

**An Analysis of Choice Behavior of Discounted Tickets for Limited Express Trains**

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Yield management is one of the measures to maximize business profitability. One way for railway operators to adopt this technique is to control the price and sales quantity of their tickets and other products. To put this technique into practice, and to evaluate its effect, it is necessary to predict ticket choice behavior and to estimate travel demand based on the advantages and conditions of the use of tickets as well as ticket price. This study introduces results of a demand analysis and an online survey to reveal passengers' preference on ticket choice. A ticket choice model is also developed using the survey data. The results confirm that ticket choice is strongly affected by ticket price, and passengers' diverse sensitivity to tickets' flexibility of change.