



# Passengers Value Their Time



**US Market:** Government recommended values for air/high-speed rail travel

	Value	Range
Mixed Personal / Business Travellers (60/40), per hour	\$47	\$39 - \$ 58

*2015 figures for air and high-speed rail, intercity travel of 50+ miles.*

**Time value: \$0.78 / minute (60 minutes / \$47)**

[www.faa.gov/regulations\\_policies/policy\\_guidance/benefit\\_cost/media/econ-value-section-1-tx-time.pdf](http://www.faa.gov/regulations_policies/policy_guidance/benefit_cost/media/econ-value-section-1-tx-time.pdf)

**East Asian Market:**

Seoul → Tokyo: Flights between airports closer to city centers are more expensive

	Asiana	Korean	Average
Gimpo → Haneda	US\$287	353	320
Incheon → Narita	241	272	256
Difference	46	81	64
Percentage	16.1%	23.0%	19.9%

*All flights one-way economy for Jan/Feb/Mar 2019*

*Approx. distance to city central station (km): GMP 20 - HND 20 / ICN 50 - NRT 70*

**Time value: \$0.91 / minute (≈70 minutes extra transport time / \$64)**

**Read more: articles and research collected at [www.wheeltug.com/Time-Value](http://www.wheeltug.com/Time-Value)**



# Less Than a Dollar? Who Cares?



80 cents doesn't seem like much...  
until it's 7 minutes per passenger on a 737.

WheelTug creates a \$700+ opportunity for airlines – every flight.

737-800 (avg. of standard + LCC configs)	174 passengers
@ 80% load factor	139 passengers
\$0.80 per passenger	\$111.20 / minute
7 minutes saved by WheelTug	\$778.40 / flight

**That's \$1.34 million per aircraft annually**

*(1720 flights/yr)*

**80 cents is quite a lot of money**