

ABSTRACT

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Title			
Potential of Flying Cars in the Southeast Asian Market through Demand Estimation and Evaluation of Stakeholder Perceptions			
Abstract			
<p>Despite flying car development activity being focused on developed countries around the world, countries within the emerging market of the ASEAN region have started diving into developing and testing flying cars as well. The purpose of the study is to understand the potential that flying cars have within the ASEAN market by evaluating the estimated market demand, as well as evaluating stakeholder perceptions from government bodies and potential operators for flying car operations. This study explores how stakeholders within government, aviation, and tourism are responding these developments within the context of Thailand and the Philippines, how these may affect them, and which use cases may be appropriate for launch. Semi-structured interviews of multiple helicopter operators, resorts, and government authorities were conducted in the Philippines and Thailand to assess their perceptions on the market for flying cars within their respective countries. This study finds that the Philippines and Thailand have greater market potential for eVTOL compared to their neighbors. It also finds that, upon weighing stakeholder's opinions from both countries, launching leisure/sightseeing services in Cebu may be most optimal, given regulatory issues impacting most of these opinions. Lastly, the study also finds that Thailand has higher potential market demand compared to the Philippines based on market demand estimates, and that different pricing strategies may need to be considered. Information from the perceptions displayed here will be used for future work on estimating market demand.</p>			
Keywords: eVTOL, flying car, Thailand, Phillipines, tourism			