

# Discrete Choice Modelling and Air Travel Demand

Theory and Applications

LAURIE A. GARROW  
*Georgia Institute of Technology, USA*

ASHGATE

# Contents

<i>List of Figures</i>	<i>vii</i>
<i>List of Tables</i>	<i>ix</i>
<i>List of Abbreviations</i>	<i>xi</i>
<i>List of Contributors</i>	<i>xiii</i>
<i>Acknowledgements</i>	<i>xv</i>
<i>Preface</i>	<i>xvii</i>
<b>1 Introduction</b>	<b>1</b>
<b>2 Binary Logit and Multinomial Logit Models</b>	<b>15</b>
<b>3 Nested Logit Model</b>	<b>71</b>
<b>4 Structured Extensions of MNL and NL Discrete Choice Models</b> <i>Laurie A. Garrow, Frank S. Koppelman, and Misuk Lee</i>	<b>99</b>
<b>5 Network GEV Models</b> <i>Jeffrey P. Newman</i>	<b>137</b>
<b>6 Mixed Logit</b>	<b>175</b>
<b>7 MNL, NL, and OGEV Models of Itinerary Choice</b> <i>Laurie A. Garrow, Gregory M. Coldren, and Frank S. Koppelman</i>	<b>203</b>
<b>8 Conclusions and Directions for Future Research</b>	<b>253</b>
<i>References</i>	<i>259</i>
<i>Index</i>	<i>275</i>
<i>Author Index</i>	<i>283</i>