

Come Fly With Me

Encouraging Consumer Confidence in Airline Safety

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Despite recent events, customer loyalty to Model Airlines has remained high and our profits have continued to increase since the 2008 Recession. Part of that customer loyalty can be attributed to our customers' confidence in our ability to prioritize safety in every area of our business. Our capital allocations to increase safety include a primary investment in hiring quality pilots and flight crew as well as ensuring they receive the best and most updated training. Additionally, our research into new aircraft guarantees we spend our money on the highest quality materials and technology. Daily efforts into maintaining safety and efficiency with our ground crew at every airport and security before, during, and after each flight have been noticed by our customers and help contribute to their well-being.

Safety is a key focus by airlines around the world and evidence of that can be seen in the number of incidents and fatalities that have occurred in the last decade versus the previous decade. We have essentially cut the number of incidents in half globally as well as fatalities. Part of that may be due to the fact that we have had less daily departures since 2008, particularly in the United States. However, the impact of those numbers still make a difference in the perception of our customers on the safety of air travel. It is always easy to remind the public that the statistics continue to show that there are consistently more fatalities on roadways than in air travel. Engagement and feedback for our safety procedures and investments will continue to drive our customer retention and increase our overall profit.

Data sources:

https://github.com/anhar421/DSC640/blob/master/data-master/airline-safety/model_airline%20.xlsx

<https://www.airlines.org/dataset/annual-results-world-airlines/#>

<https://www.transtats.bts.gov/TRAFFIC/>

Aviation Safety Network.

US Department of Transportation.