

Publikationshinweis der Schriftenreihe zur Luftfahrt

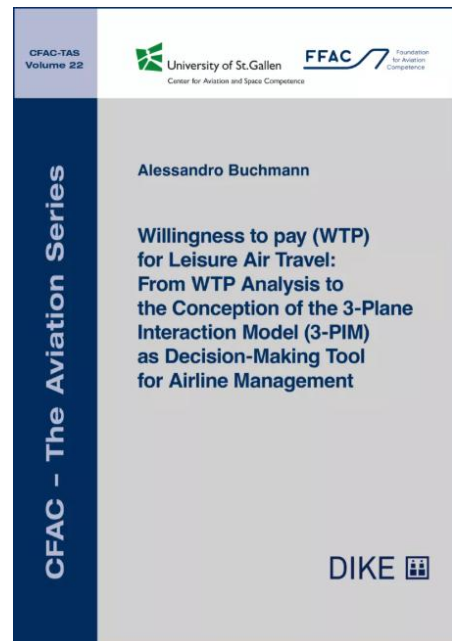
Autor: Alessandro Buchmann

Titel: Willingness to pay (WTP) for Leisure Air Travel: From WTP Analysis to the Conception of the 3-Plane Interaction Model (3-PIM) as Decision-Making-Tool for Airline Management

Band: SzL Bd. 22

Verlag: DIKE

Jahr: 2025



How much should a flight cost? What makes a flight valuable? Who is willing to pay the most?

Pricing in the airline industry is complex, and understanding customer trade-offs is crucial. This book explores willingness to pay (WTP) for leisure air travel through an ACBC analysis from Edelweiss Air's perspective, providing a replicable model for managerial decision-making. Six practice-oriented simulations and seven case studies demonstrate how data-driven insights can guide decisions at different airline planning levels.

Aimed at researchers, professionals, and students, this book offers methodological, practical, and strategic insights into WTP-essential for airlines and other service industries navigating competitive markets.