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In recent years, airline practitioners and academics have started to explore new ways to model airline passenger demand using discrete choice methods. This book provides an introduction to discrete choice models and uses extensive examples to illustrate how these models have been used in the airline industry.

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Discrete Choice Modelling and Air Travel Demand: Theory and Application will be required reading for practitioners and modelers throughout the air transportation industry. Not only does Laurie provide the background for sound demand modeling, she establishes the foundation for modeling advances in scheduling, pricing, revenue management and distribution.'

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The discrete choice models are presented as a development and a renovation of the classical theory of choice. They have been based on the premise that the choice of economic agents is most

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often based on mutually exclusive alternatives or solutions, so that if the individual chooses one, he gives up the choices of the others. In this case, we speak of a discrete choice.

The Application of Discrete Choice Models in Transport ...

In economics, discrete choice models, or qualitative choice models, describe, explain, and predict choices between two or more discrete alternatives, such as entering or not entering the labor market, or choosing between modes of transport. Such choices contrast with standard consumption models in which the quantity of each good consumed is assumed to be a continuous variable.

Discrete choice - Wikipedia

Discrete Choice. In discrete choice, respondents simultaneously consider multiple profiles. That is, respondents are exposed to a series of choice tasks, and in each task are asked which profile they are most likely to purchase (if any). In the analysis, the influence of the attributes on choice is measured.

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