Everett Johnson

DSC 640

Executive Summary

Flight Safety

As an airline operator, we should be worried about flight safety and ensuring preventative measures are in place. We should also maintain the highest level of standards possible when it comes to our aircraft and safety protocols and ensure that our customers are aware of our goals of being the safest airline to fly with. With this being the case, the attached Powerpoint presentation has some key items based overall flight data that should be reviewed. The first slide is Airplane Mileage by Carrier. Here we can see United/Continental has the logged airline miles. This makes since as they are one of the largest airline companies in the world and a strong competitor with us. The second slide contains some interesting statistics regarding flight safety and how important to relay facts such as these in our marketing campaigns to ensure our customers know how safe it can be to fly. When flying international, it is important to understand the trends of the flights in and out of those countries as this certainly can influence the safety of our customers.

On the next slide, we see a graph regarding the Countries with the highest fatality rate since data has been collected. Even though this is a large dataset and trends may have changed in recent times, it is still important to see where some gaps may be in airline safety when traveling to other countries. Coincidently, we can see Russia has the highest number of fatalities as reported in the data. The next slide shows how many miles passengers have logged in the past years and the follow up slides show the trends for fatalities when it comes to flying. These overall trends should help put the frequent flyer at ease as we can see those trends for airline fatalities have steadily dropped since the data has been tracked. This could be due to a high level of safety protocols as well as training for pilots and crews. The goal of this presentation is to demonstrate the overall safeness of air travel as well as reiterate the importance of maintaining a high level of safety and training for our crews and staff.