



*SAT-Rdmp,
Regione Campania, Brussels, July 20, 2012*

Demand for SAT mode, business model simulation and possible scenarios

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Small Air Transport demand estimation & business models

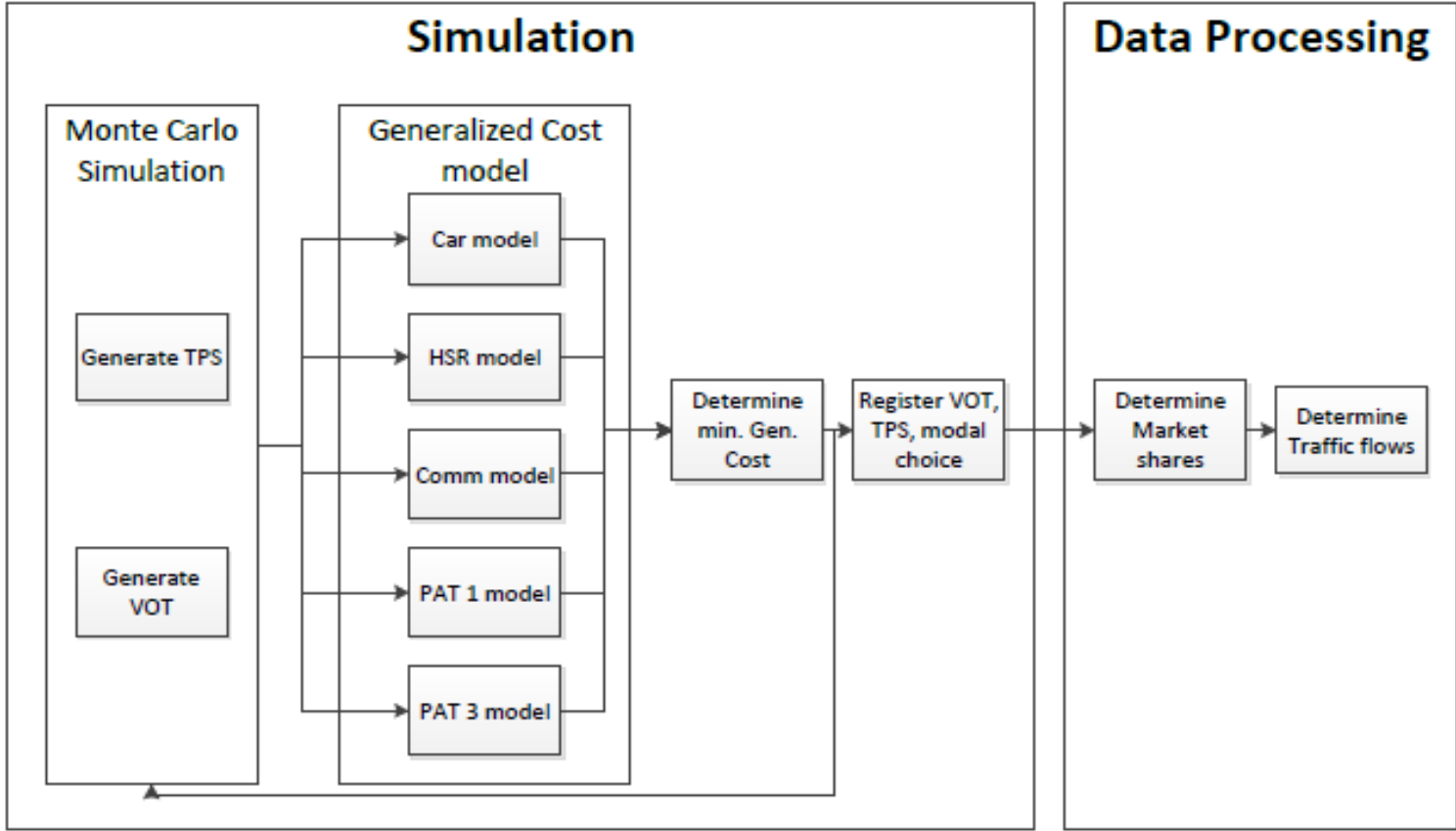
1. *Scenario's*
2. *Estimation results for 2030*
3. *Sensitivity analysis*
4. *Business models*
5. *Business modeling*



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Newly built model





Scenario's

	Scenario n.1	Scenario n.2	Scenario n.3	Scenario n.4
Operation	conservative commercial (scheduled and non-scheduled business)	moderate (scheduled and non-scheduled) business	advanced (scheduled and non-scheduled) business	advanced (scheduled / non-scheduled) business and personal
Propulsion	piston, turboprop, jet	piston, turboprop, jet	piston, turboprop, jet	piston, turboprop, jet
Size	1-5 PAX	4-19 PAX	4-19 PAX	4-19 PAX
TOC	based on real (air taxi) fares	based on estimated fares	based on estimated fares	based on estimated fares
Annual Flight Hours / aircraft	500-1000	500	1000	1500



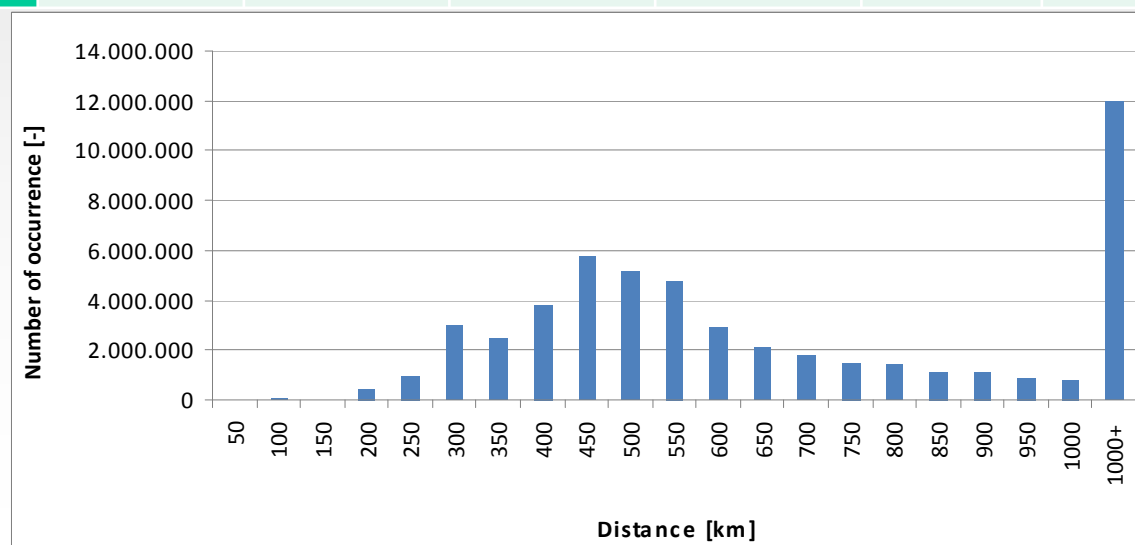
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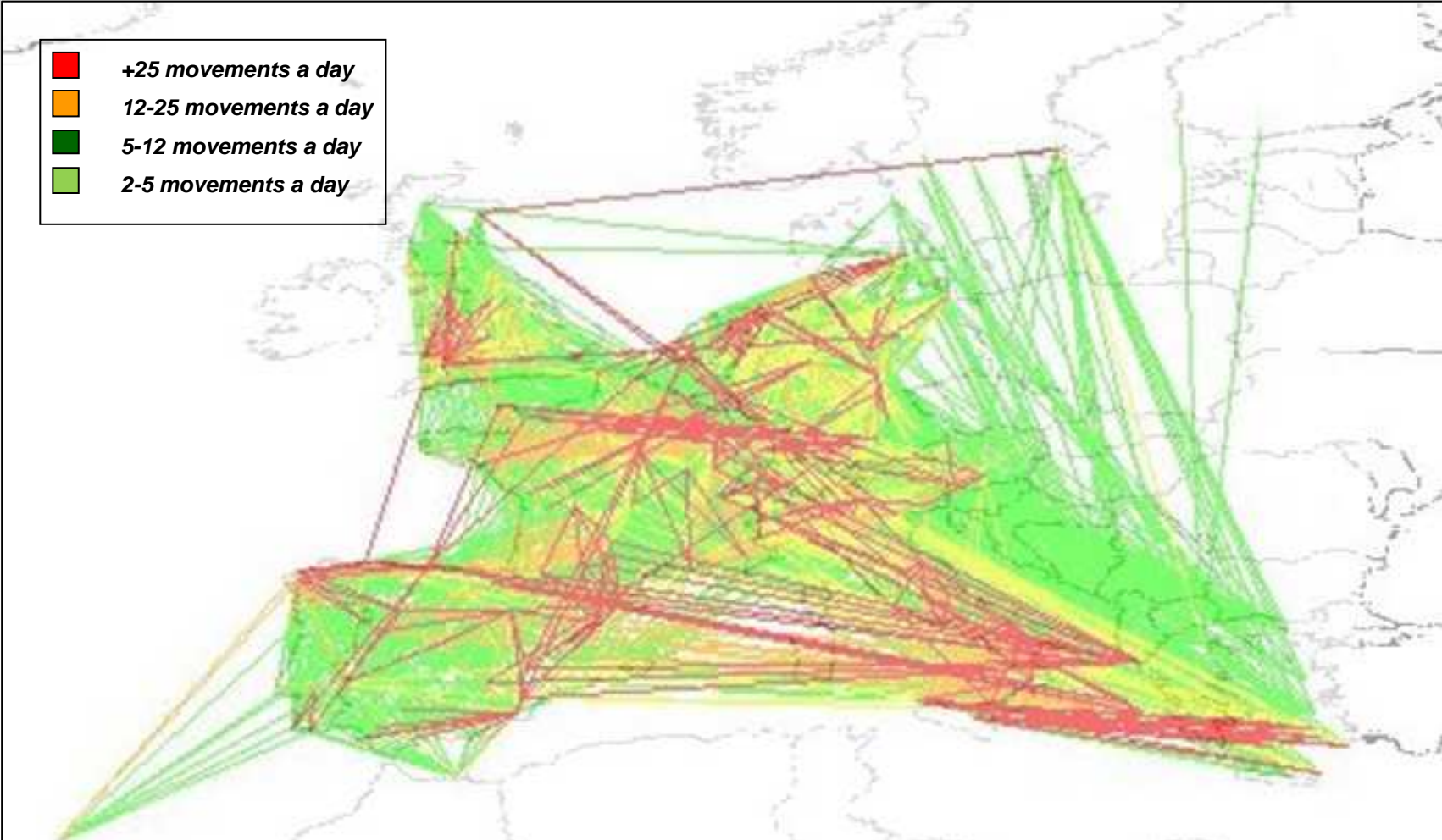
Results in pax demand for FY 2030

	Scenario n.1	Scenario n.2	Scenario n.3	Scenario n.4	EPATS	EC (2009)
ACP	600,535	48,668,000	60,068,000	65,029,000	34,500,000	66,757
ACT	313,617	1,311,300	1,503,200	226,070	9,660,000	206,077
ACJ	41,233	222,240	361,890	950,050	24,840,000	15,337
Total	955,385	50,201,540	61,933,090	66,205,120	69,000,000	287,858



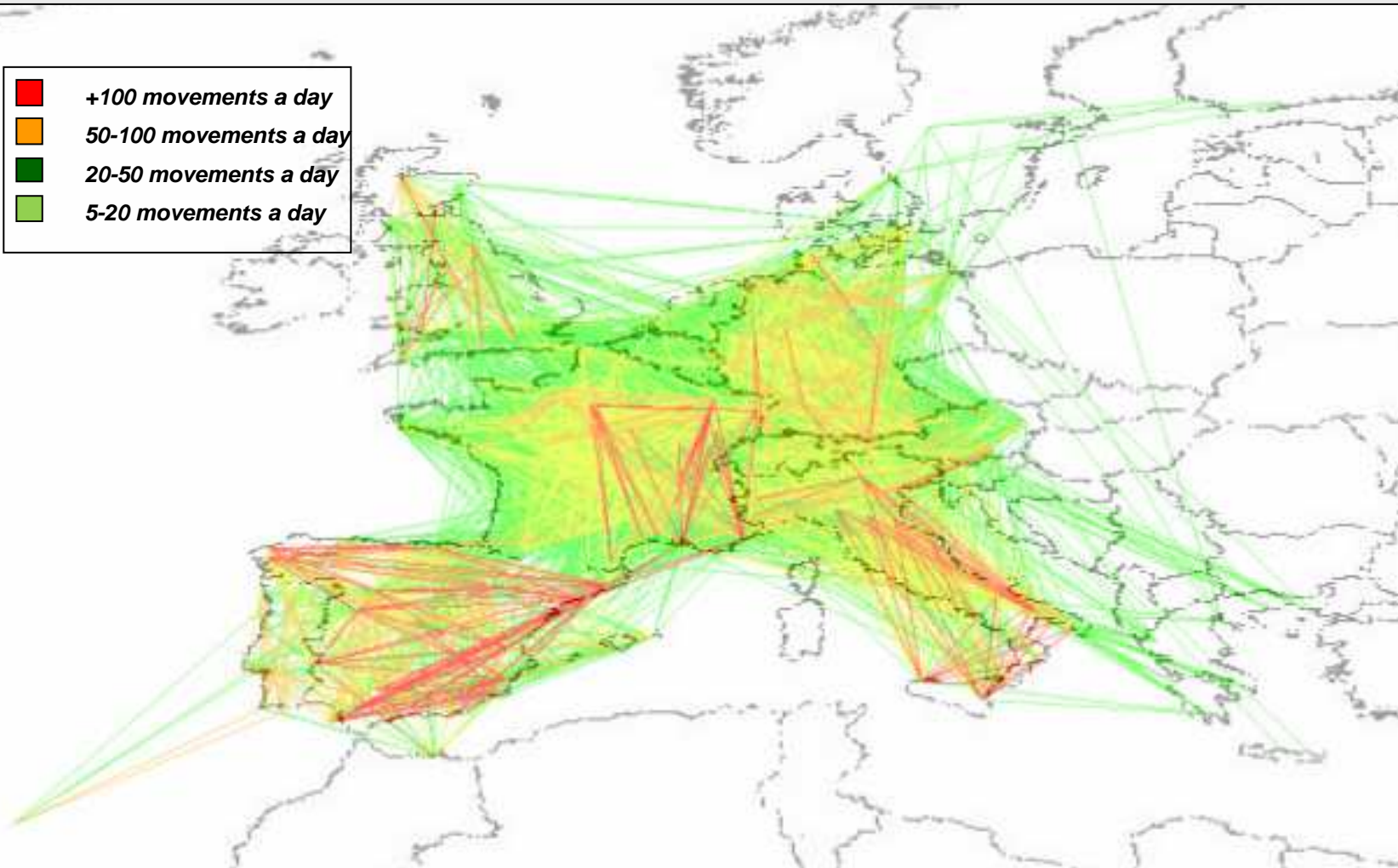
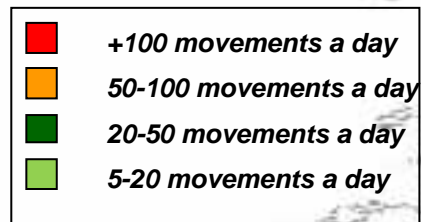


Geographical distributed pax demand for FY 2030 – Scenario 1





Geographical distributed pax demand for FY 2030 – Scenario 2, 3 & 4



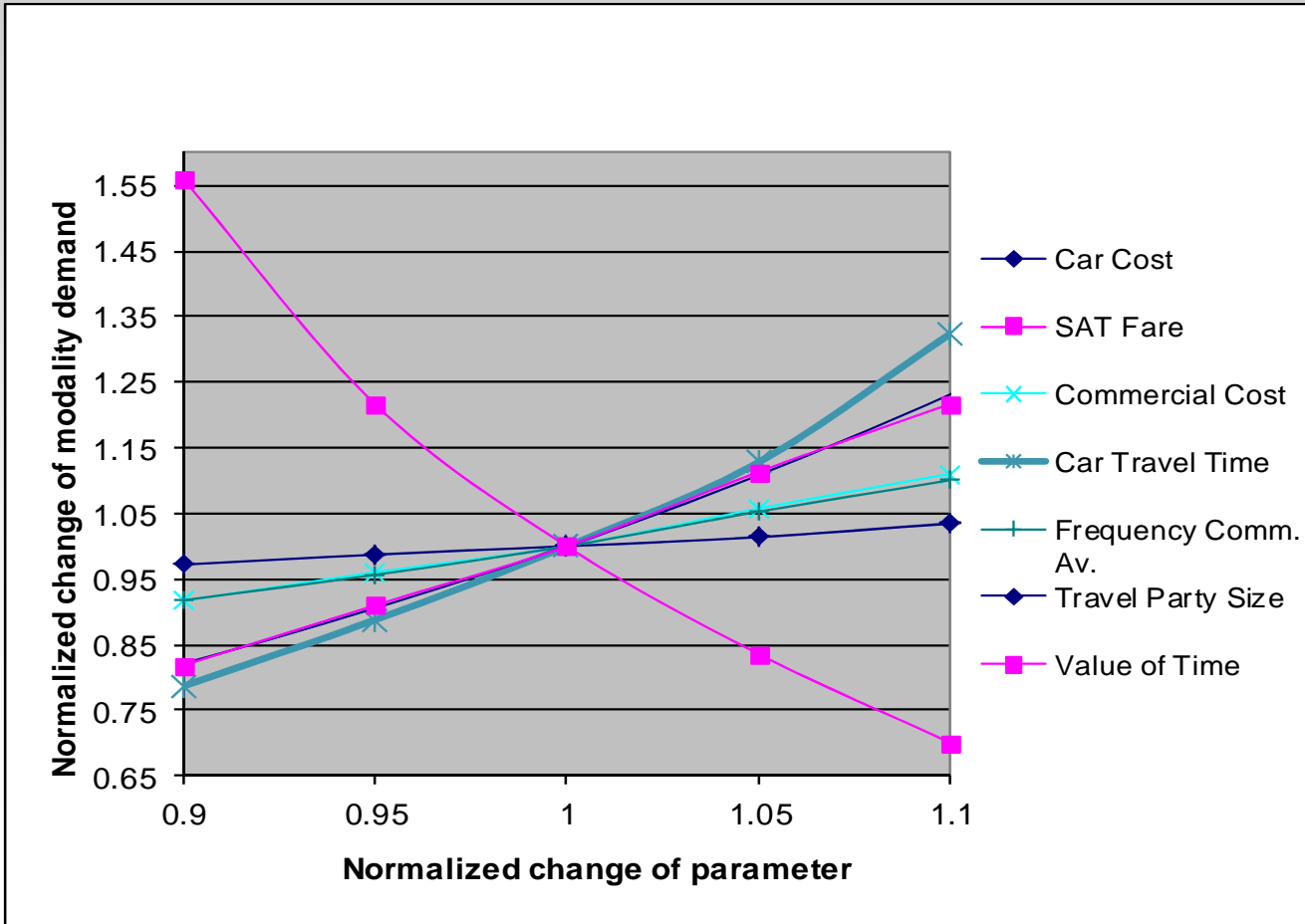


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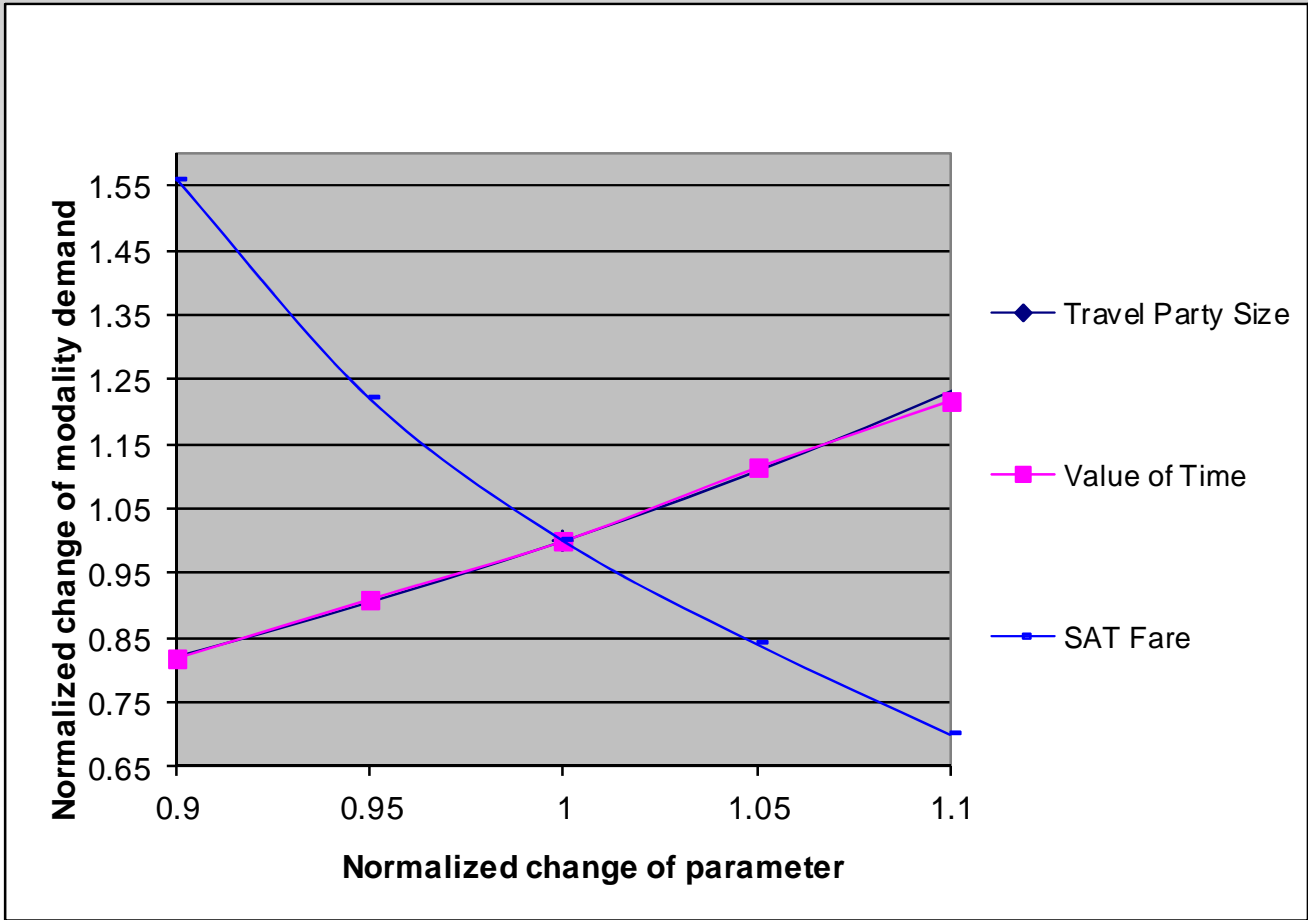


Sensitivity (Modality)



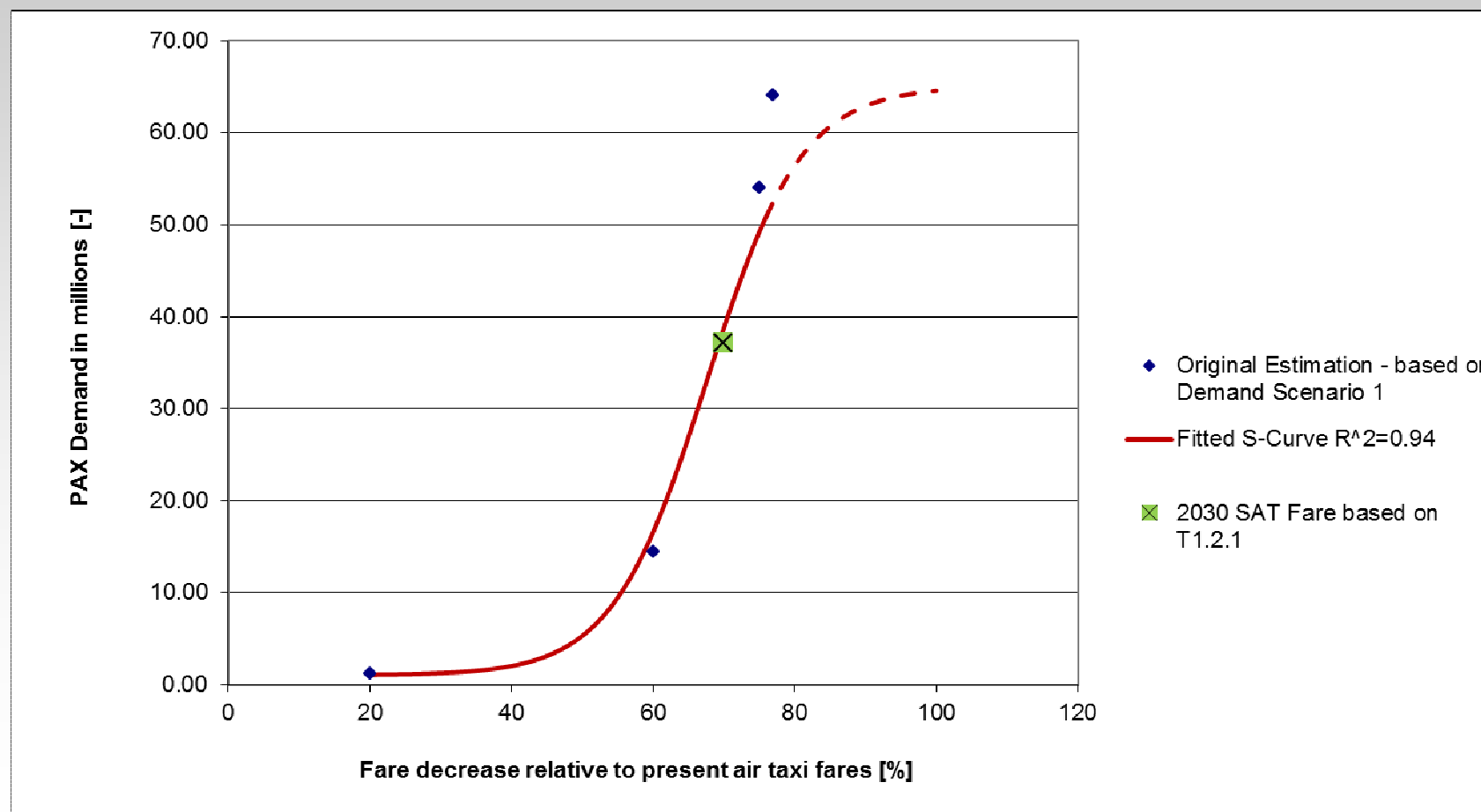


Sensitivity (PATs parameters)





Sensitivity (PATs parameters)





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Business models

	Scenario
Business model 1	<p>The diagram for Business Model 1 shows five horizontal axes representing different scenarios. Each axis has 'low' and 'high' labels at the ends. An 'X' marks the target point for each scenario: Ticket Price Low (high), Traveltine Short (low), Cost Minimization (high), Revenue Maximization (low), and Service Offered (low).</p>
Business model 2	<p>The diagram for Business Model 2 shows five horizontal axes representing different scenarios. Each axis has 'low' and 'high' labels at the ends. An 'X' marks the target point for each scenario: Ticket Price Low (low), Traveltine Short (high), Cost Minimization (low), Revenue Maximization (high), and Service Offered (high).</p>



Business models

	Scenario
Business model 3	<p>The diagram for Business model 3 shows five horizontal axes representing different scenarios. Each axis has 'low' on the left and 'high' on the right. An 'X' marks the target point for each scenario: Ticket Price Low (high), Travelttime Short (high), Cost Minimization (high), Revenue Maximization (low), and Service Offered (low).</p>
Business model 4	<p>The diagram for Business model 4 shows five horizontal axes representing different scenarios. Each axis has 'low' on the left and 'high' on the right. An 'X' marks the target point for each scenario: Ticket Price Low (low), Travelttime Short (low), Cost Minimization (low), Revenue Maximization (high), and Service Offered (high).</p>



Business models

	Scenario
Business model 5	<p>The diagram for Business model 5 consists of five horizontal lines, each representing a different scenario. Each line has a 'low' end and a 'high' end. An 'X' marks the target point for each scenario:</p> <ul style="list-style-type: none">Ticket Price Low: The 'X' is positioned at the 'high' end of the line.Traveltime Short: The 'X' is positioned at the 'high' end of the line.Cost Minimization: The 'X' is positioned at the 'low' end of the line.Revenue Maximization: The 'X' is positioned at the 'high' end of the line.Service Offered: The 'X' is positioned at the 'high' end of the line.

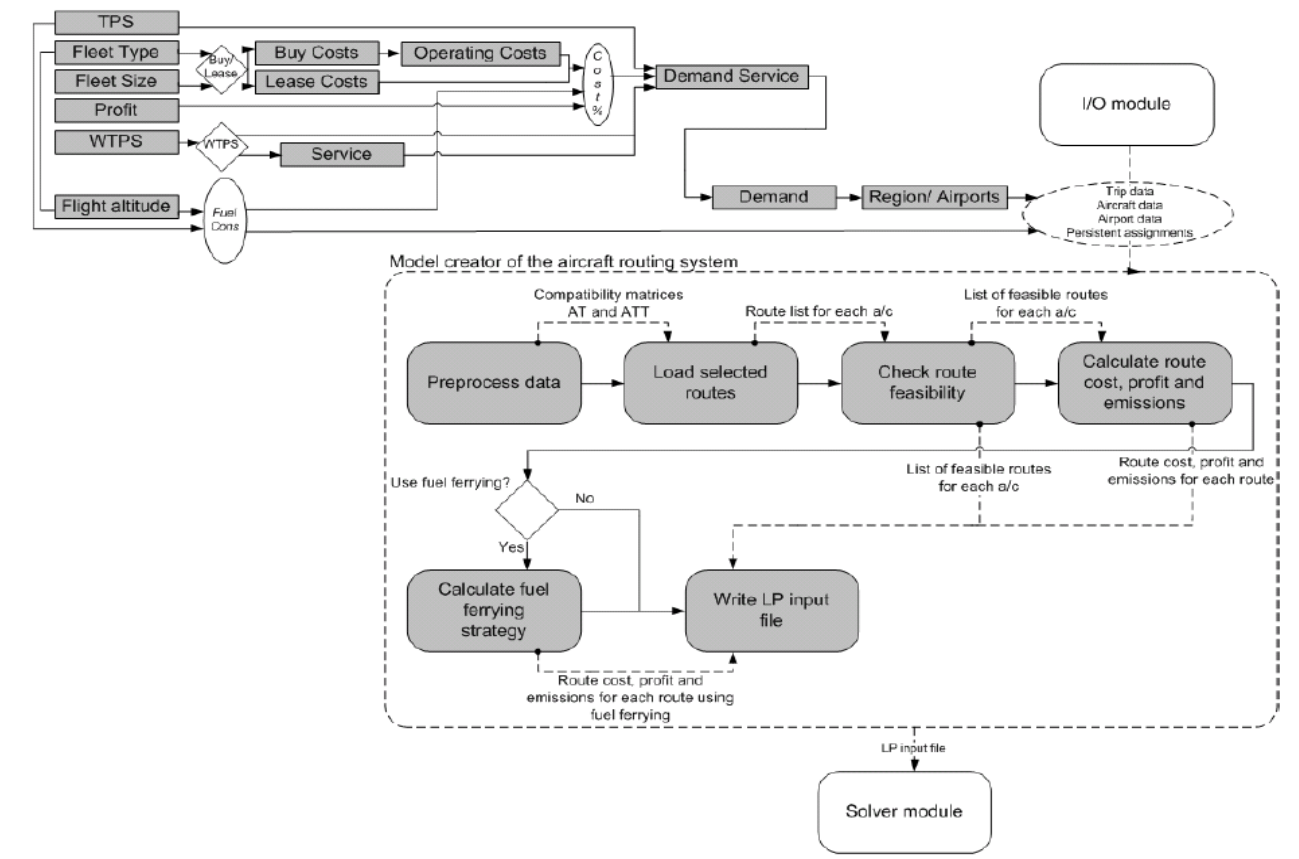


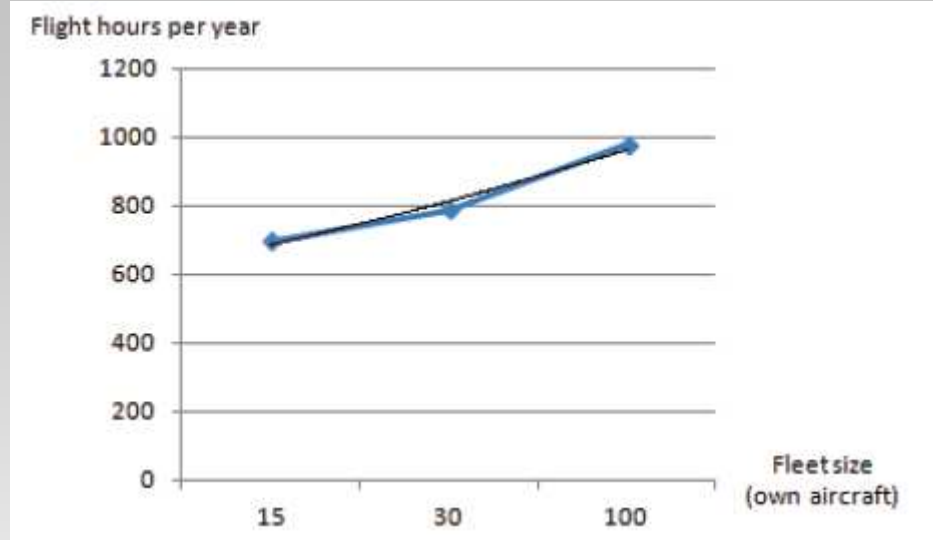
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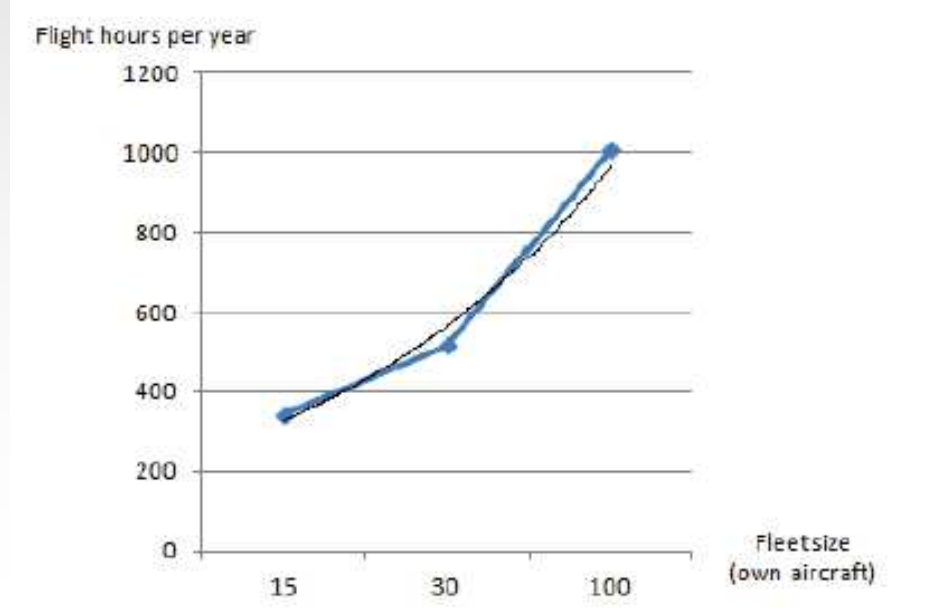
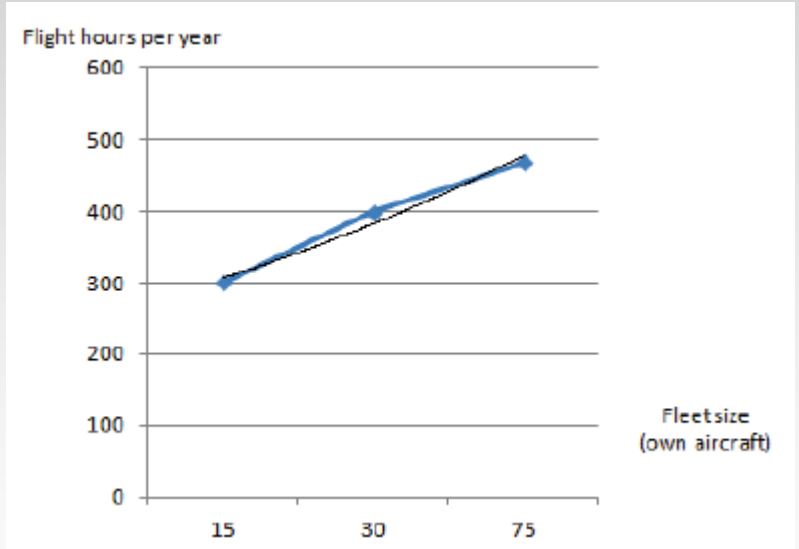


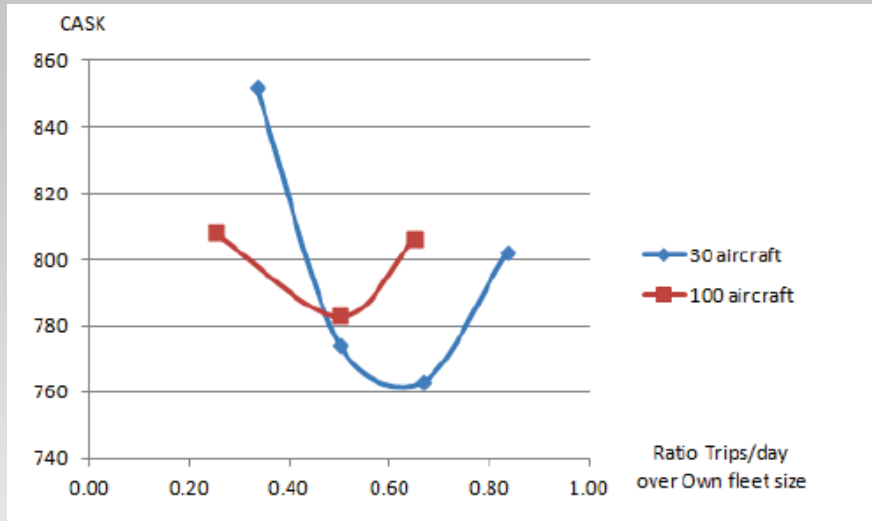
The Model



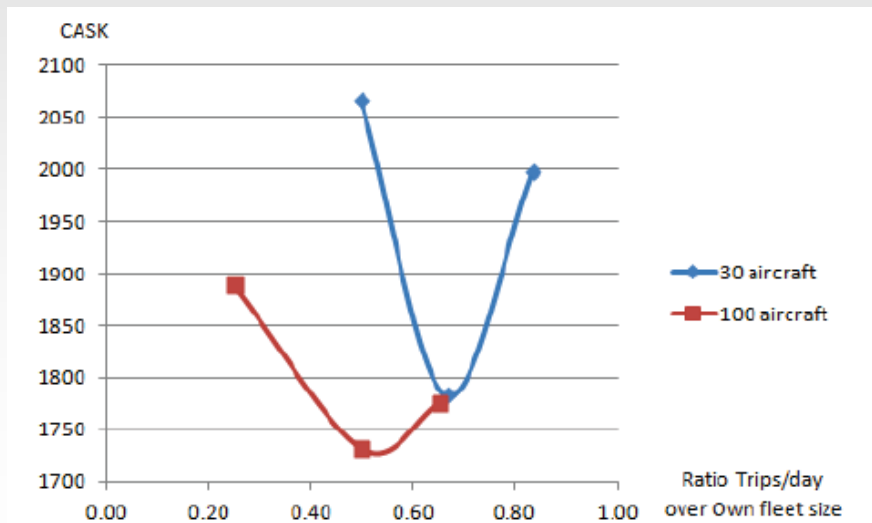
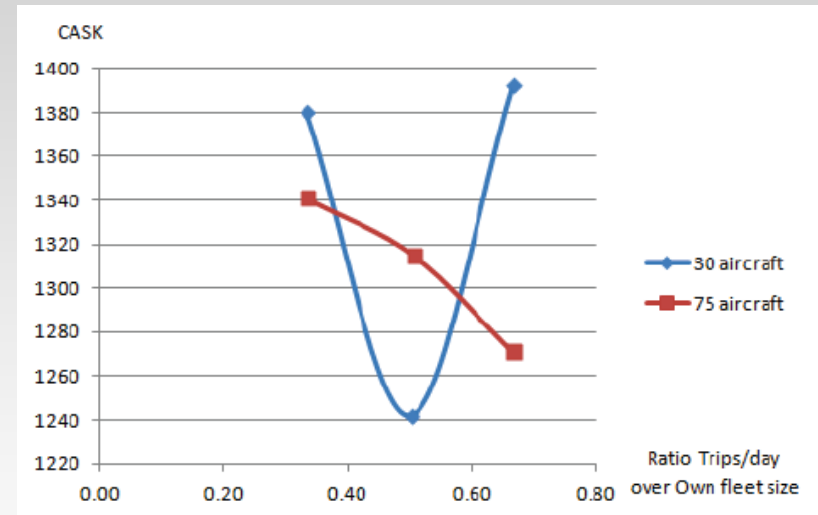


Utilisation



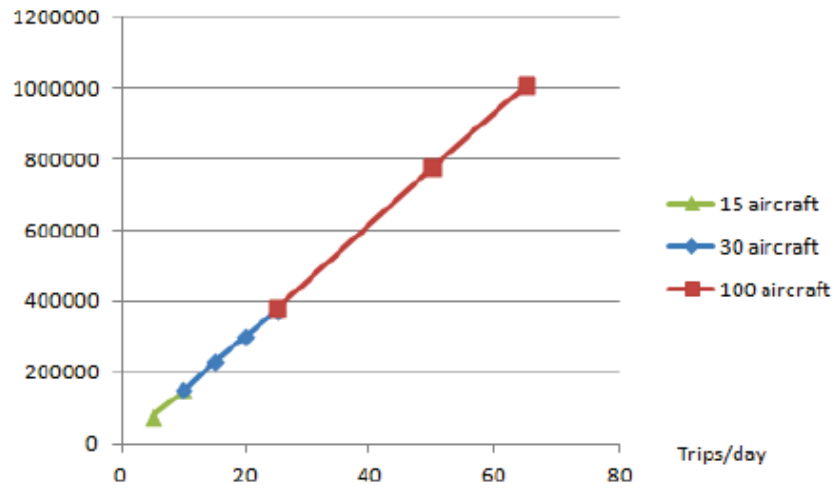


CASK (factor 50)



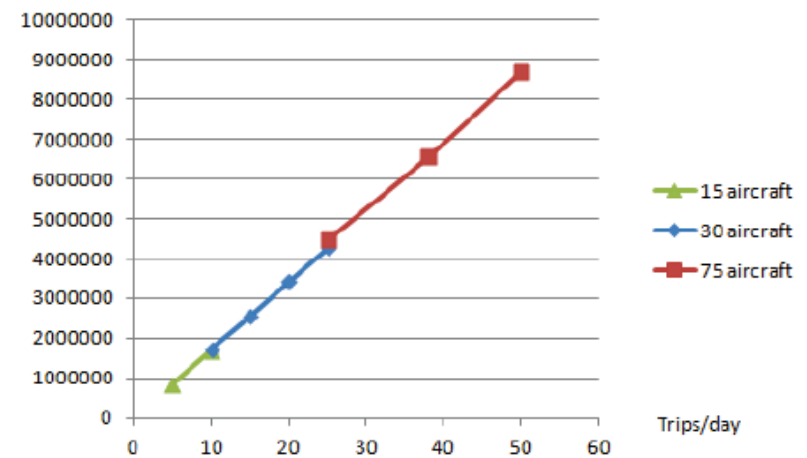


Total emissions

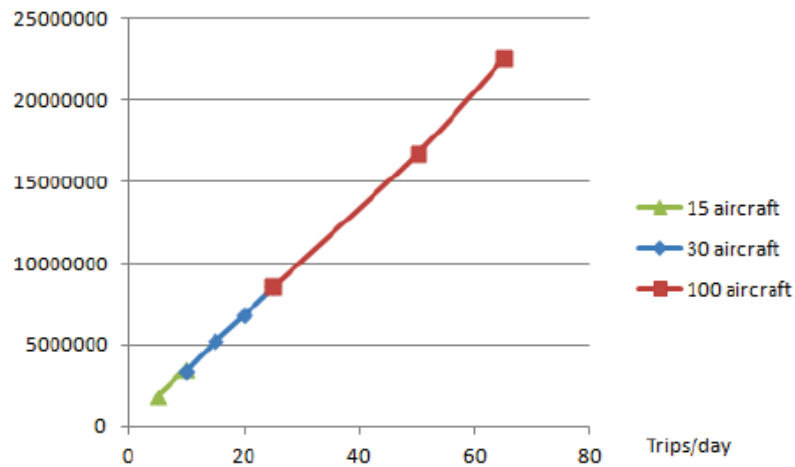


Emmissions

Total emissions



Total emissions





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"I take it you've never used an air taxi before."