Bringing Short Haul Air Travel Down to Earth: Measuring the Sustainability of Intercity Travel

Laurence F. Audenaerd
Joseph L. Schofer
This study explores the feasibility of diverting trips to high quality ground modes – motorcoach and rail options. Parametrically explores the most promising niche markets across the Central Midwest region (Fig 2).

- Modal substitution for short-haul air travel provides a cost-effective (Fig 1c) and significant energy saving option (Fig 1b) with moderate impact on total travel time (Fig 1a) for sizable portion for of the trade space domain.

- Substitutability of ground modes for short-haul air travel is not solely attributed to travel time or distance. It is related to market strength manifested in air travel layover times.

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