

MNL in *Apollo*



Key concepts
& study plan



Experimental
design



Data collection
& processing



**Model specification
& estimation**



Interpretation
& application

MNL in *Apollo*

Analysis outline

- ❑ Binary unlabelled SP on hotel choices
- ❑ Attributes
 - Price
 - Stars (1,2,3)
 - Distance
 - Breakfast (1,2)
- ❑ MNL model without any heterogeneity
 - plus MRS, attribute importance, odds ratios, marginal effects
- ❑ MNL with heterogeneity (have you stayed in a hotel before)