

Time of day based fare structure is an excellent approach to reducing congestion at airports at the most popular times to fly. The American flying public (both business and pleasure, I believe, will respond only to financial incentives. One can't rely on the Airlines to reschedule away from times the public wants to fly. Lessening the demand for these times is probably the only way to alleviate the problem quickly, and relatively painlessly. It then becomes a decision for the individual: fly at the most desirable times, and pay a premium. This is analogous to the approach taken by the airlines to severely reduce fares on "red-eye" flights which are necessary to deliver the proper number of aircraft to their needed locations for early departures. Good luck!