The airline industry continues to be defined by world events. Misinformation was spread in 2014 following the downing of Malaysian Flight 17 and the disappearance of Malaysian Flight 370. Although 2014 was a bad year for the airline industry, so was 2001, 2008, and now 2020. The impact of the events of September 11, 2001 were devastating to the airlines. The 2008 Recession caused fuel prices to soar, also affecting the airline industry. The mass media coverage of the Malaysian Airlines flights in 2014 impacted air travel. The current pandemic is certainly impacting air travel more than ever right now.

Air travel historically saves lives. Highway fatalities have far outnumbered airline fatalities for years. It is clear, given the statistics, that flying is still safer than driving. Highway travel resulted in over 1 million deaths in the 30-year period from 1985 to 2014.

Air fatalities continue to steadily decline since 1985. Highway fatalities, however, did not start to decline until 2006 with the impact of texting and driving campaigns. Airlines have always sought continual improvement in safety, resulting in the overall decline in fatalities throughout the years.

Contrary to popular belief, airline crashes do not always result in death. Aeroflot has had over 80 crashes with around 200 fatalities. Whereas, China Airlines has had far less crashes with almost 3 times the number of deaths. Many airlines have had very few incidents and no deaths. What car company can say that?

While some dangerous airlines exist, safety is our top priority. Crashes from other airlines are damaging reputations across the airline industry. China Airlines' fatalities far exceed other airlines with 760 fatal crashes since 1985. Although the media focuses on a handful of dangerous airlines, most airlines are safe. We have years of experience with safety as our top

priority. Experienced airlines have safely delivered passengers to their destinations for the last 25 years.

Don't be afraid to fly. We are experienced at taking care of our passengers. Due to years of safety compliance experience, we can assure you that our flights are safe. Now, go out and get a plane ticket for the next trip to your parents' house. Be rest assured that you will arrive there safe. While we take care of your peace of mind, sit back, bring a good book, and enjoy the ride.

In the creation of this blog post, I used the following design methodology. I standardized titles and text, selecting a grey-scale for years and data source notations, and using a blue-scale throughout for all visualizations. I chose a light, bright blue to represent air travel, while choosing a darker blue for highway travel, keeping consistent. I removed the y-axis from the Sales chart to remove revenue values, appealing to the public. Since the difference of air and highway fatalities is so great, I selected a gauge chart to show the numbers themselves. To highlight the difference in decline between air and highway fatalities, I removed the y-axis to focus on the high trend for highway travel and steady low trend for air travel. On the bubble chart, I brought attention to airline of concern with the color red.

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