



Airline Safety

Incidents Rates &
Impact on Sales

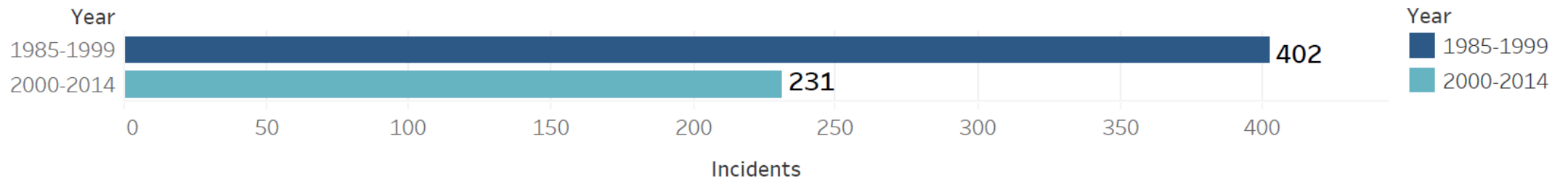
Airline Safety Under Attack

PROBLEM: Recent crashes have caused the media to focus on airline safety. However, the statistics they have provided to the public are inaccurate and do not portray the entire picture.

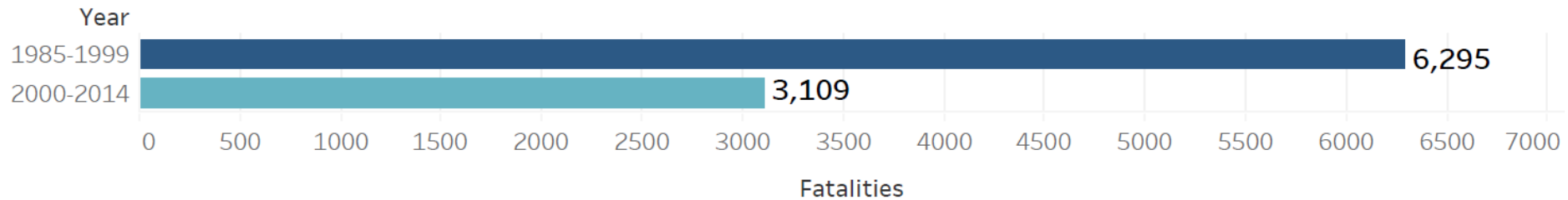
SOLUTION: Airline executives need to fightback and provide real statistics to the public that prove the airline industry is continues to be one of the safest modes of transportation.

Airline Industry Totals 1985 - 2014

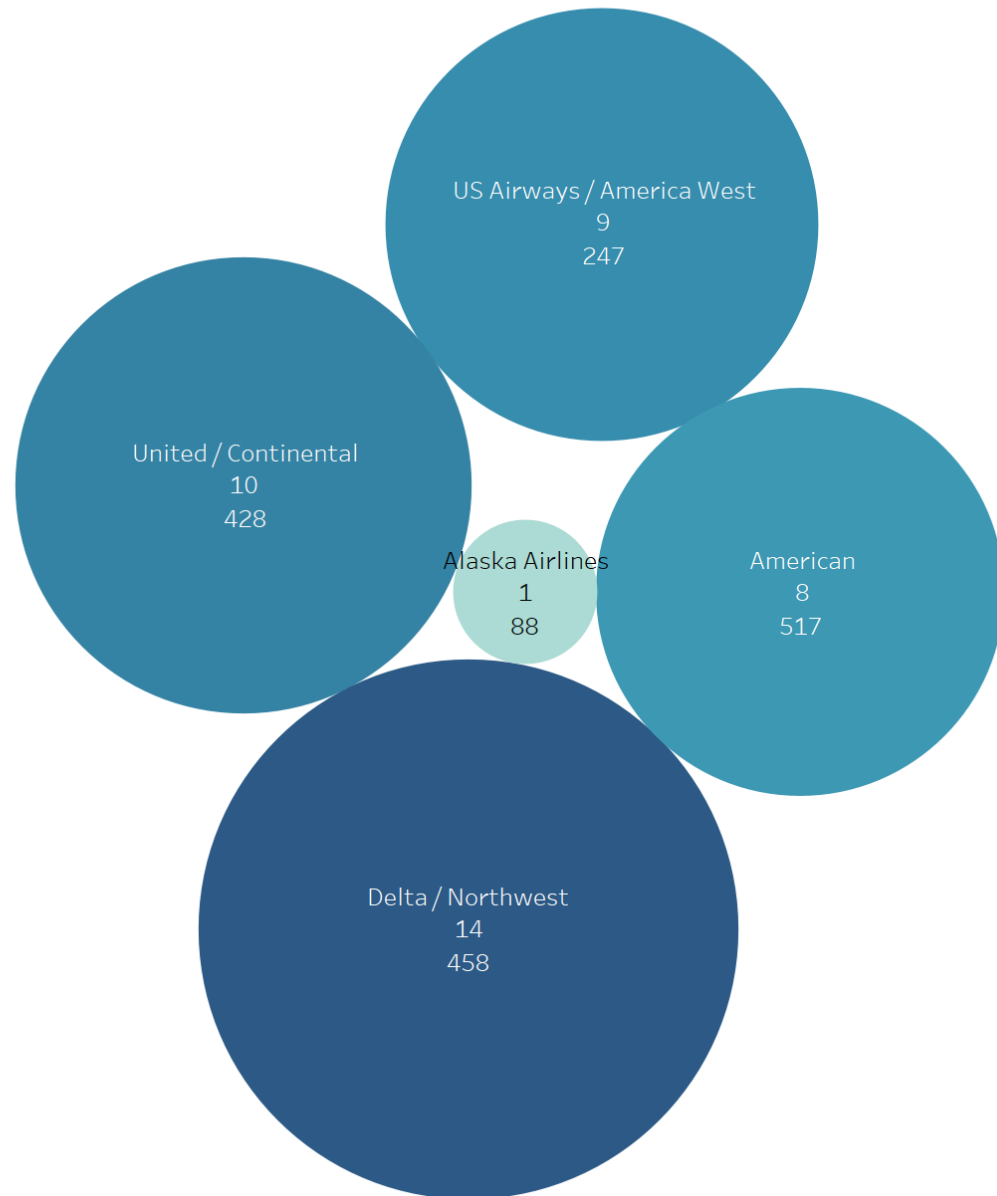
Accidents by Year



Fatalities by Year



US Airline Fatal Incidents & Fatalities 1985 - 2014



Where We Stand in the US Market

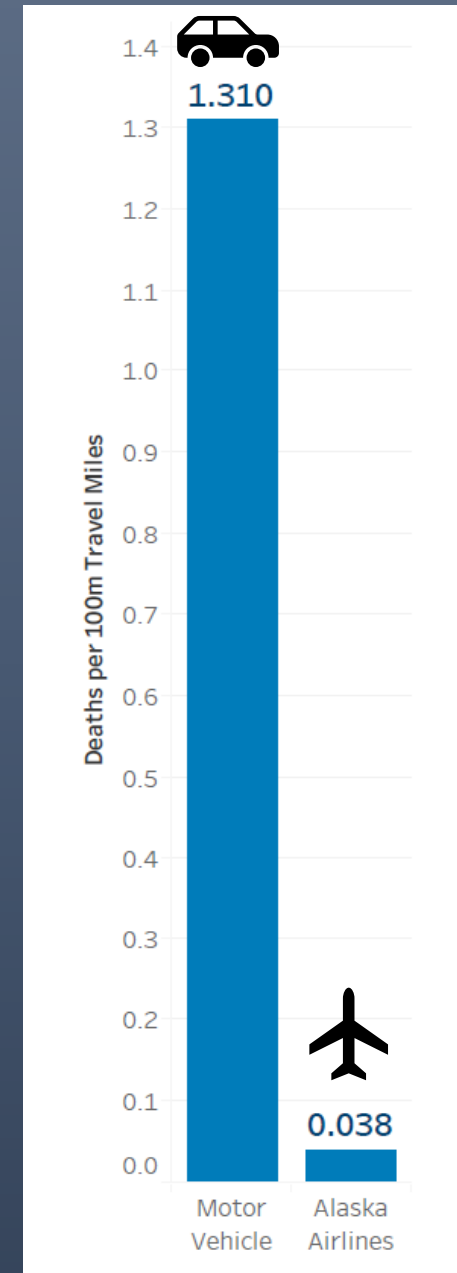
Alaska Airlines:

- 10 Incidents
- 1 fatal accident
- 88 Deaths

Average Deaths per 100 million Travel Miles

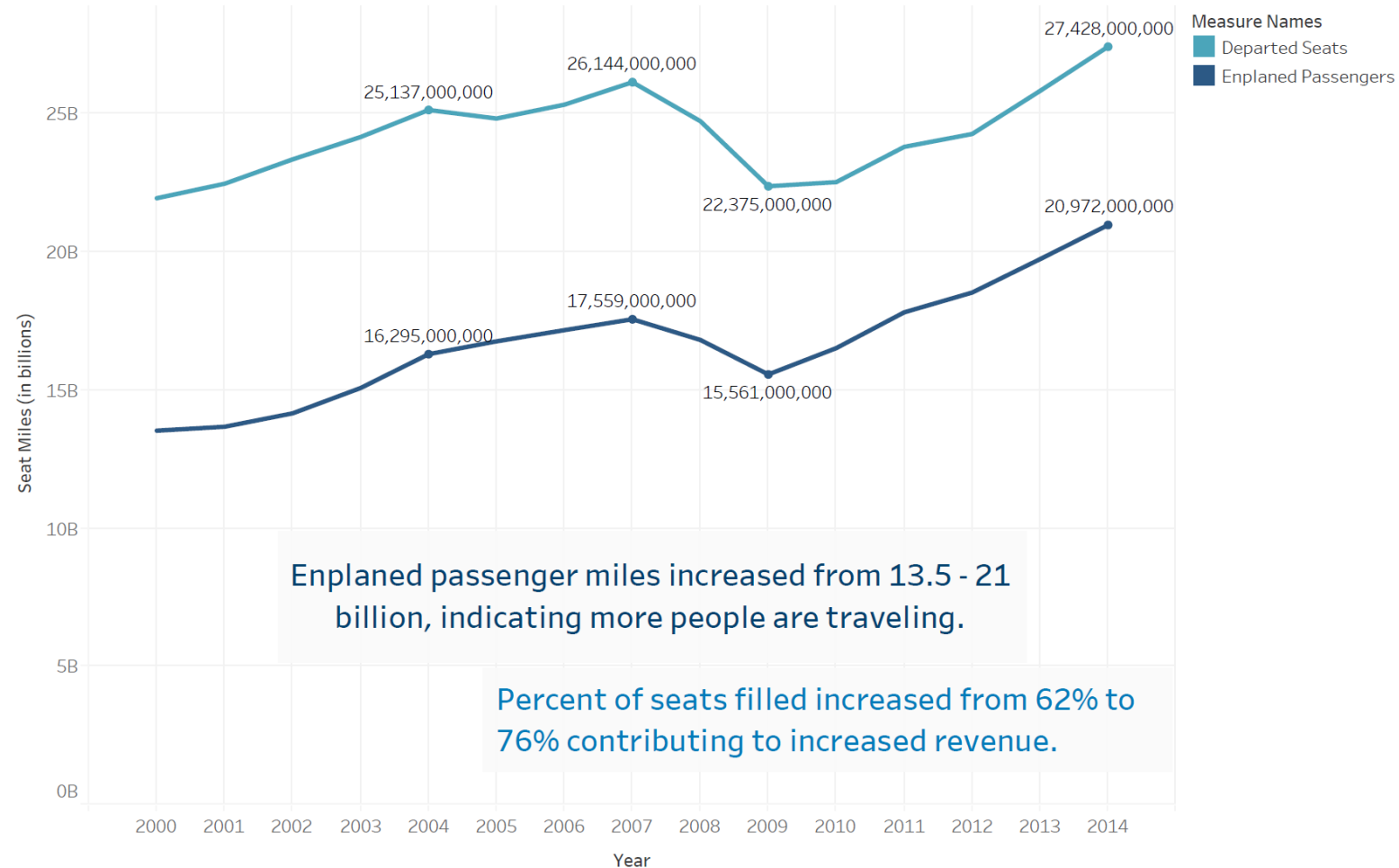
Motor Vehicle 1.310 per million
Alaska Airlines 0.038 per million

You are **34x** more likely to die in a motor vehicle than on Alaska Airlines!



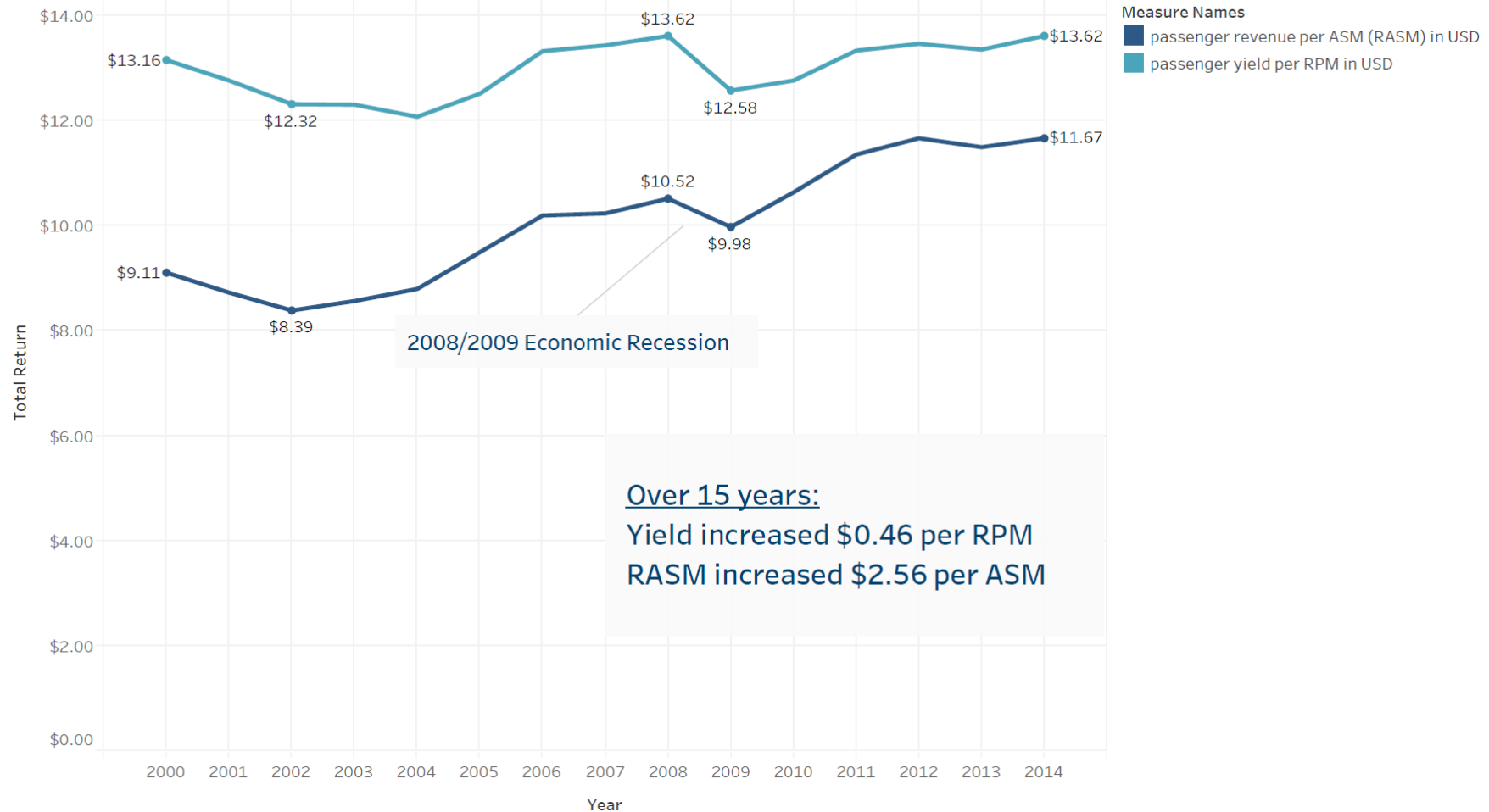
Are People Traveling Less on Alaska?

Seats Miles Filled by Passengers (2000-2014)

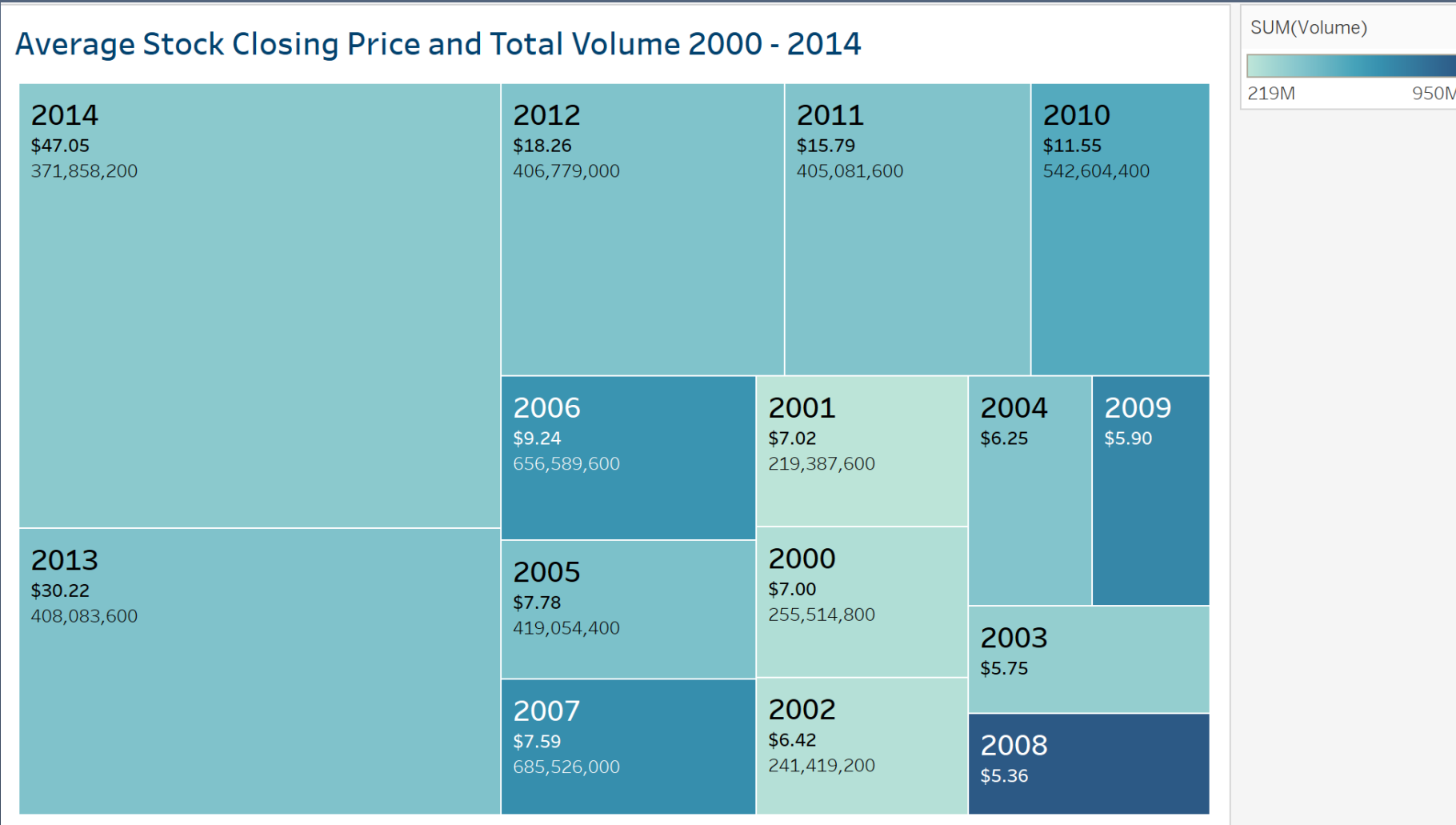


Alaska Airlines Revenue

Yield per RPM and Revenue per ASM (2000-2014)



Alaska Airlines Stock Data



Conclusion

- Airline incidents and fatalities have decreased over time.
- Airline travel has far fewer fatalities overall than motor vehicles.
- The airline industry and Alaska Airlines is thriving.
 - People are flying more.
 - Revenue and yield are trending upward.
 - Stock prices continue to rise.
- Executives and public relations personnel can be confident in relaying this information to the public to mitigating damage to the reputation of the entire airline industry.

Data Sources

- <http://web.mit.edu/airlinedata/www/Traffic&Capacity.html>
- <https://github.com/fivethirtyeight/data/tree/master/airline-safety>
- <https://www-fars.nhtsa.dot.gov/Main/index.aspx>
- <https://finance.yahoo.com/quote/ALK/history?p=ALK>