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# The Regional Revolution



# UAM will be big RAM will be bigger

- 32 airport catchment areas with 1,050 routes analysed
- Total Addressable Market - 5.05m/242.4m travellers weekly/annually
- 80% travelled by car. 20% for business, 80% for leisure/VFR
  - Magic is applied here. – Indexing Analysis – Filter out 660 routes only serving 16m travellers.
- Target Market – 4.72m/226.8m travellers weekly/annually
- **390** routes identified with at least 96k travellers per year with 49 routes having over 1m travellers per year
- 310.2k/14.9m hours saved weekly/annually or 1,700yr annually
- £8.95m/£429.7m per week/year Economic stimulation

