I think that the executive board will be very concerned with the safety of air travel. They will want to see evidence that travel by air, at least domestically, has not become as hazardous as the media is trying to portray it. Since they need to report to the shareholders, they will also want to know if revenue will be impacted. The story I want to convey is to first, address revenue. The first slide shows that domestic airline revenue has grown at a steady trend. I used a colorful line graph to display revenue trends from numerous domestic airlines, and the trend over two decades has steadily increased.

Once the revenue issue has been laid aside, the remaining slides focus on safety in airline travel. The first point is that airline travel is still safer than automotive travel. I chose to display the statistics for airline vs. vehicle incidents and fatalities and also show the trends over a five year period. The auto statistics are in red to emphasize and draw the eye to them over the blue airline statistics. The next slide shows how airline fatalities have decreased over the last two decades. Even though they are a bit sporadic, the overall trend is decreasing. To show even further how airline travel has become safer, I have slides showing hijackings and fatalities from the 1940’s to 2019. I broke the slides at the year 2001 to emphasize how safety changed abruptly after the terrorist attacks in 2001. After that attack, safety measures have been stepped up, and air travel safety improved dramatically. With the three graphs on the last slide, I wanted to emphasize that the airlines with the most incidents and fatalities are not domestic airlines. There are not domestic airlines in the top 5 of any of those graphs, clearly demonstrating that domestic airline safety is not an issue.