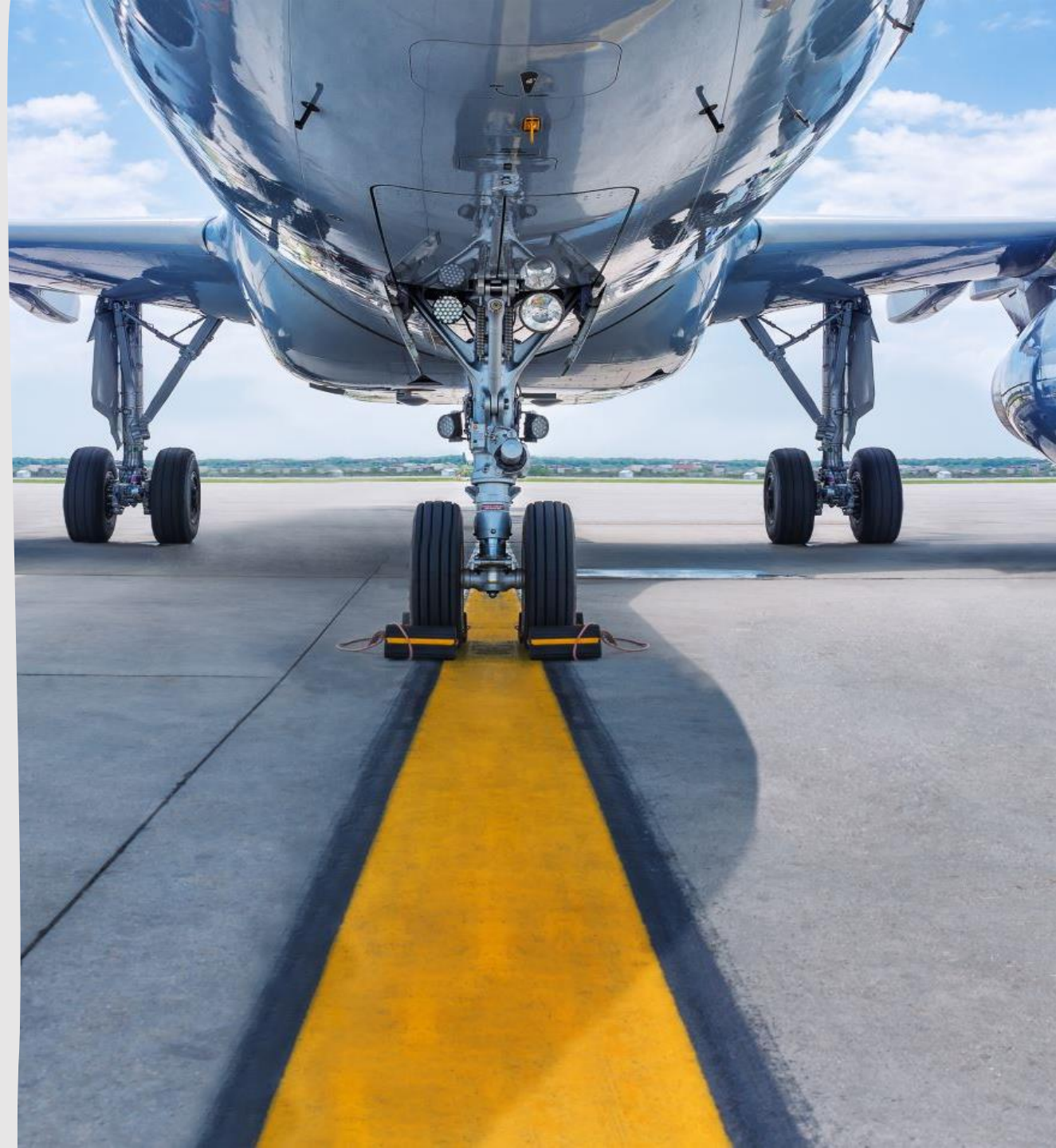


A Safety and Success Review

Bilal Kudaimi

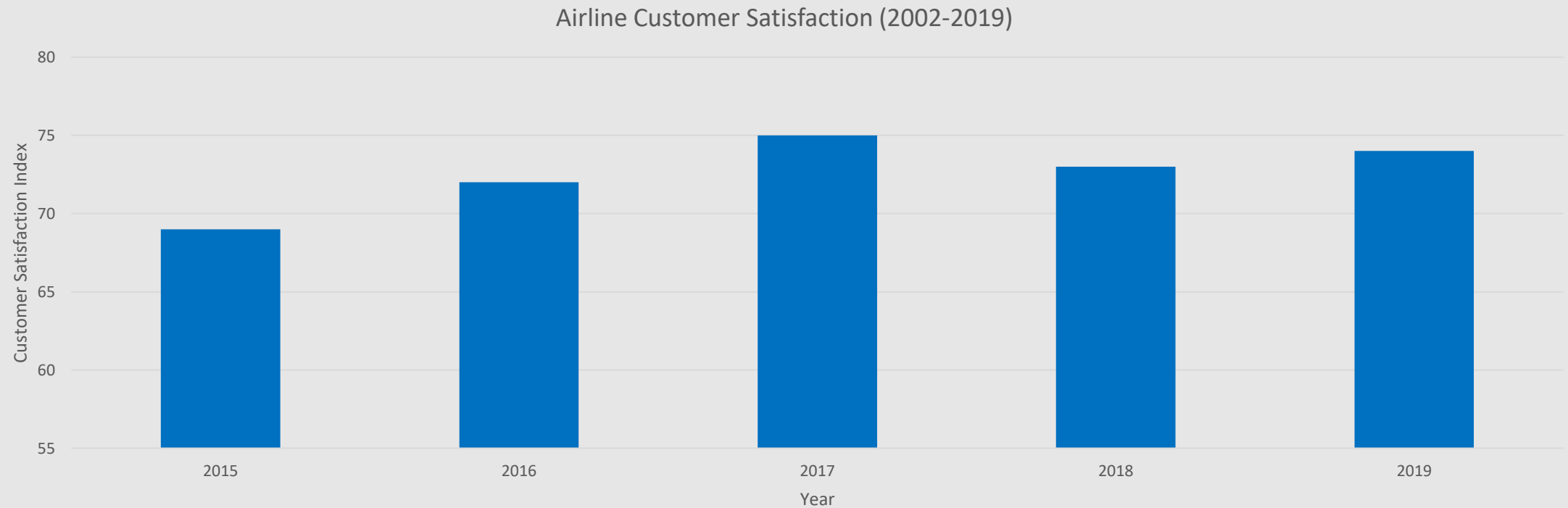
Star Airlines

October 10th, 2021



Rising Customer Satisfaction

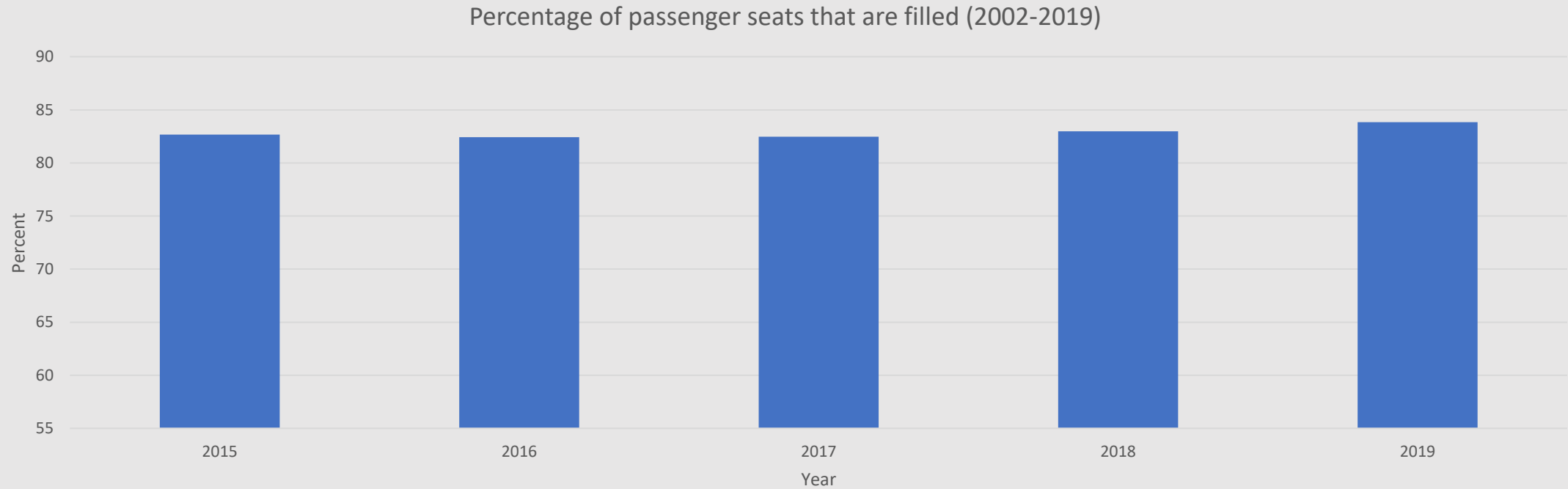
Customers are happy with flying



Source: American Customer Satisfaction Index

High Travel Demand

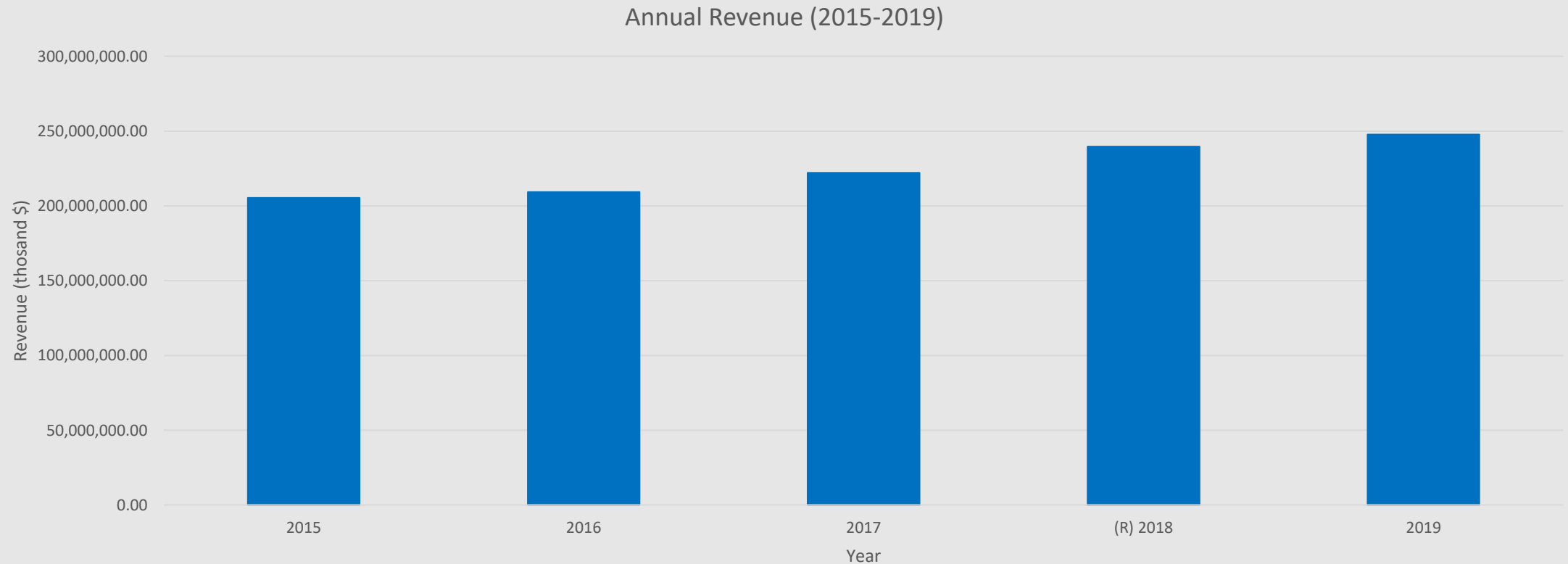
Airline demand has peaked as of the last 5 years



Source: US Bureau of Transportation Statistics

Star Airlines: Successful

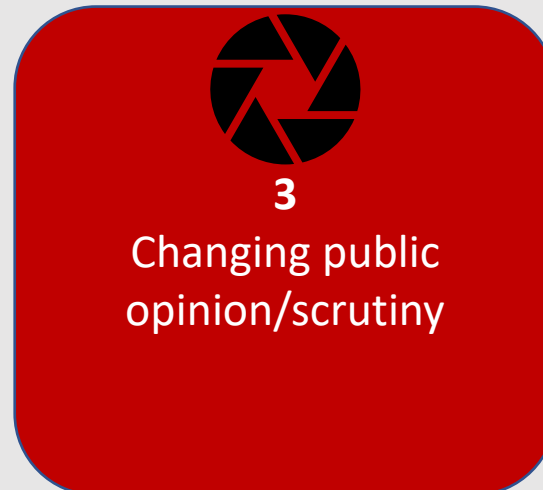
Revenue is at an all-time high



Source: US Bureau of Transportation Statistics

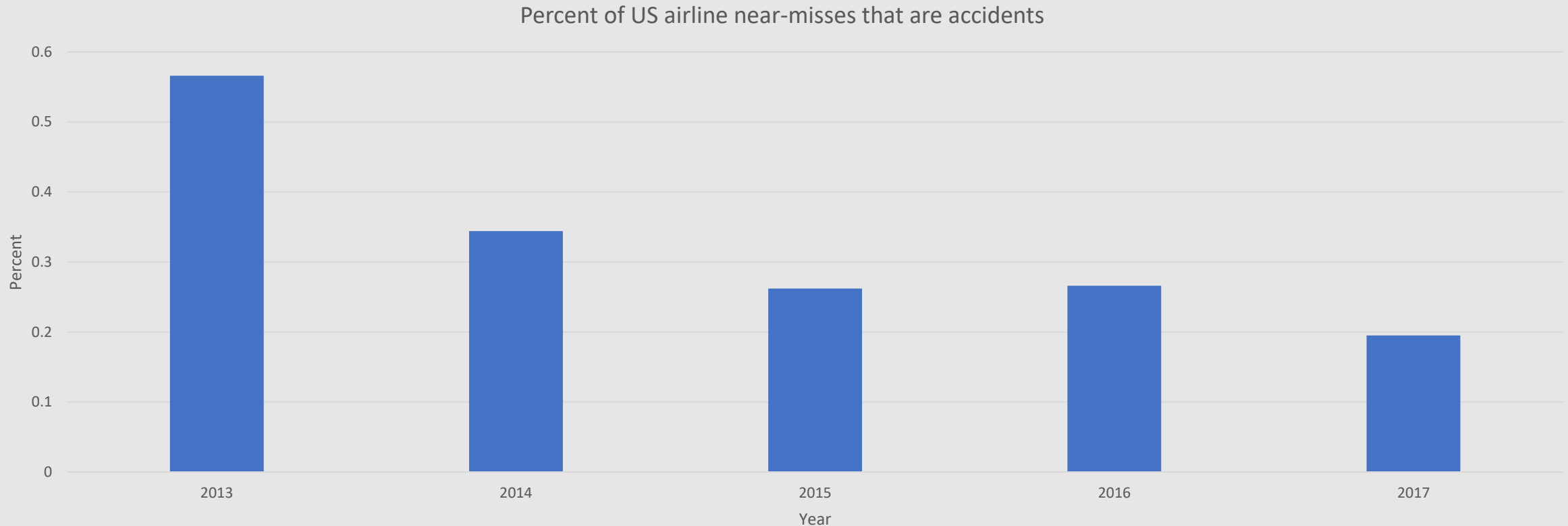
Changing Media Opinion

- Despite high consumer satisfaction and revenue, current media is reporting negatively about us due to a few unfortunate crashes
 - See #2 on right chart
- Star Airlines stands to lose a lot if chart is allowed to continue past 2



What does the data say about safety?

Accident percent is lowest ever (0.2% of flights as of 2017)



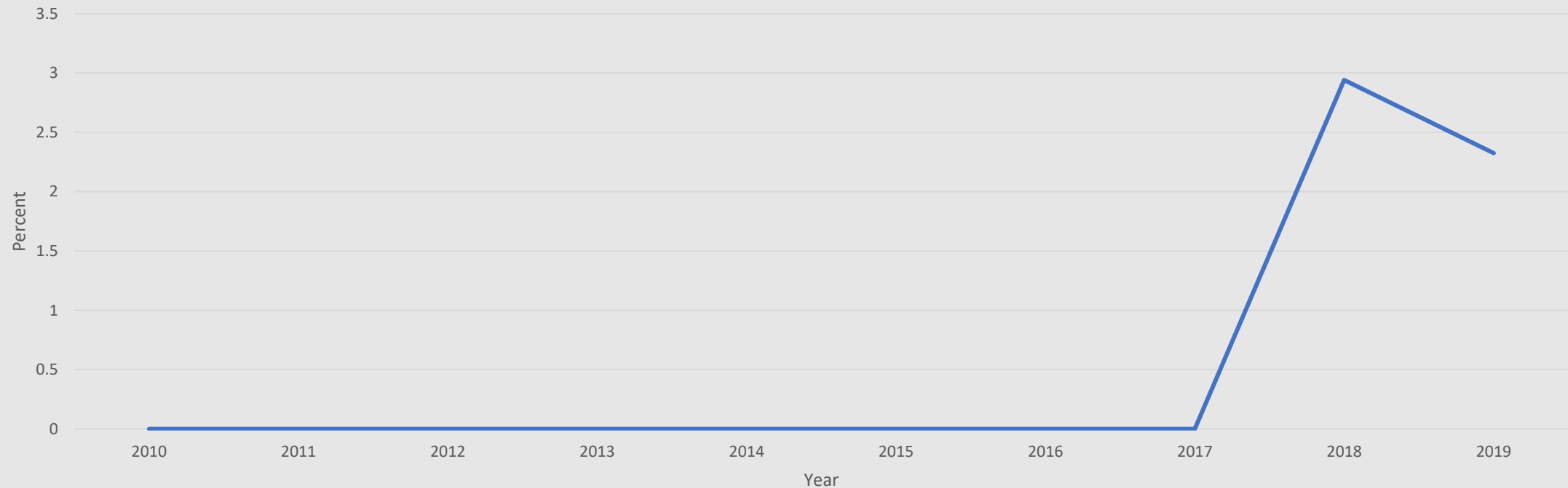
Source: US Federal Aviation Administration

What does the data say about safety?

There were almost no fatal accidents in the last decade

- 2018-2019 reflects the recent unfortunate accidents

Percent of US airline accidents that are fatal (2010-2019)

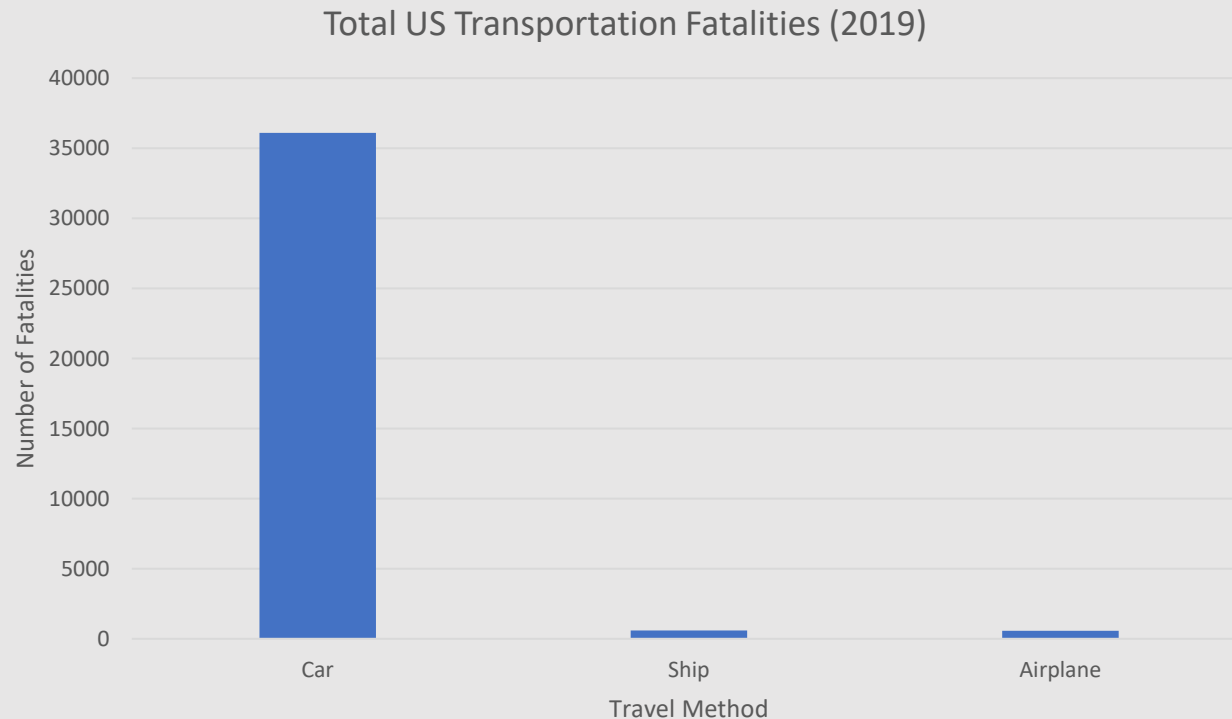


Source: US National Safety Council

What does the data say about safety?

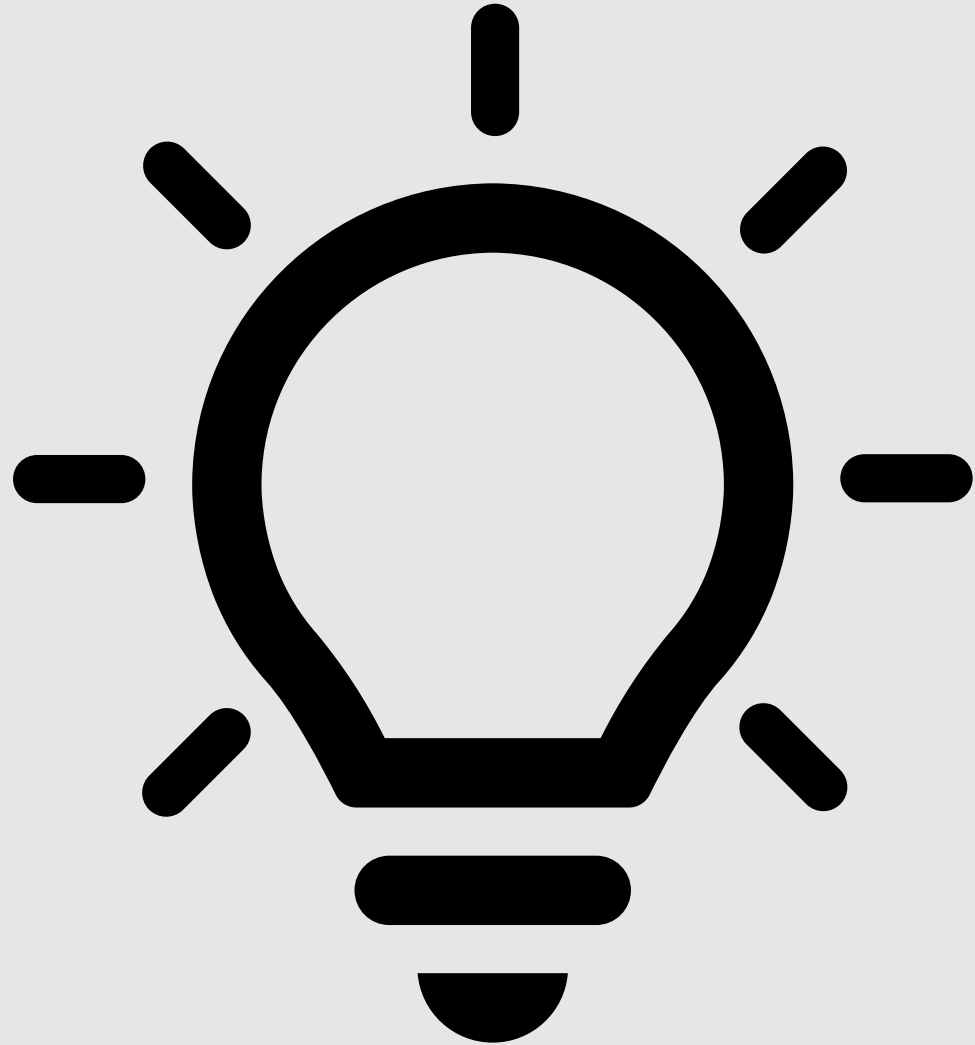
Air travel in general is the safer travel option

- Current negative PR has no basis



Source: US NHTSA, US Coast Guard, Bureau of Aircraft Accidents Archives

So then, what
is the solution?



PR Campaign

Star Airlines needs to combat fears with facts



1

Social media outreach to
share Star Airlines' findings



2

Infographic to consumers
about what makes flying safe



3

Outreach video to further
inform the public of our data

Q&A