

# The 2022 Report on Non-Scheduled Air Transportation: World Market Segmentation by City

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## Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

This study covers non-scheduled air transportation as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for non-scheduled air transportation is 4812. It is for this definition that aggregate latent demand estimates are derived. Non-scheduled air transportation is specifically defined as follows:

### 4812 Nonscheduled Air Transportation

48121 This industry comprises establishments primarily engaged in (1) providing air transportation of passengers and/or cargo with no regular routes and regular schedules or (2) providing specialty flying services with no regular routes and regular schedules using general purpose aircraft. These establishments have more flexibility with respect to choice of airports, hours of operation, load factors, and similar operational characteristics.

## 481210 Nonscheduled air transportation

481211 This U.S. industry comprises establishments primarily engaged in providing air transportation of passengers or passengers and cargo with no regular routes and regular schedules.

481212 This U.S. industry comprises establishments primarily engaged in providing air transportation of cargo without transporting passengers with no regular routes and regular schedules.

481219 This U.S. industry comprises establishments primarily engaged in providing air transportation with no regular routes and regular schedules (except nonscheduled chartered passenger and/or cargo air transportation). These establishments provide a variety of specialty air transportation or flying services based on individual customer needs using general purpose aircraft.

### 481210P Primary services

4812105 Passenger and freight charter, including air taxi

481210SM Other receipts

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