities weighted by the number of passengers are also calculated for comparisons. In addition, the estimated elasticities with respect to fare and income are compared with their counterparts in the literature.

The demand elasticity with respect to a variable is determined by calculating the percentage change in demand resulting from one percent increase in the variable, holding all other independent variables fixed. This method is used to find route demand elasticities with respect to fare, frequency, and scheduled flight time. The market demand elasticity with respect to a variable is calculated by increasing that variable by one percent for all routes in a market and calculating the resulting percentage change in market demand. For a route connecting at a specific hub, the route elasticity with respect to positive hub arrival delay is calculated by changing the hub delay, which may affect more than one route in an MAS.

4.1.1 Demand Elasticity with respect to Fare

Fare elasticities of market and route demand are summarized in Table 4.1. Since potential travelers have more choices at route level than at market level, fare elasticities of route demand are expected to be larger (in absolute values) than those of market

⁵⁵ The formula for elasticity becomes much more complicated in higher level nesting logit models. In addition, the variables of the model belong to several different aggregation levels (e.g. route, airport, and market levels), and variables of different levels need different formulas for their elasticities, if the analytical approach was chosen.

demand. While the fare elasticities calculated from the NL3B model, including OLS and IV estimates, are consistent with the expectation, those calculated from the MNL model are not. In addition, when market size (measured by the number of passengers) is taken into account, the elasticities generally become smaller in absolute values. This indicates that the fare elasticities of low traffic markets are higher. Details of these elasticities are discussed by aggregation level below.

Table 4.1 Demand Elasticities with Respect to Fare

Aggregation Level	Statistics	MNL-OLS		MNL-IV		NL3B-OLS		NL3B-IV	
		UWT	WT	UWT	WT	UWT	WT	UWT	WT
Market	Mean	-0.365	-0.298	-2.662	-2.181	-0.189	-0.154	-1.287	-1.052
	Std. Dev.	0.131	0.142	0.907	0.909	0.064	0.065	0.420	0.380
	25th percentile	-0.445	-0.379	-3.205	-2.766	-0.232	-0.195	-1.539	-1.292
	Median	-0.352	-0.267	-2.571	-2.036	-0.183	-0.140	-1.230	-0.992
	75th percentile	-0.270	-0.191	-2.033	-1.490	-0.141	-0.104	-0.987	-0.765
Route	Mean	-0.381	-0.293	-2.968	-2.290	-0.322	-0.210	-2.970	-1.763
	Std. Dev.	0.213	0.152	1.606	1.175	0.190	0.117	1.783	1.160
	25th percentile	-0.451	-0.368	-3.518	-2.879	-0.376	-0.264	-3.516	-2.252
	Median	-0.331	-0.256	-2.593	-2.010	-0.276	-0.184	-2.525	-1.455
	75th percentile	-0.252	-0.184	-1.978	-1.448	-0.212	-0.124	-1.908	-0.924

Note: (1) UWT and WT represent statistics that are unweighted and weighted by the number of passengers of markets, respectively; (2) Market demand elasticities with respect to fare are calculated by increasing one percent of fares of all air routes in markets.

Fare Elasticities of Market Demand

The fare elasticities can be further investigated by their distributions and compared with other estimates in the literature. Figure 4.1 presents the percentiles of the fare elasticities from different model forms and estimation methods. Several observations emerge from this figure. First, it clearly shows that estimation methods (OLS versus IV)

create much larger differences of fare elasticities than model forms (MNL versus NL3B) do. While the fare elasticities from the OLS estimates indicate inelastic market demand, the unweighted fare elasticities from the IV estimates imply that for the majority of markets (about 74% of markets according to the NL3B-IV estimates), air demand is fare elastic. The weighted fare elasticities, of which the mean and median are about -1, from NL3B-IV estimates show that half of market demand is fare elastic.

Second, the elasticities from the MNL models are larger in magnitude than those from the NL3B models, given the same percentile and estimation method. Third, given the same percentile and model form, the weighted elasticities are smaller in magnitude than the unweighted elasticities. This indicates that fare elasticities of low traffic markets are higher than those of high traffic markets. A possible reason is that current fares in the low traffic markets are relatively high. Thus, a proportional fare increase reduces more service attractiveness in these markets.

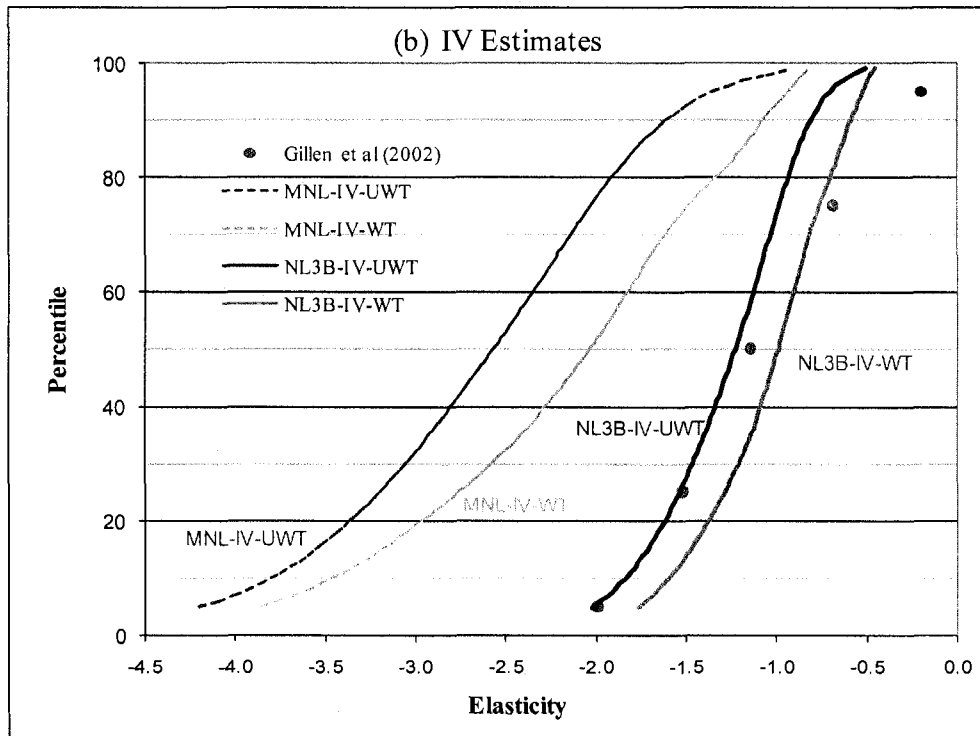
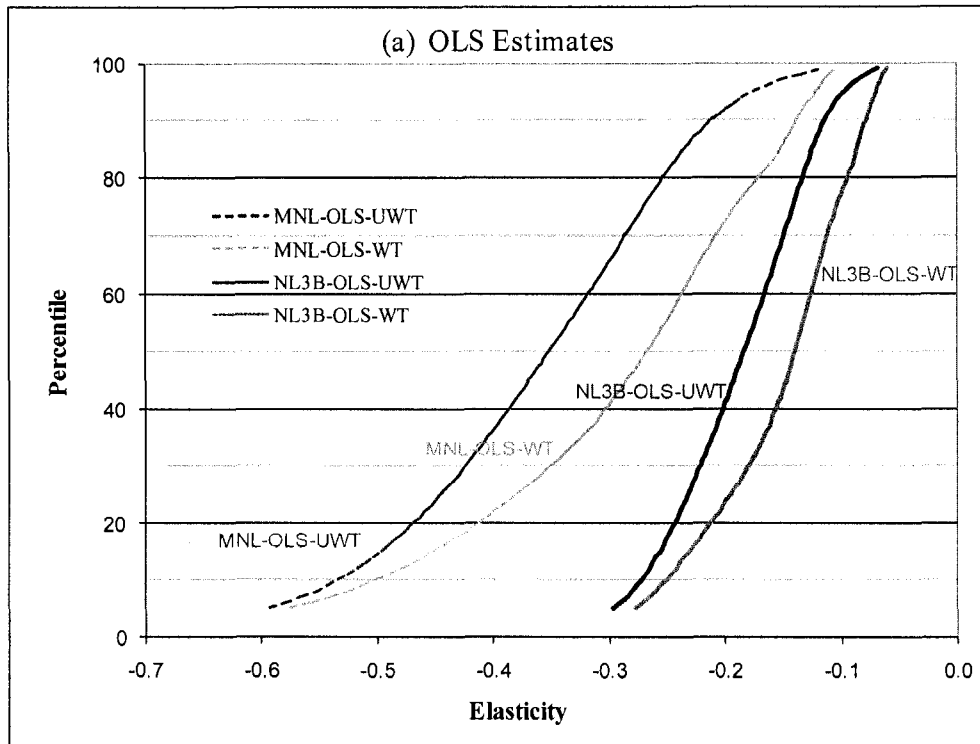


Figure 4.1 Market Demand Elasticities with Respect to Fare

The fare elasticities from the NL3B-IV estimates are supported by the above observations and also by findings in the literature. Oum et al (1986) reported that fare elasticities of market demand⁵⁶ were -1.51 and -1.15 for vacation and non-vacation markets, respectively. These estimates are within the range of the elasticities from the NL3B-IV estimates. In addition, the fare elasticity percentiles taken from Gillen et al (2002)⁵⁷ are plotted in panel (b) of Figure 4.1, which demonstrates that the NL3B-IV estimates provide fare elasticities closer to those from other studies, especially for larger absolute elasticities (smaller percentiles).

It is interesting to observe that the elasticities from the NL3B-IV estimates accord with the variation of elasticities from other studies. One of the reasons may be that varieties of markets are involved in our sample—covering most domestic markets of the United States for 10 years. The elasticity distribution from Gillen et al (2002) consists of elasticities from different studies, which also involve different study regions, market distance, and time periods.

Fare Elasticities of Route Demand

As shown in Table 4.1, the unweighted means of fare elasticities from both IV estimates are about -2.9. Although the weighted means become smaller in absolute values, all the means of the fare elasticities from the IV estimates indicate that route demand is fare elastic. All the means of fare elasticities from the OLS estimates, however, suggest

⁵⁶ They used the term “aggregate route demand” for the market demand.

⁵⁷ They summarized 274 estimates, taken from 22 studies, of fare elasticities of market demand.

that route demand is fare inelastic. The fare elasticities from the IV estimates are better supported by the inferred values-of-time (Table 3.5) and the literature (discussed below).

The distributions of fare elasticities of route demand from the IV estimates plotted in Figure 4.2, in which patterns similar to Figure 4.1 can be observed. In addition, these percentiles imply that the distributions of fare elasticities of route demand are not symmetric and have longer left tails⁵⁸. This is sensible since fare elasticities are more likely to be bounded on the right sides (e.g. less than zero).

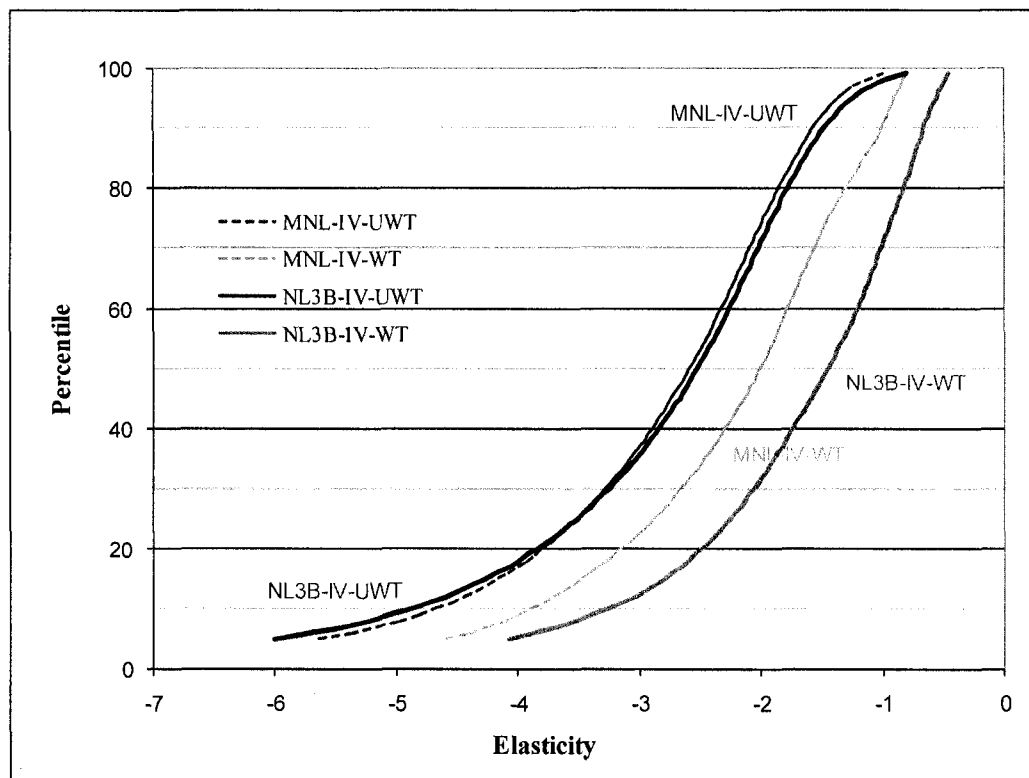


Figure 4.2 Route Demand Elasticities with Respect to Fare (IV Estimates)

⁵⁸ This is consistent with the findings in the literature, such as Gillen et al (2002).

Direct comparisons of estimates from literature and this research cannot be made because most fare elasticities available in the literature are estimates for air market demand or for airline demand. However, some guidelines for ranges of fare elasticities are available.

One would expect that elasticities of route demand should be larger (in absolute values) than those of market demand, since people generally have higher flexibility in air routes as long as they can arrive their destinations, and changing to other modes or trip cancelations are less likely to be their choices. Summarizing from the literature on air market demand, Gillen et al (2002) reported that the medians of the fare elasticities for different trip lengths and trip purposes range from -0.70 to -1.52. The fare elasticities of route demand from the OLS estimates are, like those of market demand, too low—most of them are smaller (in absolute values) than those of market demand from Gillen et al (2002). The fare elasticities from the IV estimates seem more reasonable: (1) the medians are -2.95 (from MNL-IV) and -2.53 (from NL3B); (2) most of them are less than -1 indicating that potential travelers are fare elastic.

Fare elasticities of route demand are comparable to some degree to elasticities of airline demand (in a particular market) reported in the literature. First, for monopolistic routes, route demands are equivalent to airline demands. For example, airlines serving the same market generally offer competing routes each connecting at their respective hubs, so that each route corresponds to one airline. When airlines compete with each other on the same routes, elasticities of airline demand should be higher than those of route

demand. This may be offset, however, by airline brand loyalty (e.g. due to frequent flyer programs), which reduces airline demand elasticities.

The fare elasticities of route demand from the IV estimates (Figure 4.2) are consistent with these expectations. For most routes, the estimated absolute fare elasticities are larger than those of market demand, and close to smaller than those of airline demand, compared with the estimates of Oum et al (1993). Oum et al (1993) estimated fare elasticities of market demand⁵⁹ and computed airline specific fare elasticities using the estimated conduct parameters. The medians of their fare elasticities are -1.54 for market demand and -2.99 for airline demand. Our corresponding values are -1.23 and -2.53.

4.1.2 Demand Elasticity with respect to other Variables

In this section, income and distance elasticities of market demand, and route demand elasticities with respect to frequency, and scheduled flight time, hub delay are discussed. The income and distance elasticities are presented in Table 4.2. The weighted fare and distance elasticities become smaller in absolute values, compared to the unweighted elasticities. This indicates that the distance elasticities of low traffic markets are higher. However, the weighted income elasticities are larger, suggesting that the income elasticities of low traffic markets are lower.

⁵⁹ They used the term “aggregate route demand” for the market demand.

Table 4.2 Market Demand Elasticities

Variable	Statistics	MNL-OLS		MNL-IV		NL3B-OLS		NL3B-IV	
		UWT	WT	UWT	WT	UWT	WT	UWT	WT
Per capita personal income of market	Mean					0.494	0.539	1.221	1.333
	Std. Dev.					0.049	0.057	0.121	0.140
	25th percentile					0.461	0.499	1.141	1.234
	Median					0.490	0.535	1.213	1.323
	75th percentile					0.522	0.577	1.293	1.428
Market distance	Mean	2.837	2.725	2.434	2.320	1.630	1.411	0.745	0.513
	Std. Dev.	0.953	0.971	0.964	0.980	0.191	0.234	0.469	0.616
	25th percentile	2.084	1.926	1.673	1.515	1.544	1.270	0.480	0.154
	Median	2.618	2.520	2.212	2.114	1.650	1.445	0.833	0.634
	75th percentile	3.469	3.166	3.074	2.761	1.727	1.584	1.098	0.980

Note: (1) UWT and WT represent statistics that are unweighted and weighted by the number of passengers of markets, respectively; (2) Market demand elasticities with respect to income from the MNL models are not presented since the coefficients of income have unreasonable signs.

Market Demand Elasticities with respect to Income

Gillen et al (2002) summarized income elasticities of market demand from empirical studies and the reported quantiles are 0.81(1st quantile), 1.14 (median), and 2.05 (3rd quantile). As presented in Table 4.2, while the quantiles of income elasticities from the NL3B-OLS estimates seem relatively low, those calculated from the NL3B-IV estimates—1.14 (1st quantile), 1.21 (median), and 1.29 (3rd quantile)—have a similar central tendency but less dispersion compared to Gillen's. Almost all (more than 97% of markets; more than 99% of passengers) income elasticities from the NL3B-IV estimates are greater than 1, implying that air demand is income elastic in most markets.

Market Demand Elasticities with respect to Market Distance

As shown in Table 4.2, the NL3B model and the IV estimation generally yield the smallest distance elasticities of market demand. As a result, the elasticities computed from the NL3B-IV estimates are smaller than those from the other estimates. While the majority of the distance elasticities from the NL3B-IV estimates are positive, about 8% of markets (18% in terms of passenger traffic) have negative demand elasticities with respect to market distance. This can be explained by the concave relationship between market distance and air demand, as found in Table 3.8.

Distance effects from the NL3B-IV estimates for markets with similar distance may vary, since they also depend on inclusive values, which represent service levels of air routes. Demand elasticities with respect to market distance can help to understand the distance effects of individual markets. Figure 4.3 summarizes the incidence of negative distance elasticities by distance category. Three main generalizations emerge from the figure. First, over 99.5% of markets with distance less than 1200 miles have positive distance elasticities. That is, for two markets with distance less than 1200 miles, the longer distance market is expected to have higher air demand, all else (such as population, income, and service levels) being equal.

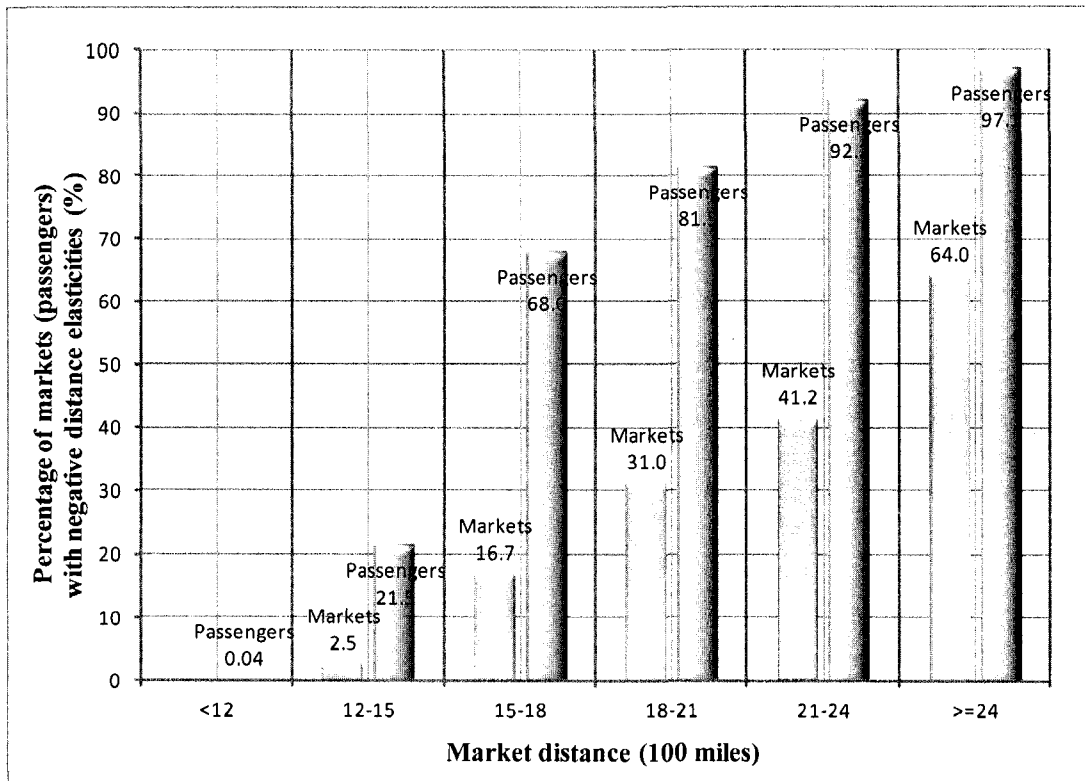


Figure 4.3 Markets (Passengers) with Negative Distance Elasticities

Second, for markets with distance longer than 1200 miles, the percentage of markets (or passengers) with negative distance elasticities increases—from 2.5% (21.5% of passengers) to 64% (97.1% of passengers)—with market distance. This indicates that the influence of propensity to travel⁶⁰, as opposed to mode shift, is more likely to be observed in longer-haul markets. Third, within each distance category the percentage of

⁶⁰ Recall from chapter 3 that market distance may affect potential travelers in two ways: mode choice and propensity to travel, which may offset each other. While mode competition is dominant in shorter-haul markets, it becomes negligible in longer-haul markets. The influences of propensity to travel may thus prevail in longer-haul markets.

passengers with negative distance elasticities is higher than the percentage of markets with negative distance elasticities. This implies that negative distance elasticities are more likely to be found in higher traffic markets, which are usually better served and thus have larger inclusive values⁶¹. All else being equal, while the influence of declining propensity to travel is more pronounced in better served markets, the influence of mode competition is stronger in minor markets.

Route Demand Elasticities with respect to other Variables

The route demand elasticities with respect to other variables are shown in Table 4.3. Elasticities from the preferred model (NL3B-IV) indicate that fare (shown in Table 4.1) and hub delay have the highest and lowest, respectively, impacts on route demand.

As suggested by Table 4.3, route demand elasticities with respect to frequency variables are stable across routes—mainly due to their logarithmic functional form. The estimated frequency elasticities, however, vary slightly depending on model forms and estimation methods. The NL3 model and the IV estimation generally yield smaller frequency elasticities for direct routes but larger frequency elasticities for connecting routes. As a result, the elasticity differences of three frequency variables from the NL3B-IV model are smaller than those from other models. In addition, the frequency elasticities from the NL3B-IV model indicate that for most routes adding one percent of

⁶¹ As shown in Table 3.8, the coefficient (from NL3B-IV estimates) of the interaction term of distance and inclusive value is negative, which may lead to negative distance elasticities when the inclusive value is large.

flights on one of its segments is expected to increase route demand by less than one percent.

Table 4.3 Route Demand Elasticities

Variable	Statistics	MNL-OLS		MNL-IV		NL3B-OLS		NL3B-IV	
		UWT	WT	UWT	WT	UWT	WT	UWT	WT
Frquency-- Direct	Mean	1.283	1.282	1.212	1.211	0.985	0.998	0.754	0.736
	Std. Dev.	0.001	0.002	0.002	0.004	0.138	0.139	0.112	0.100
	25th percentile	1.282	1.281	1.212	1.211	0.869	0.863	0.659	0.651
	Median	1.283	1.282	1.213	1.212	0.936	0.989	0.741	0.730
	75th percentile	1.283	1.283	1.213	1.213	1.103	1.122	0.817	0.799
Max frquency-- Connecting	Mean	0.406	0.406	0.500	0.500	0.418	0.412	0.576	0.566
	Std. Dev.	0.000	0.000	0.000	0.000	0.031	0.032	0.066	0.065
	25th percentile	0.406	0.406	0.500	0.500	0.412	0.402	0.562	0.542
	Median	0.406	0.406	0.500	0.500	0.431	0.425	0.603	0.590
	75th percentile	0.406	0.406	0.500	0.500	0.437	0.434	0.619	0.613
Min frquency-- Connecting	Mean	0.792	0.792	0.883	0.883	0.782	0.770	0.881	0.865
	Std. Dev.	0.000	0.000	0.000	0.000	0.058	0.060	0.101	0.099
	25th percentile	0.792	0.792	0.883	0.883	0.771	0.751	0.859	0.828
	Median	0.792	0.792	0.883	0.883	0.805	0.793	0.922	0.902
	75th percentile	0.792	0.792	0.883	0.883	0.817	0.812	0.947	0.937
Schedule flight time-- Direct	Mean	-2.426	-2.467	-0.675	-0.686	-1.910	-1.945	-0.367	-0.361
	Std. Dev.	1.224	1.256	0.344	0.354	1.047	1.029	0.222	0.214
	25th percentile	-3.018	-3.048	-0.839	-0.847	-2.450	-2.472	-0.467	-0.453
	Median	-2.151	-2.183	-0.596	-0.605	-1.639	-1.678	-0.309	-0.304
	75th percentile	-1.468	-1.455	-0.406	-0.402	-1.131	-1.182	-0.203	-0.203
Schedule flight time-- Connecting	Mean	-4.692	-4.610	-1.993	-1.957	-4.567	-4.428	-1.487	-1.437
	Std. Dev.	1.480	1.403	0.638	0.604	1.529	1.449	0.526	0.499
	25th percentile	-5.819	-5.700	-2.476	-2.425	-5.688	-5.504	-1.864	-1.803
	Median	-4.481	-4.398	-1.899	-1.863	-4.363	-4.234	-1.419	-1.376
	75th percentile	-3.522	-3.506	-1.488	-1.482	-3.381	-3.326	-1.087	-1.061
Positive hub arrival delay _{t-1}	Mean	-0.041	-0.041	-0.088	-0.088	-0.018	-0.018	-0.059	-0.058
	Std. Dev.	0.012	0.012	0.027	0.026	0.006	0.005	0.019	0.018
	25th percentile	-0.047	-0.048	-0.102	-0.103	-0.020	-0.020	-0.069	-0.067
	Median	-0.039	-0.039	-0.084	-0.084	-0.017	-0.017	-0.056	-0.055
	75th percentile	-0.032	-0.033	-0.069	-0.071	-0.014	-0.014	-0.046	-0.045
Positive hub arrival delay _{t-4}	Mean	-0.045	-0.045	-0.127	-0.127	-0.019	-0.019	-0.071	-0.070
	Std. Dev.	0.013	0.013	0.038	0.036	0.006	0.005	0.023	0.022
	25th percentile	-0.052	-0.052	-0.146	-0.148	-0.022	-0.021	-0.083	-0.081
	Median	-0.043	-0.043	-0.121	-0.123	-0.018	-0.018	-0.067	-0.067
	75th percentile	-0.035	-0.036	-0.100	-0.102	-0.015	-0.015	-0.055	-0.055

Note: (1) UWT and WT represent statistics that are unweighted and weighted by the number of passengers of routes, respectively; (2) Statistics of elasticities are calculated by routing type (direct or connecting); (3) For a route connecting at a specific hub, the elasticity with respect to positive hub arrival delay is calculated by changing the hub delay, which may affect more than one route in an MAS.

The NL3B model and the IV estimation lead to smaller (in absolute values) scheduled flight time elasticities for both direct and connecting routes. The elasticities from the NL3B-IV model suggest that shortening one percent of scheduled flight time is expected to increase route demand by more than one percent for connecting routes, but less than one percent for direct routes.

Hub delay elasticities from different model forms and estimation methods are much smaller in absolute values than elasticities with respect to other variables. For example, the median elasticity with respect to hub delay of previous quarter is only -0.056^{62} , according to the elasticities from the NL3B-IV estimates. This implies that potential travelers are not very sensitive to hub delay. Therefore, potential travelers will not significantly benefit from delay improvements, unless the delay reductions are large.

4.2 Policy Experiments

We conducted policy experiments on fare and on-time performance to demonstrate applications of the model. We based these on 2004 data⁶³. As the IV estimates lead to

⁶² If we consider hub delay elasticities under steady state, the number is approximately doubled, since elasticities with respect to the two hub delay variables are close to each other. The small elasticities are not surprising since a one-percent increase in delay only increases travel time by a few seconds.

⁶³ The number of passengers in the data set is a 10 percent sample from U.S. DOT's Airline Origin and Destination Survey (DB1B). All the traffic levels presented in the experiments are converted into 100 percent levels by multiplying a factor of 10.

more reasonable values-of-time and own-elasticities of demand than OLS estimates do, two forms of models estimated by IV method (MNL-IV and NL3B-IV) are compared in the policy experiments in order to show their differences in substitution patterns of alternatives.

4.2.1 Fare Experiment

This experiment illustrates how the model can be used to capture impacts of fare changes that might arise from a change in tax policy. For each scenario, a fixed per segment fare increase is set. Therefore, the total fare change of a route is equal to the increase for a direct route, or twice the increase for a connecting route. Assuming all air routes are affected by the fare changes, changes in air passenger traffic volumes—including traffic volumes on direct and connecting routes—are used to assess the impacts.

In practice, these scenarios could happen when a segment-related factor that affects fares changes. The factor could be a fixed charge for passengers based on flight segment (or enplanement). Domestic flight segment tax and passenger facility charge (PFC) are examples. When the segment tax or PFC is raised (or reduced), airlines may pass the change (or a proportion of the change) to passengers. Thus, the total payments of passengers are changed. In this experiment, fare changes—including increase of 2 and 4 dollars per segment are used in scenarios. Using the model to analyze the impacts of different charge schemes is a possible extension of this experiment. For instance, a “revenue neutral” mix of segment fee increases and percentage ticket tax reductions could be tested.

Results of fare experiments are shown in Figure 4.4. As expected, increased fares result in losses of system traffic volumes, including those both on direct and connecting routes. This shows the value of including the non-air alternative in the models: without it changes in traffic of direct routes would have opposite signs. For example, in the cases of increased fares, the models would predict traffic increases on direct routes, if non-air was not considered as an alternative.

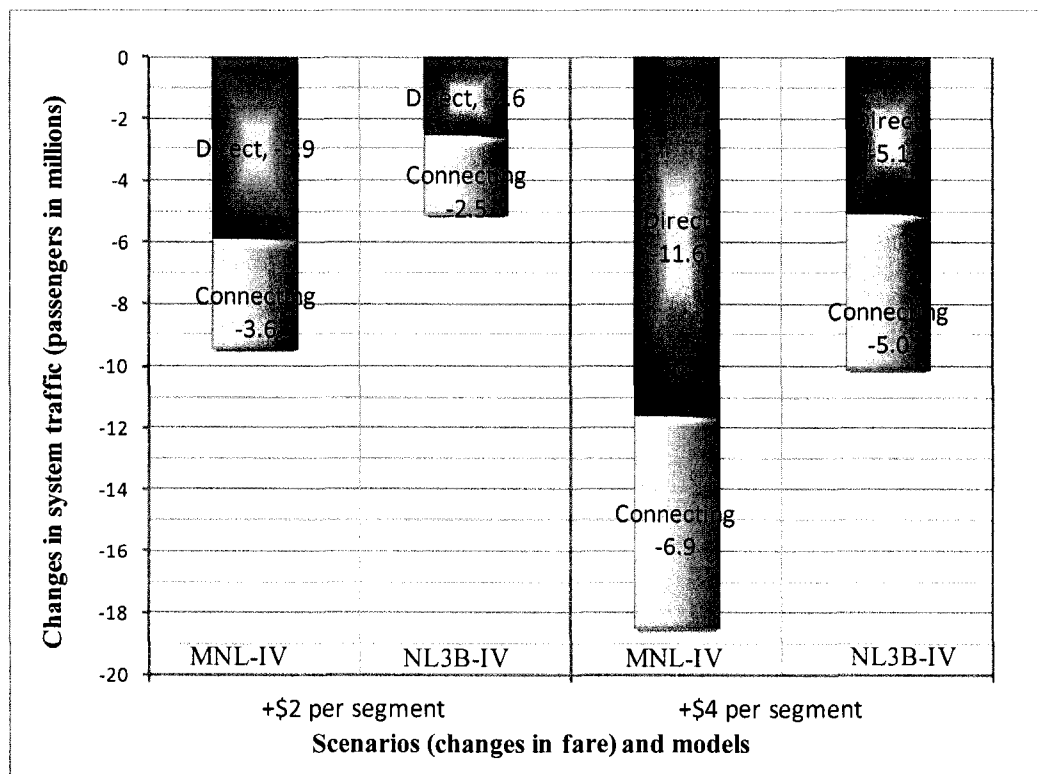


Figure 4.4 Results of Fare Experiments

Comparing results of different scenarios within the same model form, the changes in traffic increase slightly less than proportionally, as fare changes increase. For instance, according to NL3B estimates, the air systems are expected to lose 5.1 and 10.1 million passengers if fares increase \$2 and \$4 per segment, respectively.

The predicted total traffic changes from the MNL-IV model are larger than those from the NL3B model. This can also be seen from the market demand elasticities with respect to fare (Table 4.1 and Figure 4.1). Second, while the MNL-IV model predicts larger (about 1.6 times) traffic changes on direct routes than on connecting routes, the NL3B-IV model yields almost equal traffic changes on both routing types. Recall that the estimated scale parameters (in Table 3.8) have confirmed that potential passengers are more likely to switch from connecting routes to direct route than to non-air alternative. Although direct routes lose their original traffic volumes to the non-air alternative, they gain traffic volumes from connecting routes instead, because fare changes of connecting routes are larger. Thus, the MNL-IV model very likely overestimates⁶⁴ (in absolute value) the traffic changes on direct routes due to the IIA assumption.

⁶⁴ This argument can be more directly supported by delay experiments (in section 4.2.2), in which utilities of direct routes are not affected by hub delays at all.

4.2.2 Delay Experiments

A tremendous amount of money has been and will be spent on improvements of air transportation systems. Delay reduction is one of the improvement measures. Applying the proposed model, benefits of delay reductions, which are important for justifying the investments, can be quantified. In this section, two delay experiments are performed to demonstrate how the model can be used to evaluate impacts of delay changes.

The first one considers the case of system delay changes of all 30 hub airports—all connecting routes are influenced by the changes. A practical example of this case is system improvements, such as the Next Generation Air Transportation System (NextGen) program, on all benchmark airports. The second delay experiment focuses on delay changes at a specific hub airport—using Chicago O’Hare International Airport (ORD) as an example. The planned airport capacity enhancement at ORD may result in this. The model can also be used to evaluate the system-wide effects of the project, not only the impacts on ORD.

According to the specifications and the estimated results, quarterly demand levels of year 2004 depend on quarterly hub delays of year 2003 and 2004. Thus, for each scenario, a percentage change of 2003 and 2004 hub delay is set. Four scenarios are examined in each experiment: 25 and 50 percent increases and decreases in original hub delay. Changes in air passenger traffic volumes and their components are also used to assess the impacts.

System Case

Figure 4.5 shows the system impacts of the delay changes of all 30 hub airports. As expected, increased (decreased) hub delay lead to losses (gains) of connecting passengers. In addition, the losses (gains) change to/from increased (decreased) direct traffic volumes and/or non-air potential traffic. Comparing results of the same magnitude of delay changes within the same model form, delay reductions have slightly larger effects on system traffic volumes than delay raises.

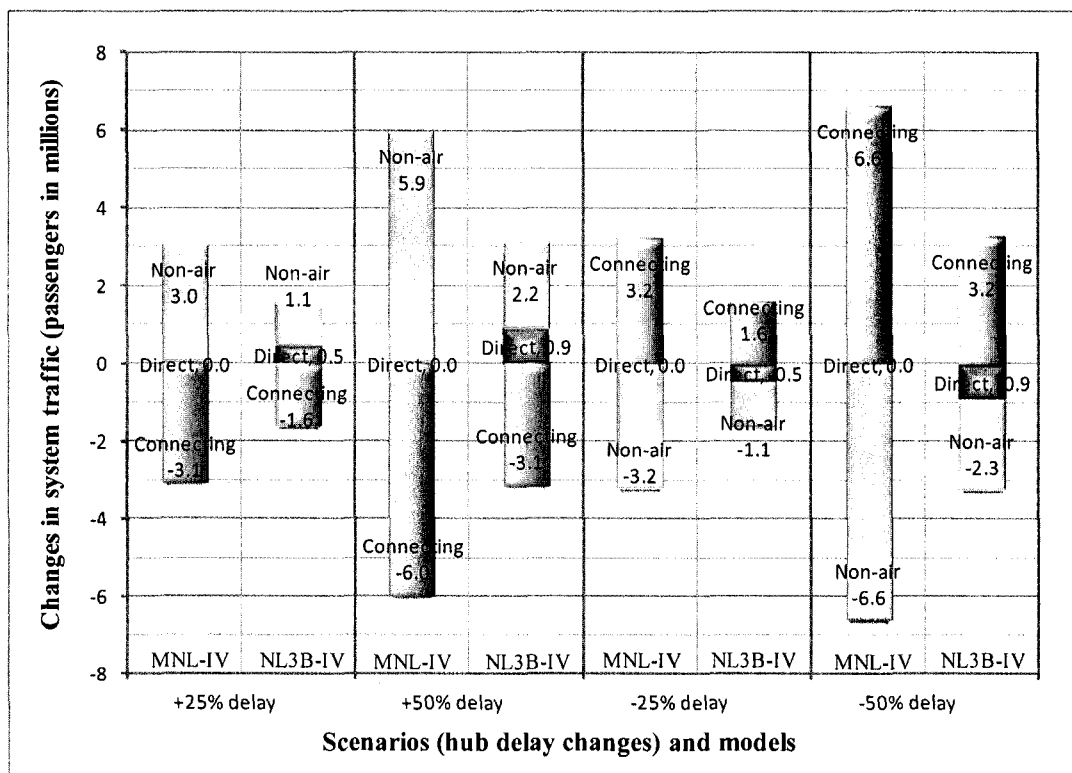


Figure 4.5 Results of System Delay Experiments

More importantly, the results again show the value of incorporating the non-air alternative and the more reasonable substitution patterns of the NL model. Without the non-air alternative, the models, including both MNL-IV and NL3B-IV, would predict much more passengers changing from connecting routes to direct routes in the cases of hub delay increases. While the estimated scale parameters (in Table 3.8) indicate that connecting routes are more likely to be substituted by direct routes than by the non-air alternative, the results of the MNL-IV model show that most substitutions are between connecting routes and the non-air alternative—the changes in direct traffic volumes are too small to be seen in Figure 4.5. This can be explained by cross elasticity of market share of alternatives. Referring to Equation (2.4), the substitution of alternatives in MNL models depends on market shares of alternatives. Because the non-air alternative has a very large market share, compared to those of air routes, in each market, it more likely substitutes for air routes.

Chicago O’Hare International Airport (ORD) Case

This experiment shows the system impacts of delay changes from a single airport. Scenarios include delay increases and decreases. The effects—which are measured in changes in traffic volumes of markets associated with ORD⁶⁵—on both ORD and the rest of the system are of interest in this experiment.

The changes in traffic volumes are decomposed into four categories: (1) passengers connecting at ORD, (2) passengers connecting at the other 29 hub airports, (3) passengers

⁶⁵ A market is considered as associated with ORD if it is served by one or more routes connecting at ORD.

choosing direct routes, and (4) passengers choosing the non-air alternative. As shown in Figure 4.6, the predictions of the MNL-IV model show that the ORD delay changes mainly affect the connecting traffic volumes of ORD and the non-air alternative, but do not significantly affect the rest of the air system. This is similar to the results of the system delay case, and can be explained by cross elasticity of market share of alternatives.

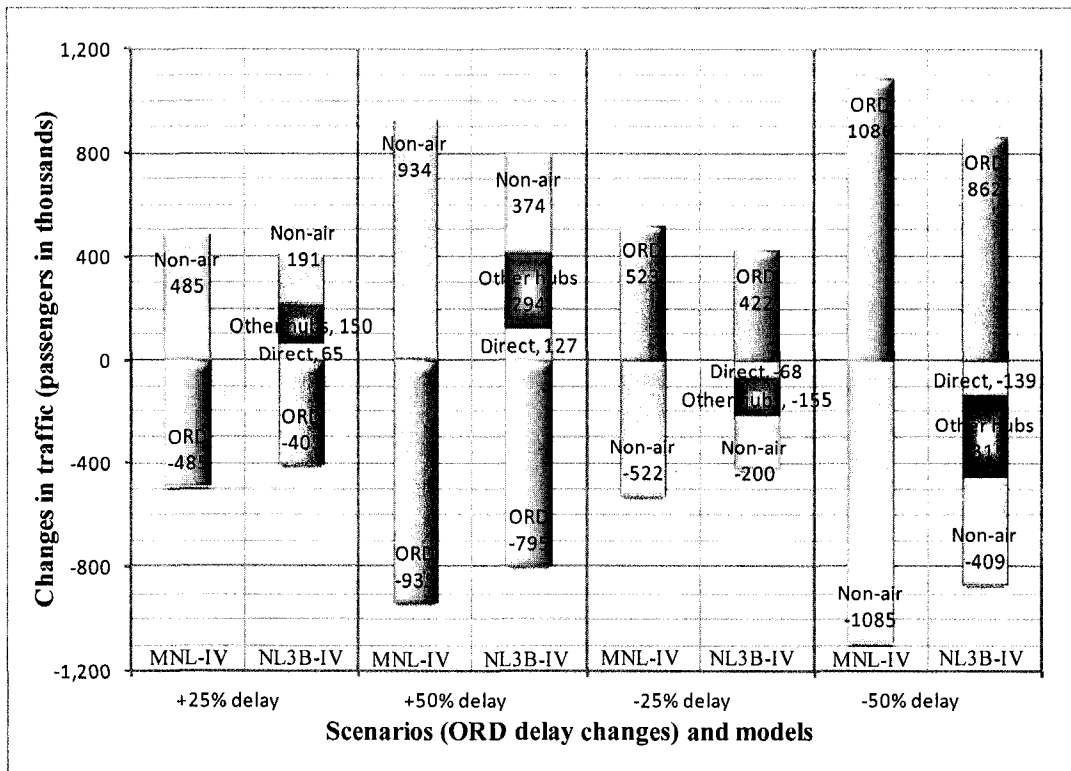


Figure 4.6 Results of ORD Delay Experiments

On the other hand, the results from NL3B-IV model are more sensible: more than half of the changes in ORD traffic volumes correspond to the traffic changes of other hubs and/or direct routes. Changes in traffic volumes of other hubs are about 2.3 times larger than those of direct routes. The routes with ORD as a connecting airport, thus, are more likely to substitute for (or to be substituted by) other connecting routes than for (by) direct routes. However, this substitution pattern is not due to nesting structures of models, which do not differentiate connecting and direct routes. Rather main reason for this substitution pattern is that for the majority of the markets associated with ORD, the total market share of connecting routes in a market is larger than that of direct routes.

If a proposed project is expected to reduce the current delay of ORD by 25%, the NL3B-IV model predicts an increase of 422 thousand connecting passengers (about 4.5% of the original connecting volume) annually at ORD. The increased volume of traffic is from three sources: (1) 68 thousand passengers change from direct routes to routes connecting through ORD ; (2) about 155 thousand passengers are attracted from the other 29 hubs; and (3) 200 thousand passengers are from the potential travelers who chose other modes or did not travel. From the viewpoint of the whole air system, the net effect is an increase of 200 thousand passengers.

4.2.3 Summary and Discussions of Policy Experiments

As the policy experiments demonstrate different applications of the model, they also show the importance of incorporating the non-air alternative in the model and the more realistic substitution patterns of the NL model. Although both the MNL-IV and NL3B-IV estimates may yield reasonable values-of-time and own- elasticities of demand,

only the NL3B-IV estimates provide sensible substitution patterns among alternatives. In addition, empirical studies using MNL models without the non-air alternative may overlook the unreasonable substitution patterns, because the market share differences among alternatives are smaller than those of MNL models with the non-air alternative⁶⁶.

The above policy experiments are conducted under the assumption that no routes are generated (or eliminated) from these scenarios⁶⁷. Thus, all substitutions are between existing routes. This assumption may be reasonable (or cause fewer inaccuracies) for short term planning purposes. For long term planning, the possibilities of network changes should be taken into account. In such cases, predicted independent variables are needed as the inputs for the model.

⁶⁶ According to Equation (2.4), the substitution of alternatives in MNL models depends on market shares of alternatives. Because the non-air alternative has a very large market share, compared to those of air routes, in each market, it more likely substitutes for air routes. As a result, the unreasonable substitution patterns are more likely to be observed if the non-air alternative is included in the choice set.

⁶⁷ Additionally, in each scenario only one supply variable is changed, other supply variables, such as frequency, are unchanged.

4.3 Structural Changes over Time

In this section structural changes over time are investigated. As discussed in chapter 3, fare and frequency are major determinants of air demand. Structural changes related to these two factors, thus, are the focus of the investigation. In particular, the hypothesis that fare sensitivity has increased and frequency sensitivity has (relatively) decreased is tested. It is important to examine the stability of the structure of air travel demand. For example, if the hypothesis is true but ignored, we may underestimate the fare effects and overestimate the values of frequency. This may mislead about charge schemes and investments on capacities.

Possible reasons for the structural changes over the data period (1995-2004) include growth of e-commerce and emergence of low cost carriers. Rapid development of the Internet and its applications may affect the structure of airline service demand since they significantly increase availability of travel information and change ticket distribution. The easy availability of travel information broadens potential travelers' choice sets and also helps potential travelers make better informed decisions. Potential travelers can, for example, effortlessly compare many alternatives (different routes, airlines, fare, travel time, etc.) side by side through a single website. Through conventional distribution channels, such as travel agents, potential travelers may see less information and thus consider fewer alternatives. For instance, potential travelers may not ask for cheaper tickets if their agents already provide acceptable deals. Also, agent commission policies sometimes created incentives for agents to sell more expensive fares.

The internet effects may lead to changes in observed travelers' sensitivities to route characteristics, since potential travelers can consider larger choice sets and do so more knowledgeably than before. Sensitivity to fare is expected to increase, because the majority of potential travelers search for low fares online and most internet-based channels provide alternatives sorted by fare⁶⁸—from low to high. Frequency, on the other hand, plays a more important role in conventional channels, in which the passengers opt for higher frequency options as a means of reducing search costs, than in internet-based channels. Therefore, we expect fare sensitivity to have increased and frequency sensitivity to have decreased over the data period.

Structural changes may also have resulted from the emergence of low cost carriers. When potential travelers know that low cost carrier services are available, they may be encouraged to search for lower fares. For example, they may consider alternative origin and/or destination airports that are served by low cost carriers. The effects of low cost carriers become larger when combined with the internet effects, due to lower search costs.

4.3.1 Estimation Results and Discussion

In order to examine the structural changes of air demand, the preferred model (NL3B-IV) is repeatedly estimated by using different annual data sets, which are subsets

⁶⁸ Some online travel agents, such as Expedia, even provide fare alert services, which may make potential travelers more sensitive to fare, and/or attract more price sensitive potential travelers.

of the original panel data set and are shorter panel (only four quarters) data sets. For comparison purpose, the same procedure is implemented for the NL3B-OLS model. The annual estimation results of the NL3B-OLS and the NL3B-IV models are presented in Table 4.4 and Table 4.5, respectively. Note that the annual estimation of year 1995 is not performed since the lag delay variables are specified in the models and the delay variables of year 1994 are unavailable. Therefore, there are nine annual estimation results, from column (1) to column (9) in each table. Estimation results of the whole panel data set are also duplicated from Table 3.8 and added into column (10) of both tables for comparison.

It is worth mentioning that the differences between two sets of annual estimates (OLS vs. IV) are similar to those between the two whole panel estimates. For both annual and panel estimates, the OLS method tends to lead to smaller (in absolute value) fare coefficient(s) and larger ratio(s) of scale parameters (λ_p / λ_a) than those from the IV method. As discussed in section 3.4 and 4.1, while the estimates from the OLS method imply unreasonable high VOTs, low (in absolute value) fare elasticities, and low correlations between air routes, the estimates from the IV method suggest more sensible VOTs, fare elasticities, and correlations. The IV estimates, therefore, are preferred and further discussed.

Table 4.4 Annual Data Estimation Results—NL3B-OLS Estimates

Variable	(1) 1996	(2) 1997	(3) 1998	(4) 1999	(5) 2000
Fare (hundreds of 2004 dollars)	-0.183*** [0.008]	-0.165*** [0.008]	-0.153*** [0.008]	-0.145*** [0.010]	-0.138*** [0.007]
ln(Frequency)—Direct (flights per quarter)	1.292*** [0.026]	1.321*** [0.022]	1.335*** [0.025]	1.327*** [0.023]	1.334*** [0.026]
ln(Max frequency of two segments)— Connecting	0.474*** [0.016]	0.453*** [0.016]	0.471*** [0.015]	0.468*** [0.016]	0.512*** [0.014]
ln(Min frequency of two segments)— Connecting	0.818*** [0.013]	0.786*** [0.012]	0.832*** [0.012]	0.831*** [0.012]	0.833*** [0.011]
Scheduled flight time— Direct (minutes)	-0.021*** [0.000]	-0.020*** [0.000]	-0.021*** [0.000]	-0.020*** [0.000]	-0.020*** [0.000]
Scheduled flight time— Connecting (minutes)	-0.020*** [0.000]	-0.019*** [0.000]	-0.020*** [0.000]	-0.019*** [0.000]	-0.019*** [0.000]
Dummy for direct routes (=1, if direct route)	4.782*** [0.216]	4.136*** [0.243]	4.006*** [0.236]	4.387*** [0.229]	4.415*** [0.229]
Positive hub arrival delay $t-1$ (min. per flight)	-0.009*** [0.002]	0.005 [0.003]	-0.002 [0.002]	-0.002 [0.002]	0.001 [0.001]
Positive hub arrival delay $t-4$ (min. per flight)	0.008** [0.003]	0.007** [0.002]	-0.015*** [0.003]	-0.005* [0.002]	-0.004* [0.002]
Inclusive value of level 3 (parameter= λ_p / λ_a)	0.913*** [0.014]	0.893*** [0.016]	0.897*** [0.014]	0.899*** [0.016]	0.933*** [0.014]
Inclusive value of level 2 (parameter= λ_a / λ_m)	0.678*** [0.011]	0.749*** [0.010]	0.749*** [0.009]	0.751*** [0.010]	0.736*** [0.009]
Inclusive value of level 2 *market distance	-0.007*** [0.001]	-0.009*** [0.001]	-0.009*** [0.001]	-0.010*** [0.001]	-0.008*** [0.001]
Market distance (hundreds of miles)	0.015** [0.005]	0.011* [0.005]	0.015*** [0.004]	0.020*** [0.005]	0.034*** [0.005]
ln(market distance)	1.779*** [0.057]	1.921*** [0.057]	1.934*** [0.055]	1.907*** [0.053]	1.824*** [0.056]
Per capita personal income of market (thousands of 2004 dollars)	0.011* [0.004]	-0.004 [0.004]	-0.004 [0.004]	0.008* [0.003]	0.005 [0.003]
Constant (level 1)	-16.873*** [0.153]	-16.641*** [0.142]	-16.622*** [0.135]	-17.219*** [0.131]	-17.508*** [0.134]

Table 4.4 Annual Data Estimation Results—NL3B-OLS Estimates (Continued)

Variable	(6) 2001	(7) 2002	(8) 2003	(9) 2004	(10) Panel
Fare (hundreds of 2004 dollars)	-0.153*** [0.006]	-0.154*** [0.007]	-0.159*** [0.008]	-0.188*** [0.008]	-0.160*** [0.005]
ln(Frequency)—Direct (flights per quarter)	1.350*** [0.021]	1.372*** [0.021]	1.371*** [0.021]	1.391*** [0.022]	1.337*** [0.016]
ln(Max frequency of two segments)— Connecting	0.450*** [0.014]	0.431*** [0.015]	0.459*** [0.016]	0.447*** [0.014]	0.440*** [0.009]
ln(Min frequency of two segments)— Connecting	0.822*** [0.010]	0.833*** [0.011]	0.847*** [0.011]	0.863*** [0.010]	0.822*** [0.007]
Scheduled flight time— Direct (minutes)	-0.019*** [0.000]	-0.019*** [0.000]	-0.018*** [0.000]	-0.016*** [0.000]	-0.019*** [0.000]
Scheduled flight time— Connecting (minutes)	-0.018*** [0.000]	-0.018*** [0.000]	-0.018*** [0.000]	-0.018*** [0.000]	-0.019*** [0.000]
Dummy for direct routes (=1, if direct route)	4.108*** [0.205]	3.438*** [0.205]	3.688*** [0.216]	3.167*** [0.208]	3.874*** [0.141]
Positive hub arrival delay $t-1$ (min. per flight)	0.004 [0.003]	0.010* [0.004]	0.002 [0.003]	-0.002 [0.002]	-0.002** [0.001]
Positive hub arrival delay $t-4$ (min. per flight)	-0.005** [0.002]	-0.016*** [0.003]	0.003 [0.003]	-0.005* [0.002]	-0.002** [0.001]
Inclusive value of level 3 (parameter= λ_p / λ_a)	0.937*** [0.015]	0.955*** [0.019]	0.964*** [0.017]	0.939*** [0.019]	0.937*** [0.011]
Inclusive value of level 2 (parameter= λ_a / λ_m)	0.712*** [0.009]	0.686*** [0.009]	0.640*** [0.010]	0.654*** [0.011]	0.711*** [0.009]
Inclusive value of level 2 *market distance	-0.007*** [0.001]	-0.007*** [0.001]	-0.005*** [0.001]	-0.006*** [0.001]	-0.008*** [0.001]
Market distance (hundreds of miles)	0.031*** [0.005]	0.024*** [0.005]	0.017** [0.006]	0.011 [0.006]	0.018*** [0.005]
ln(market distance)	1.833*** [0.052]	1.856*** [0.057]	1.778*** [0.061]	1.794*** [0.064]	1.888*** [0.048]
Per capita personal income of market (thousands of 2004 dollars)	0.006 [0.003]	0.008* [0.004]	0.018*** [0.004]	0.022*** [0.003]	0.015*** [0.003]
Constant (level 1)	-17.443*** [0.133]	-17.246*** [0.142]	-17.486*** [0.150]	-17.336*** [0.149]	-17.316*** [0.116]

Notes: (1) Standard errors in brackets are robust to heteroskedasticity, serial correlation and market cluster effects; (2) * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; (3) All regressions include hub dummy variables for connecting routes, origin and destination airport dummy variables for MASs, and quarter dummy variables for time fixed effects.

Table 4.5 Annual Data Estimation Results—NL3B-IV Estimates

Variable	(1) 1996	(2) 1997	(3) 1998	(4) 1999	(5) 2000
Fare (hundreds of 2004 dollars)	-0.981*** [0.116]	-1.017*** [0.126]	-1.044*** [0.124]	-1.414*** [0.232]	-0.941*** [0.099]
ln(Frequency)—Direct (flights per quarter)	1.202*** [0.032]	1.275*** [0.028]	1.281*** [0.035]	1.289*** [0.037]	1.312*** [0.036]
ln(Max frequency of two segments)— Connecting	0.631*** [0.029]	0.603*** [0.032]	0.642*** [0.030]	0.726*** [0.055]	0.677*** [0.026]
ln(Min frequency of two segments)— Connecting	0.922*** [0.020]	0.906*** [0.024]	0.957*** [0.026]	1.056*** [0.048]	1.007*** [0.024]
Scheduled flight time— Direct (minutes)	-0.011*** [0.001]	-0.010*** [0.001]	-0.009*** [0.001]	-0.005*** [0.003]	-0.009*** [0.001]
Scheduled flight time— Connecting (minutes)	-0.010*** [0.001]	-0.010*** [0.001]	-0.010*** [0.001]	-0.006*** [0.002]	-0.010*** [0.001]
Dummy for direct routes (=1, if direct route)	6.477*** [0.382]	5.744*** [0.377]	6.199*** [0.399]	7.584*** [0.682]	6.388*** [0.346]
Positive hub arrival delay $t-1$ (min. per flight)	-0.010*** [0.004]	0.001 [0.005]	-0.002 [0.005]	-0.008 [0.005]	-0.011*** [0.003]
Positive hub arrival delay $t-4$ (min. per flight)	0.005 [0.005]	0.009* [0.005]	-0.007 [0.005]	0.008 [0.006]	-0.008* [0.004]
Inclusive value of level 3 (parameter= λ_p / λ_a)	0.602*** [0.018]	0.617*** [0.021]	0.587*** [0.018]	0.596*** [0.018]	0.599*** [0.023]
Inclusive value of level 2 (parameter= λ_a / λ_m)	0.729*** [0.010]	0.749*** [0.009]	0.776*** [0.009]	0.820*** [0.012]	0.771*** [0.009]
Inclusive value of level 2 *market distance	-0.009*** [0.001]	-0.010*** [0.001]	-0.010*** [0.001]	-0.013*** [0.001]	-0.009*** [0.001]
Market distance (hundreds of miles)	-0.008 [0.004]	-0.018*** [0.005]	-0.009 [0.005]	-0.013* [0.006]	0.012* [0.005]
ln(market distance)	1.651*** [0.052]	1.724*** [0.054]	1.681*** [0.052]	1.619*** [0.051]	1.547*** [0.053]
Per capita personal income of market (thousands of 2004 dollars)	0.019*** [0.004]	0.021*** [0.003]	0.010** [0.003]	0.028*** [0.003]	0.011*** [0.003]
Constant (level 1)	-16.631*** [0.138]	-16.662*** [0.132]	-16.559*** [0.129]	-17.007*** [0.127]	-17.170*** [0.124]

Table 4.5 Annual Data Estimation Results—NL3B-IV Estimates (Continued)

Variable	(6) 2001	(7) 2002	(8) 2003	(9) 2004	(10) Panel
Fare (hundreds of 2004 dollars)	-0.832*** [0.096]	-1.528*** [0.291]	-1.572*** [0.204]	-2.247*** [0.387]	-1.546*** [0.206]
ln(Frequency)—Direct (flights per quarter)	1.370*** [0.026]	1.308*** [0.035]	1.307*** [0.030]	1.252*** [0.042]	1.240*** [0.029]
ln(Max frequency of two segments)— Connecting	0.611*** [0.029]	0.627*** [0.049]	0.621*** [0.031]	0.690*** [0.054]	0.627*** [0.030]
ln(Min frequency of two segments)— Connecting	0.947*** [0.021]	0.981*** [0.038]	0.953*** [0.022]	0.956*** [0.024]	0.957*** [0.023]
Scheduled flight time— Direct (minutes)	-0.011*** [0.001]	-0.005 [0.003]	-0.007*** [0.002]	-0.003 [0.003]	-0.004 [0.002]
Scheduled flight time— Connecting (minutes)	-0.011*** [0.001]	-0.007** [0.002]	-0.009*** [0.001]	-0.006** [0.002]	-0.006** [0.002]
Dummy for direct routes (=1, if direct route)	5.809*** [0.345]	6.137*** [0.680]	5.629*** [0.401]	5.367*** [0.613]	6.066*** [0.397]
Positive hub arrival delay $t-1$ (min. per flight)	0.007 [0.004]	0.028** [0.010]	0.014* [0.006]	-0.027*** [0.007]	-0.006** [0.002]
Positive hub arrival delay $t-4$ (min. per flight)	-0.002 [0.002]	-0.017** [0.006]	0.012 [0.006]	-0.013* [0.006]	-0.007*** [0.002]
Inclusive value of level 3 (parameter= λ_p / λ_a)	0.640*** [0.030]	0.718*** [0.033]	0.765*** [0.019]	0.780*** [0.018]	0.664*** [0.014]
Inclusive value of level 2 (parameter= λ_a / λ_m)	0.730*** [0.009]	0.764*** [0.010]	0.718*** [0.010]	0.734*** [0.013]	0.795*** [0.010]
Inclusive value of level 2 *market distance	-0.007*** [0.001]	-0.008*** [0.001]	-0.006*** [0.001]	-0.009*** [0.001]	-0.012*** [0.001]
Market distance (hundreds of miles)	0.012* [0.005]	-0.007 [0.006]	-0.011 [0.006]	-0.042*** [0.007]	-0.024*** [0.005]
ln(market distance)	1.608*** [0.050]	1.496*** [0.053]	1.525*** [0.057]	1.534*** [0.060]	1.575*** [0.046]
Per capita personal income of market (thousands of 2004 dollars)	0.005 [0.003]	0.003 [0.003]	0.015*** [0.003]	0.029*** [0.003]	0.038*** [0.003]
Constant (level 1)	-17.166*** [0.131]	-16.147*** [0.131]	-16.309*** [0.132]	-15.425*** [0.129]	-16.229*** [0.102]

Notes: (1) Standard errors in brackets are robust to heteroskedasticity, serial correlation and market cluster effects; (2) * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$; (3) All regressions include hub dummy variables for connecting routes, origin and destination airport dummy variables for MASs, and quarter dummy variables for time fixed effects.

As listed in Table 4.5, annual coefficients of the NL3B-IV model fluctuate over time. However, direct comparisons between these coefficients may be inappropriate since their values may be affected by scale parameters, which are also different over time. Demand elasticities with respect to these variables and ratios of coefficients can be used to describe the structural changes over time. Whereas no specific time trends for scheduled flight time and market distance effects are found, structural changes related to delay and income are apparent. Sensitivities to fare and frequency are further investigated in the next section.

Only one-third (6 out of 18) of the estimated delay coefficients from the annual data have the expected sign and significant different from zero, even though negative delay impacts on route demand are confirmed by the whole panel data. More than half (10 out of 18) of these coefficients are not significant. This indicates that delay effects are mainly observed in a multi-year data set containing greater variation in delay. As shown in Figure 4.7, the annual estimates of delay coefficients may be negative (such as the results of year $t-1$ and $t+1$) or positive (e.g. the result of year t), and they may not statistically significant. When there is enough variation, however, the negative delay impact on route demand becomes apparent.

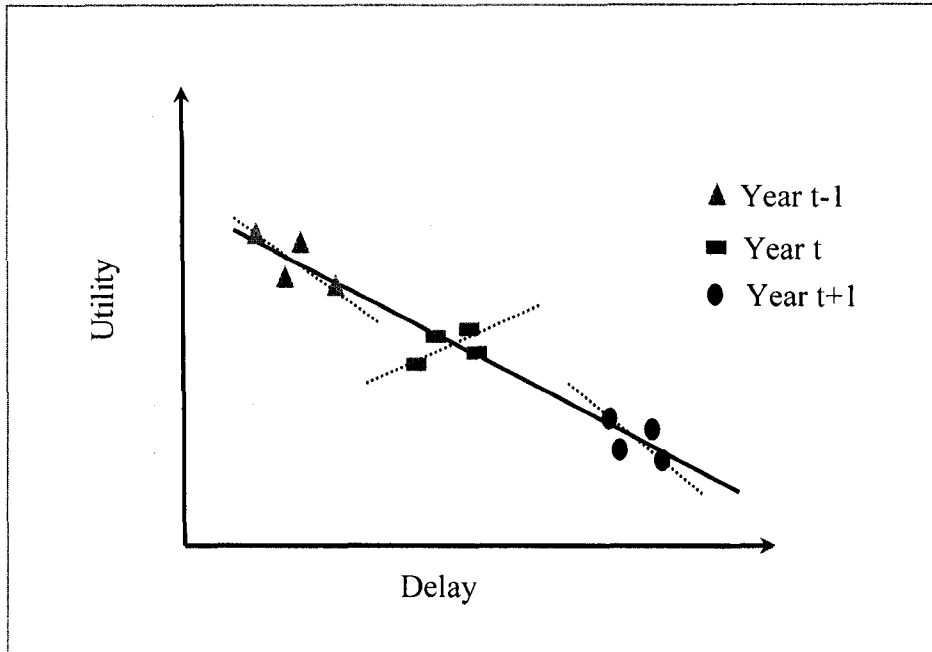


Figure 4.7 Delay Effects on Air Route Demand

While no specific time trends for income coefficients and elasticities can be observed, the annual estimates give lower income coefficients and elasticities than those from the panel estimates. For instance, the median⁶⁹ of income elasticities calculated from the annual estimates ranges from 0.09 (year 2002) to 0.97 (year 2004), and that calculated from the panel estimates is 1.21. This suggests that time-series variation of income has a larger impact on air demand than cross-sectional variation of income does, since the annual data sets are dominated by cross-sectional variation.

⁶⁹ Other quantiles of these elasticities are also consistent with the finding, although only medians of income elasticities are presented here. In addition, the income elasticities weighted by number of passengers are consistent with the finding as well.

Although all income coefficients have expected signs (positive), those of the year 2001 and 2002 are not significantly different from zero. This indicates that markets with higher income levels do generate more air trips for most time periods, but the income effect becomes negligible in year 2001 and 2002. The September 11, 2001 attacks could be a reason for the temporally weakened income effect, perhaps because it weakened demand for discretionary travel affordable to the more affluent.

4.3.2 Sensitivities to Fare and Frequency

In this section, the hypothesis that fare sensitivity has increased relative to frequency sensitivity is tested first, and then structural changes related to individual variables are discussed. For the hypothesis test, the ratios of fare coefficient to frequency coefficients are plotted in Figure 4.8, in which panel (a) and panel (b) show the results of the NL3B-OLS and the NL3B-IV models, respectively. Using year 2000 as the base year, a coefficient ratio of a specific year is tested against its counterpart of year 2000. When the ratio is significantly ($p\text{-value} < 0.05$) different from its counterpart of year 2000, it is presented with a larger marker. For instance, in year 2003, the coefficient ratio of fare to maximum frequency is about -2.5, which is statistically different from its counterpart of year 2000 (about -1.4).

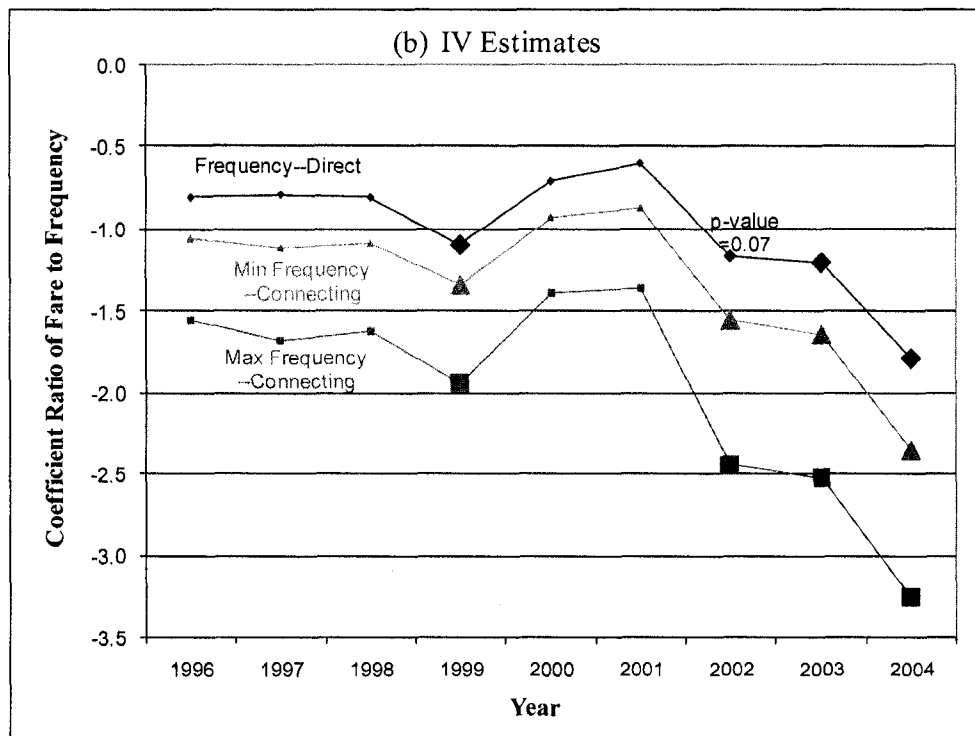
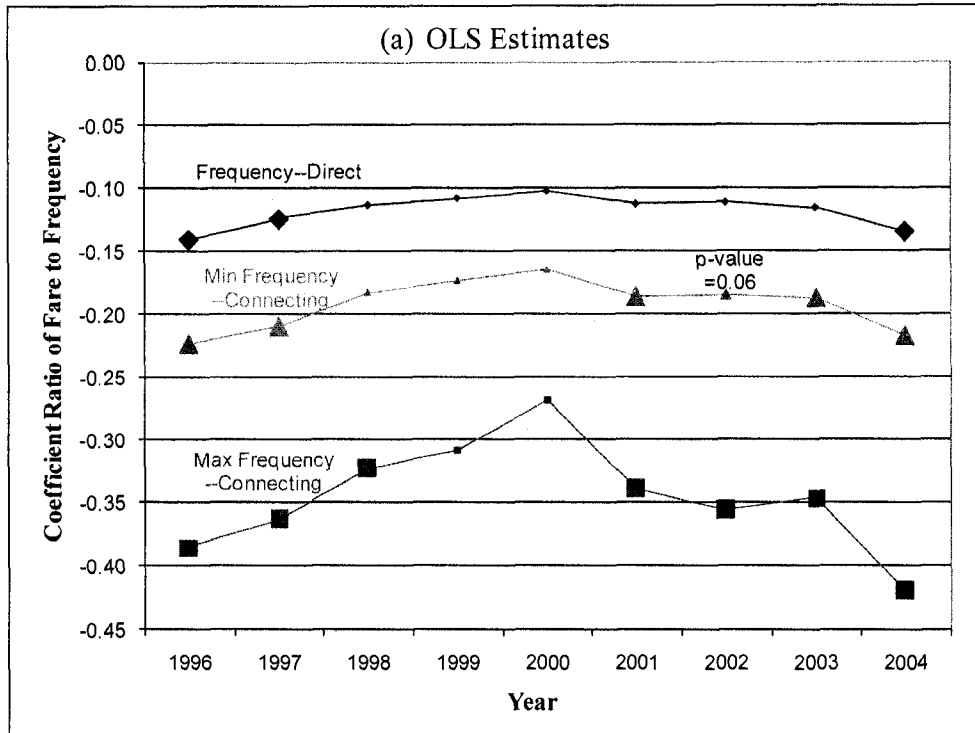


Figure 4.8 Coefficient Ratios of Fare to Frequency

As shown in Figure 4.8, the ratios fluctuate over time, and the three ratios in the same panel have similar patterns—they increase or decrease simultaneously, mainly because the coefficients of frequency are more stable than those of fare. The OLS estimates indicate that (1) the ratios increase first and then decrease after year 2000; (2) the ratios of year 2004 are close to those of year 1996. Nevertheless, OLS estimates may encounter the endogeneity problem of fare and as a result underestimate (in absolute value) fare coefficients. The preferred IV estimates show that the ratios are stable before year 2001, except for those of year 1999, and decrease after year 2001. That is, the relative sensitivities do not significantly change in the earlier time periods, but do increase in the later periods.

Although the results of OLS and IV estimates are inconsistent before year 2000, they both suggest that fare sensitivity has increased relative to frequency sensitivity starting in 2001. As discussed in the beginning of section 4.3, the sensitivity changes may result from the effects of the Internet and low cost carriers. However, this research does not further isolate these effects, leaving this for future research.

Structural changes related to each variable were further investigated by comparing route demand elasticities with respect to these variables. Medians of these demand elasticities from the preferred NL3B-IV estimates are plotted in Figure 4.9, from which larger fluctuations of fare elasticities than those of frequency elasticities can be observed. This is mainly because of the relatively stable frequency coefficients.

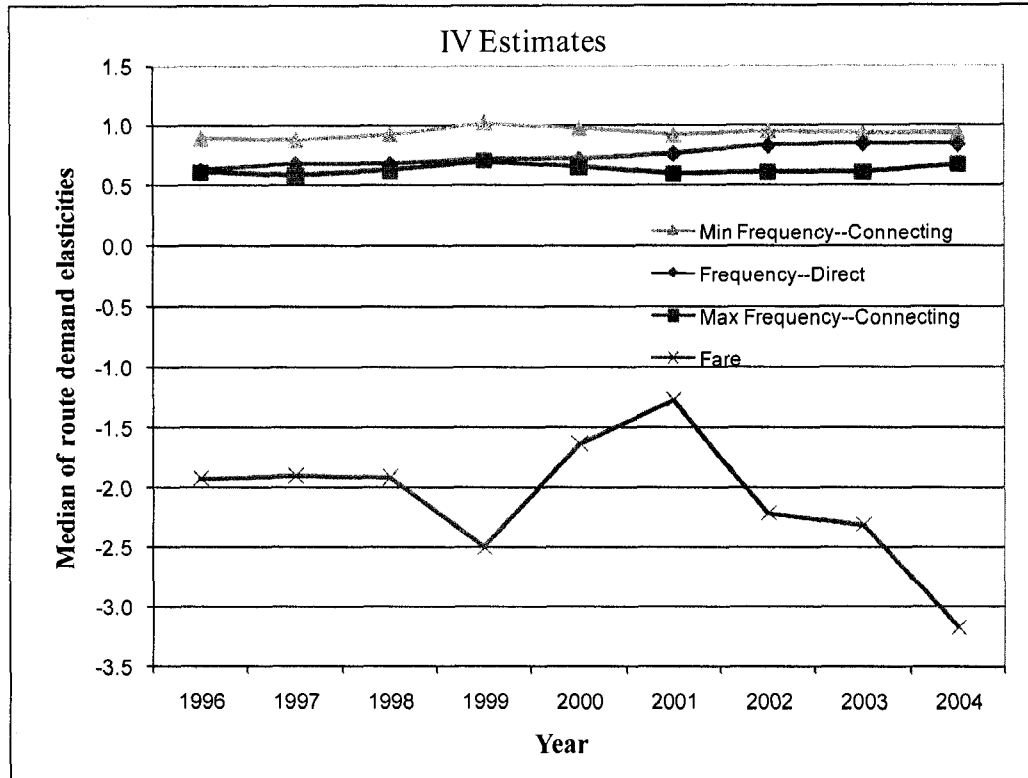


Figure 4.9 Medians of Route Demand Elasticities

The fare elasticities suggest that potential travelers became more sensitive to fare after the year 2001. Although only unweighted fare elasticities of route demand are presented here, trends of weighted fare elasticities of route demand, and both weighted and unweighted fare elasticities of market demand were also examined and found to exhibit a similar trend. In addition, the changes of the median fare elasticities have patterns similar to the changes in coefficient ratios of fare to frequency, shown in Figure 4.8 (b). These changes are thus driven largely by increases in fare sensitivity.

Although frequency elasticities are relatively stable over time, an upward trend of the demand elasticities with respect to frequency of direct routes can be observed. The median grows from 0.62 (year 1996) to 0.84 (year 2004). This suggests that potential travelers became more and more sensitive to frequency of direct routes over the study period.

It is worth mentioning that although only median elasticities are presented here, other quantiles and means of elasticities with respect to fare and frequency were also checked. All the findings from the alternative elasticities are consistent with those from the median elasticities.

Chapter 5 Conclusions and Recommendations

This chapter concludes this research by summarizing the methodological contributions and empirical findings of the research. Moreover, recommendations for future work are discussed.

5.1 Conclusions

By reviewing the literature on air travel demand, this research finds that current understanding of the demand is lacking in several significant ways: (1) Most existing models only deal with either demand generation or demand assignment, or apply these two types of models sequentially; (2) The “induced” air travel is not captured by most existing models; (3) How the relative importance of causal factors change over time is seldom studied; (4) The pattern of correlations among different alternatives is not well understood; and (5) Effects of on-time performance and market distance are under-investigated. In order to fill the gaps, this research develops a city-pair air demand model and applies it to the air transportation system of the United States. The main methodological contributions and empirical findings are discussed below.

5.1.1 Methodological Contributions

The proposed model improves existing models by adding preferred features and using an appropriate estimation method. The main methodological contributions are listed as follows.

- The model can handle activities at a low aggregation level (route level), and can be applied to a large network system. As demonstrated in chapter 3 and 4, the model is applied to the air transportation system of the United States, and serves as a bottom-up policy analysis tool for different scenarios. System impacts of changes in specific route elements, such as airports or segments, can be evaluated.
- The model deals with demand generation and demand assignment in a single model, and quantifies the “induced” air travel by adding a non-air alternative in the choice set. Thus, a change in a causal factor, such as a fare increase, may influence both total air demand and market shares of alternatives. With the non-air alternative, total air demand is allowed to vary and potential travelers are not forced to choose one of the air alternatives.
- Both multiple routes and multiple airport regions are considered in the model. This leads to more complete choice sets, which are closer to what potential travelers can choose from when they plan to travel between two cities.
- The model is able to investigate different patterns of correlations among alternatives.
- Using panel data, the model captures both time series and cross-sectional variation of air travel demand. In addition, the stability of the structure of air travel demand is examined. The panel data employed is publicly available and collected on a regular basis so the model can be regularly updated.
- Effects of fare, frequency, scheduled flight time, direct routing, on-time performance, income, and market distance on air demand are quantified. Demand elasticities with respect to these causal factors are calculated.

- While most existing air demand models ignore the endogeneity problem of air fare, this research applies the instrumental variables (IV) method to solve the problem. The proposed instrumental variable for air fare is a cost side variable and is defined as the product of the route distance and unit jet fuel cost.

5.1.2 Empirical Findings

Based on the results of chapter 3 and 4, main empirical findings, including model forms, estimation methods, the assumption of saturated demand, effects of causal factors, and structural changes over time, are summarized as follows.

Structure of Correlations for Airline Service Alternatives and Estimation Methods

The pattern of correlations among alternatives is explicitly captured by applying the three-level nested logit (NL3B) model, which is the highest-level nested logit model consistent with utility maximization. Other lower-level nested logit and multinomial logit models are special cases of the NL3B model. The structure of the NL3B model implies that a route is more likely to compete with another route of the same O-D airport pair than the routes of the other O-D airport pairs, and is least likely to be substituted by the non-air alternative.

The three-level nested logit model estimated by instrumental variable method (NL3B-IV) is the preferred model for two reasons. First, the NL3B models confirm the non-homogeneous correlations among alternatives, implying that the MNL models have unreasonable substitution patterns among alternatives. Second, the IV estimates infer more sensible values-of-time, demand elasticities, and correlations of total utilities for

alternatives than those of ordinary least squares (OLS) method. Due to endogeneity problem, the fare coefficient estimated by OLS is biased towards zero. Thus, the inferred fare elasticities and values-of-time are underestimated and overestimated, respectively. In addition, the ratios of scale parameters estimated by OLS method are also biased. This leads to unreasonable low correlations among air routes sharing the same O-D airport pair.

As the policy experiments demonstrate different applications of the model, they also numerically show the importance of incorporating the non-air alternative in the model and the more realistic substitution patterns of NL model. Although both the MNL-IV and NL3B-IV estimates yield reasonable values-of-time and own-elasticities of demand, only the NL3B-IV estimates provide sensible substitution patterns among alternatives.

Saturated Demand

In order to implement the proposed model, this research assumes that saturated demand is 10 times the geometric mean of the city-pair population. Sensitivity tests of this assumption confirm that the setting of the saturated demand only affect the estimated intercept of the market share model if the proportionality factor is set large enough.

Fare

The empirical analysis suggests that air fare is endogenous and correcting the endogeneity problem by the IV method significantly improves the fare coefficient and its implications. The distributions of the fare elasticities (both of route and market demand) clearly show that estimation methods (OLS versus IV) create much larger differences of

fare elasticities than model forms (MNL versus NL3B) do. In addition, for almost all routes, whereas the unweighted fare elasticities from the OLS estimates suggest that route demand is inelastic to fare, those from the IV estimates imply that route demand is fare elastic. At market level, the fare elasticities from the OLS estimates indicate inelastic market demand, but the unweighted fare elasticities from the IV estimates imply that for the majority of markets (about 74% of markets according to the NL3B-IV estimates), air demand is fare elastic.

The fare elasticities from the NL3B-IV estimates are better supported by findings in the literature. As shown in Figure 4.2, the distributions of market demand elasticities calculated from the NL3B-IV estimates and other studies—summarized by Gillen et al (2002)—are very close, especially for larger absolute elasticities (smaller percentiles). For example, the 1st quantile and median calculated from the NL3B-IV estimates are -1.54 and -1.23, and those from Gillen et al (2002) are -1.52 and -1.15, respectively.

Flight Frequency

Although all estimated frequency coefficients indicate that potential travelers prefer routes with high flight frequency, marginal effects of different frequency variables are different. The results confirm the hypothesis that the minimum frequency is more critical to the connecting service, and thus a proportional flight frequency increase on the segment with lower frequency increases service attractiveness more than an equivalent change on higher frequency segment.

Scheduled Flight Time

Although all coefficients of scheduled flight time indicate that travelers prefer routes with shorter scheduled flight time, only the IV estimates suggest significantly different marginal effects for different routing types. The IV estimates imply larger VOTs for connecting routes than for direct routes. According to the NL3B-IV estimates, the inferred values of scheduled flight time are \$16.6/hour for direct routes and \$24.1/hour for connecting routes, both in 2004 dollars. These values are in the same order as those reported in the literature. In addition, the elasticities calculated from the NL3B-IV estimates suggest that shortening one percent of scheduled flight time is expected to increase route demand by more than one percent for connecting routes, but less than one percent for direct routes.

On-Time Performance

In IV estimations, positive hub arrival delay of one and four quarters before the decision quarter are the only significant delay variables, although many on-time performance metrics were tried. When choosing among connecting routes, travelers avoid connecting at airports with high expected delay in certain seasons.

The coefficient differences between these two hub delay variables are not statistically significant, implying that potential travelers weigh one-time performance of the two periods equally. In addition, we expect that under steady state, a one-minute hub delay increase has a larger impact on demand than an equivalent change in scheduled flight time of a connecting route. The NL3B-IV estimates confirm this hypothesis: the

sum of two hub delay coefficients is larger than the coefficient of scheduled flight time (both in absolute values).

Although hub arrival delay is statistically significant, it is relatively unimportant, comparing to other causal factors. The elasticities of route demand with respect to hub delay are much smaller in absolute values than elasticities with respect to other variables. For example, the median elasticity with respect to hub delay of previous quarter is only -0.056, according to the elasticities from the NL3B-IV estimates. Potential travelers will not significantly benefit from delay improvements, unless the delay reductions are large.

According to our estimates, while positive hub delay reduces connecting route attractiveness, negative delay has no effect. Moreover, even when potential travelers have the chance of choosing O-D airports in MASs, on-time performance of these airports does not notably affect their decisions, all else equal.

Income

The NL3B-IV estimates indicate air travel demand is strongly sensitive to income. The quantiles of income elasticities from the NL3B-IV estimates—1.14 (1st quantile), 1.21 (median), and 1.29 (3rd quantile)—have a similar central tendency but less dispersion compared to those of Gillen et al (2002)—0.81(1st quantile), 1.14 (median), and 2.05 (3rd quantile). Particularly, almost all (more than 97% of markets; more than 99% of passengers) income elasticities from the NL3B-IV estimates are greater than 1, implying that air demand is income elastic in most markets. In addition, income elasticities have smaller variation across markets than fare and distance elasticities do.

Market Distance

On average, there is a concave relationship between market distance and air route demand, controlling for other service variables. According to the NL3B-IV estimates, in short- to medium-haul markets, the distance effects reflect declining competition from competing modes, which causes air demand to increase with distance; in long-haul markets, the effect is reversed, presumably due to decreasing propensity to travel. Moreover, the estimated ratios of scale parameters from the NL3B-IV estimates imply that in a longer-haul market route attribute changes are more likely to shift traffic between routes as opposed to affecting total air market traffic.

Market distance effects for individual markets may vary since the NL3B model allows markets with different service levels to have different distance effects. Market demand elasticities with respect to market distance help understand the distance effects of individual markets. While the majority of the distance elasticities from the NL3B-IV estimates are positive, about 8% of markets (18% in terms of passenger traffic) have negative demand elasticities with respect to market distance. This can be explained by the concave relationship between market distance and total air demand.

Three main generalizations emerge from the analysis of distance elasticities. First, for markets with distance less than 1200 miles, the longer distance market is expected to have higher air demand, all else equal. Second, for markets with distance longer than 1200 miles, the percentage of markets (or passengers) with negative distance elasticities increases with market distance. This indicates that declining propensity to travel has a stronger impact of air traffic in longer-haul markets. Third, considering markets with

distance longer than 1200 miles, negative distance elasticities are more likely to be found in higher traffic markets, which are usually better served and thus have larger inclusive values. All else being equal, the influence of declining propensity to travel is more pronounced in better served markets, while that of mode competition is stronger in minor markets.

Structural Changes over Time

Whereas no specific time trends for scheduled flight time and market distance effects are found, structural changes related to delay and income are apparent. Even though negative delay impacts on route demand are confirmed by the whole panel data, only one-third of the estimated delay coefficients from the annual data have the expected sign and significant different from zero. This indicates that delay effects are mainly observed in a multi-year data set containing greater variation in delay.

The annual estimates give lower income coefficients and elasticities than those from the panel estimates. This suggests that time-series variation of income has a larger impact on air demand than cross-sectional variation of income does. The annual income coefficients indicate that markets with higher income levels do generate more air trips for most time periods, but the income effect becomes negligible in year 2001 and 2002. The September 11, 2001 attacks could be a reason for the temporarily weakened income effect, perhaps because it weakened demand for discretionary travel affordable to the more affluent.

The preferred NL3B-IV estimates show that fare sensitivity has increased relative to frequency sensitivity starting in 2001. The changes of fare elasticities calculated from

NL3B-IV estimates show a similar pattern to the changes in coefficient ratios of fare to frequency. These changes are thus driven largely by increases in fare sensitivity. Although frequency elasticities calculated from NL3B-IV estimates are relatively stable over time, an upward trend of the demand elasticities with respect to frequency of direct routes can be observed. This suggests that potential travelers became more and more sensitive to frequency of direct routes over the study period.

5.2 Recommendations

This research proposed a very general passenger demand model for air transportation, which is presented in chapter 2. Nonetheless, to ensure tractability and due to data constraints, assumptions and simplifications were made but may be relaxed in future work. Potential improvements, including model forms, choice sets, data type, trip stratifications, O-D airport-specific characteristics, and applications, are summarized as follows.

Model Forms

In the empirical study, this research assumes that the saturated demand depends on city-pair population. Although this approach yields satisfactory results, studies with different purposes may need other approaches to calculate saturated demand. For example, when the “large enough” proportionality factor is hard to decide for some applications, or researchers are interested in the proportionality factor, other approaches

are needed. As discussed in chapter 2, one solution is to estimate a model for saturated demand, although this increases the complexity of the model.

This research chooses the aggregate nested logit model for the market share function in the empirical study, because (1) the empirical objective of this research focuses on the coefficients and ratios of coefficients, and the nested logit model can serve this purpose well, and (2) the nested logit model provides a good balance between flexibility and computational complexity. Nevertheless, to recognize heterogeneity among potential travelers and allow more flexible substitution patterns, the mixed logit model may be considered, if the price of computational complexity is affordable. Refer to section 2.2.3 for details of the mixed logit model and relevant literature.

Choice Sets

While possible transportation alternatives between two cities are included in the choice set, the proposed model does not explicitly consider the cases that potential travelers may choose other destination cities. This can be justified by two arguments. First, the “outside good” alternative implicitly and partly captures these cases. Second, “in air transportation there is little destination competition,” as described in Kanafani (1983, p. 256). However, since characteristics of other cities are not specified in the model, a characteristic change of a third city will not affect the demand between two cities. In some applications, this may be problematic. For example, studies focusing on vacation trips may need to capture the destination competition, since potential travelers are not forced to go to a specific city for their vacations. Therefore, destination competition should be kept in mind when we apply the proposed model. Adding

characteristics of other cities as explanatory variables and/or including destination alternatives in the choice set can be solutions for this problem.

Another issue related to choice sets is that for simplicity, the proposed model does not differentiate routes by carriers. The model can be extended to the route-carrier level when needed, although new nesting structures have to be examined, in order to model the correlations among alternatives.

Data Type

This research chooses aggregate (at route level) data to estimate the model, because the data is publicly available and collected on a regular basis. In some cases, disaggregate data, which perhaps provides information closer to travelers' behavior, may be available. For example, individual fare information is available for the domestic markets of the United States. However, the proposed model and estimation method need to be modified to use disaggregate data.

Trip Stratifications

This research does not estimate different models for different categories of air trips (for example, differentiating models by trip purposes). Since stratifying trips may better explain travel behavior, it is worth estimating the proposed model by trip type—if information is available.

O-D Airport-Specific Characteristics

In the empirical study, the origin and destination airport-specific characteristics, which reflect attractiveness of airports in multiple airport systems, are mainly captured by

airport dummy variables. The estimated panel model assumes that the airport effects are fixed over time, which may not be appropriate if airport characteristics significantly change. Adding airport dummy variables for specific time periods may be able to solve the problem. Another way is to explicitly specify airport-specific variables to capture these effects. Although delay variables of O-D airports have been tried in this research, they are not statistically significant. Other variables, particularly airport accessibility variables, will improve our understanding of airport choice in multi-airport systems.

Applications of the Model

In addition to those applications shown in chapter 4, the proposed model can be used to answer other interesting questions, such as (1) What are the specific effects of Internet ticket distribution and low cost carrier growth on the structure of air demand? (2) How does traveler welfare change under different charge schemes or delay reductions? (3) Does the airport fixed effects change after a specific event?

As discussed in section 4.3, the sensitivity changes of fare and frequency may be owing to the effects of the Internet and low cost carriers. However, this research does not measure these effects directly due to data inavailability. When information on internet usage (e.g. online ticket purchases over time) is available, it will be interesting to explore these effects.

Although our policy experiments focused on the changes in traffic, they can be extended to calculate traveler welfare changes under different charge schemes or delay reductions.

Except for on-time performance metrics, this research assumes airport (as an origin, destination, or connecting airport) effects are fixed over time in the panel model. It will be interesting to further investigate these effects and trace their changes over time. For example, a ground access improvement project, such as extending Bay Area Rapid Transit (BART) service to San Francisco International Airport, may significantly change the fixed effect of an airport. Quantifying these effects helps evaluate the project. The proposed model is suitable for this kind of analysis.

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Appendix A The Saturated Demand

Starting with basic equations and notations, this appendix shows the impacts of the saturated demand settings on model estimations. Details are as follows.

0. Basic equations and notations

- The potential total traffic of a market at time t ($T_{m(r)t}$) is assumed to be equal to the product of a proportionality factor (α) and an observable socioeconomic variable of the market ($M_{m(r)t}$). This research chooses population as the socioeconomic variable. These relationships can be described as Equation (3.6).

$$T_{m(r)t} = \alpha * M_{m(r)t} = \alpha * Population_{m(r)t} \quad (3.6)$$

- Recall that the dependent variable used in estimations is the difference between natural logarithms of market shares of two alternatives (r and r'), which is described as Equation (3.7).

$$\ln(MS_{rt}) - \ln(MS_{r't}) = \sum_{k=1}^K \beta_k (x_{rik} - x_{r'ik}) + (\xi_{rt} - \xi_{r't}) \quad (3.7)$$

- Other notations:

Q_{rt} is the real traffic of route r at time t in market m ;

$\sum_{j \in R(m(r)t)} Q_{jt}$ represents the real total traffic of all air routes in market m ;

MS_{at} is the marginal market share of the air routes at time t ;

MS_{0t} is the market share of the non-air alternative at time t ;

1. Both r and r' are not the non-air alternative

When both r and r' are not the non-air alternative, the dependent variable is irrelevant to the saturated demand settings (α and $M_{m(r)t}$), for all MNL and NL models, as shown in Equation (A.1).

$$\begin{aligned} \ln(MS_{r_t}) - \ln(MS_{r'_t}) &= \ln\left(\frac{Q_{r_t}}{\alpha \cdot M_{m(r)t}}\right) - \ln\left(\frac{Q_{r'_t}}{\alpha \cdot M_{m(r)t}}\right) \\ &= \ln\left(\frac{Q_{r_t}}{Q_{r'_t}}\right) \end{aligned} \quad (\text{A.1})$$

2. r' (or r) is the non-air alternative

When r' is the non-air alternative, the dependent variables for MNL and NL models can be expressed as Equation (A.2) and (A.3), respectively.

$$\begin{aligned} \ln(MS_{r_t}) - \ln(MS_{0_t}) &= \ln\left(\frac{Q_{r_t}}{\alpha \cdot M_{m(r)t}}\right) - \ln\left(1 - \frac{\sum_{j \in R(m(r)t)} Q_{jt}}{\alpha \cdot M_{m(r)t}}\right) \\ &\approx \ln\left(\frac{Q_{r_t}}{M_{m(r)t}}\right) - \ln(\alpha) \end{aligned} \quad (\text{A.2})$$

$$\begin{aligned} \ln(MS_{0_t}) - \ln(MS_{0_t}) &= \ln\left(\frac{\sum_{j \in R(m(r)t)} Q_{jt}}{\alpha \cdot M_{m(r)t}}\right) - \ln\left(1 - \frac{\sum_{j \in R(m(r)t)} Q_{jt}}{\alpha \cdot M_{m(r)t}}\right) \\ &\approx \ln\left(\frac{\sum_{j \in R(m(r)t)} Q_{jt}}{M_{m(r)t}}\right) - \ln(\alpha) \end{aligned} \quad (\text{A.3})$$

Since air travel costs are high, the real number of air trips is much less than the potential demand, i.e., $\sum_{j \in R(m(r)t)} Q_{jt} \ll (\alpha \cdot M_{m(r)t})$. Therefore, the natural logarithm of the

market share of the non-air alternative is close to zero. The dependent variable can be

approximated by the second line of each equation, if the potential demand is set much greater than the real total traffic. As shown in these approximated equations, different proportionality factor (α) settings are equivalent to adding different constant terms to the dependent variables. Thus, the proportionality factor settings may only affect the estimated intercept of the market share model if the proportionality factor is set large enough. In addition, although population is not explicitly specified in the market share function, it still helps to explain—through its impact on the calculation of market shares—the market share variation between air routes and the non-air alternative, both across markets and over time

Equations similar to (A.2) and (A.3) can be derived for the case that r is the non-air alternative.

Appendix B Derivation of Estimation Equations

Two-level nested logit (NL2)

Following notations and the nesting structure of Equation (3.1) and (3.2), and Figure 3.2, the market share of route r at time t can be expressed as Equation (B.1).

$$\begin{aligned}
 MS_{rt} &= MS_{rt|at} \cdot MS_{at} \\
 &= \frac{e^{(Z_{pt}+Y_{rt})/\lambda_a}}{\sum_{j \in R(m(r)t); l \in P(j)} e^{(Z_{lt}+Y_{jl})/\lambda_a}} \cdot \frac{e^{(W_{mt}+\lambda_a I_{at})/\lambda_m}}{1 + e^{(W_{mt}+\lambda_a I_{at})/\lambda_m}} \\
 &\quad \text{(Let } D_{at} = e^{I_{at}} = \sum_{j \in R(m(r)t); l \in P(j)} e^{(Z_{lt}+Y_{jl})/\lambda_a} \text{)} \\
 &= \frac{e^{(Z_{pt}+Y_{rt})/\lambda_a}}{D_{at}} \cdot \frac{e^{W_{mt}/\lambda_m} \cdot D_{at}^{\lambda_a/\lambda_m}}{1 + e^{W_{mt}/\lambda_m} \cdot D_{at}^{\lambda_a/\lambda_m}} \\
 &= \frac{e^{(Z_{pt}+Y_{rt})/\lambda_a} \cdot e^{W_{mt}/\lambda_m}}{(D_{at}^{1-(\lambda_a/\lambda_m)})(1 + e^{W_{mt}/\lambda_m} \cdot D_{at}^{\lambda_a/\lambda_m})}
 \end{aligned} \tag{B.1}$$

If the top level scale parameter is normalized to 1 ($\lambda_m = 1$), the difference between natural logarithms of market shares of the route r and the outside good (non-air) alternative, both at time t , can be derived as Equation (B.2).

$$\begin{aligned}
 &\ln(MS_{rt}) - \ln(MS_{0t}) \\
 &= \ln\left[\frac{e^{(Z_{pt}+Y_{rt})/\lambda_a} \cdot e^{W_{mt}/\lambda_m}}{(D_{at}^{1-(\lambda_a/\lambda_m)})(1 + e^{W_{mt}/\lambda_m} \cdot D_{at}^{\lambda_a/\lambda_m})}\right] - \ln\left[\frac{1}{(1 + e^{W_{mt}/\lambda_m} \cdot D_{at}^{\lambda_a/\lambda_m})}\right] \\
 &= W_{mt} + (Z_{pt} + Y_{rt})/\lambda_a - (1 - \lambda_a) \cdot \ln(D_{at}) \\
 &= W_{mt} + (Z_{pt} + Y_{rt})/\lambda_a - (1 - \lambda_a) \cdot [(Z_{pt} + Y_{rt})/\lambda_a - \ln(MS_{rt|at})] \\
 &= W_{mt} + Z_{pt} + Y_{rt} + (1 - \lambda_a) \cdot \ln(MS_{rt|at}) \\
 &= \sum_{k=1}^K \beta_k x_{rtk} + (1 - \lambda_a) \cdot \ln(MS_{rt|at}) + \xi_{rt}
 \end{aligned} \tag{B.2}$$

Three-level nested logit-B (NL3B)

Referring to Equation (3.4) and Figure 3.4 for notations and the nesting structure, the market share of route r at time t can be expressed as Equation (B.3).

$$\begin{aligned}
 MS_{rt} &= MS_{rt|pt} \cdot MS_{pt|at} \cdot MS_{at} \\
 &= \frac{e^{Y_{rt}/\lambda_p}}{\sum_{j \in R(p(r)t)} e^{Y_{jt}/\lambda_p}} \cdot \frac{e^{(Z_{pt} + \lambda_p I_{pt})/\lambda_a}}{\sum_{l \in P(m(r)t)} e^{(Z_{lt} + \lambda_p I_{lt})/\lambda_a}} \cdot \frac{e^{(W_{mt} + \lambda_a I_{at})/\lambda_m}}{1 + e^{(W_{mt} + \lambda_a I_{at})/\lambda_m}} \\
 &\quad (\text{Let } D_{pt} = e^{I_{pt}} = \sum_{j \in R(p(r)t)} e^{Y_{jt}/\lambda_p}; D_{at} = e^{I_{at}} = \sum_{l \in P(m(r)t)} e^{(Z_{lt} + \lambda_p I_{lt})/\lambda_a}) \tag{B.3} \\
 &= \frac{e^{Y_{rt}/\lambda_p}}{D_{pt}} \cdot \frac{e^{Z_{pt}/\lambda_a} \cdot D_{pt}^{\lambda_p/\lambda_a}}{D_{at}} \cdot \frac{e^{W_{mt}/\lambda_m} \cdot D_{at}^{\lambda_a/\lambda_m}}{1 + e^{W_{mt}/\lambda_m} \cdot D_{at}^{\lambda_a/\lambda_m}} \\
 &= \frac{e^{Y_{rt}/\lambda_p} \cdot e^{Z_{pt}/\lambda_a} \cdot e^{W_{mt}/\lambda_m}}{(D_{pt}^{1-(\lambda_p/\lambda_a)})(D_{at}^{1-(\lambda_a/\lambda_m)})(1 + e^{W_{mt}/\lambda_m} \cdot D_{at}^{\lambda_a/\lambda_m})}
 \end{aligned}$$

Note that:

$$\ln(D_{pt}) = \frac{Y_{rt}}{\lambda_p} - \ln(MS_{rt|pt})$$

$$\begin{aligned}
 \ln(D_{at}) &= (Z_{pt} + \lambda_p I_{pt})/\lambda_a - \ln(MS_{pt|at}) \\
 &= [Z_{pt} + \lambda_p \cdot \ln(D_{pt})]/\lambda_a - \ln(MS_{pt|at}) \\
 &= [Z_{pt} + Y_{rt} - \lambda_p \cdot \ln(MS_{rt|pt})]/\lambda_a - \ln(MS_{pt|at}) \\
 &= \frac{Z_{pt}}{\lambda_a} + \frac{Y_{rt}}{\lambda_a} - \frac{\lambda_p}{\lambda_a} \cdot \ln(MS_{rt|pt}) - \ln(MS_{pt|at})
 \end{aligned}$$

Normalizing the top level scale parameter to 1 ($\lambda_m = 1$), the difference between natural logarithms of market shares of the route r and the outside good (non-air) alternative, both at time t , can be derived as Equation (B.4).

$$\begin{aligned}
& \ln(MS_{rt}) - \ln(MS_{0t}) \\
&= \ln\left[\frac{e^{Y_{rt}/\lambda_p} \cdot e^{Z_{pt}/\lambda_a} \cdot e^{W_{mt}/\lambda_m}}{(D_{pt}^{1-(\lambda_p/\lambda_a)})(D_{at}^{1-(\lambda_a/\lambda_m)})(1 + e^{W_{mt}/\lambda_m} \cdot D_{at}^{\lambda_a/\lambda_m})}\right] - \ln\left[\frac{1}{(1 + e^{W_{mt}/\lambda_m} \cdot D_{at}^{\lambda_a/\lambda_m})}\right] \\
&= W_{mt} + \frac{Z_{pt}}{\lambda_a} + \frac{Y_{rt}}{\lambda_p} - (1 - \frac{\lambda_p}{\lambda_a}) \cdot \ln(D_{pt}) - (1 - \lambda_a) \cdot \ln(D_{at}) \\
&= W_{mt} + \frac{Z_{pt}}{\lambda_a} + \frac{Y_{rt}}{\lambda_p} - (1 - \frac{\lambda_p}{\lambda_a}) \cdot \left[\frac{Y_{rt}}{\lambda_p} - \ln(MS_{rt|pt})\right] \\
&\quad - (1 - \lambda_a) \cdot \left[\frac{Z_{pt}}{\lambda_a} + \frac{Y_{rt}}{\lambda_a} - \frac{\lambda_p}{\lambda_a} \cdot \ln(MS_{rt|pt}) - \ln(MS_{pt|at})\right] \tag{B.4} \\
&= W_{mt} + \left(\frac{1}{\lambda_a} - \frac{1}{\lambda_a} + 1\right) \cdot Z_{pt} + \left(\frac{1}{\lambda_p} - \frac{1}{\lambda_p} + \frac{1}{\lambda_a} - \frac{1}{\lambda_a} + 1\right) \cdot Y_{rt} \\
&\quad + \left(1 - \frac{\lambda_p}{\lambda_a} + \frac{\lambda_p}{\lambda_a} - \lambda_p\right) \cdot \ln(MS_{rt|pt}) + (1 - \lambda_a) \cdot \ln(MS_{pt|at}) \\
&= W_{mt} + Z_{pt} + Y_{rt} + (1 - \lambda_p) \cdot \ln(MS_{rt|pt}) + (1 - \lambda_a) \cdot \ln(MS_{pt|at}) \\
&= \sum_{k=1}^K \beta_k x_{rtk} + (1 - \lambda_p) \cdot \ln(MS_{rt|pt}) + (1 - \lambda_a) \cdot \ln(MS_{pt|at}) + \xi_{rt}
\end{aligned}$$