

**A Quantitative Defining Method of Station's Territories  
in the Competing Area of Multiple Railway Companies**

Masai MUTO      Daiki OKUDA

In the metropolitan area, multiple railway companies are competing against each other in the dense railway network. This study has attempted to develop a quantitative defining method of station's territories in such area. We have developed models to calculate a probability for a passenger to select a station. The concept of models is as follows: this probability is proportional to a captivation degree of the station, and inversely proportional to approximate square of a time distance from the station. This paper shows how to build a passenger demand estimating model using data of the probabilities. Based on the model, we propose a new analytical method to support the marketing of railway stations.