

Flight Safety Executive Summary

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Airplane Safety In the News

- Several High-Profile International incidents have put a spotlight on safety
- News media are questioning if flying is still the safest way to travel
- How do we combat this misinformation with the public and why is this important to visually show how safe flying has become and how it compares to other modes of travel?



Russia: Plane crash-lands after hitting ...
dw.com



fiery Russian plane crash - ABC News
abcnews.go.com



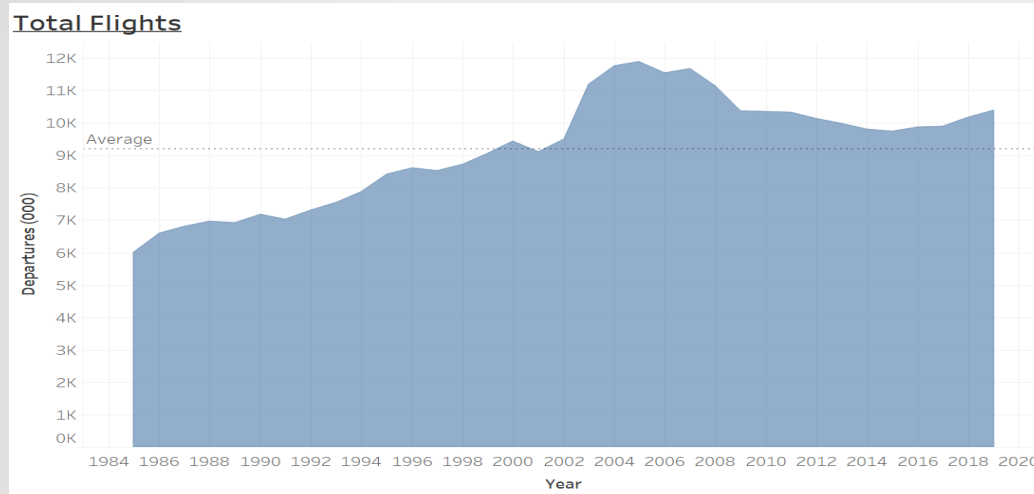
India Air crash survivor recounts final ...
bbc.com



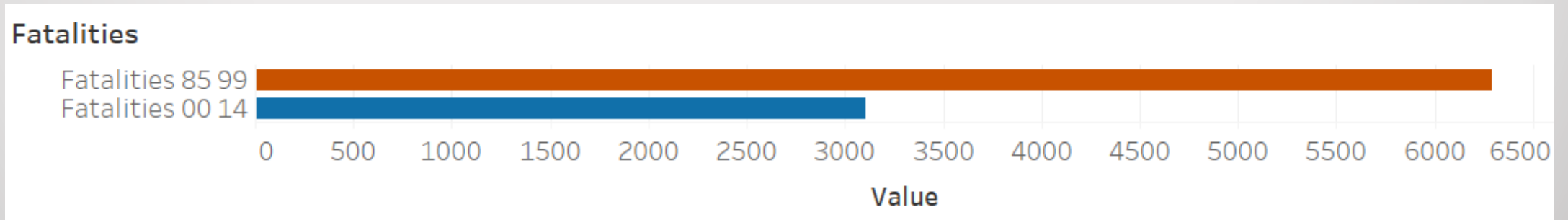
Why the Malaysia Airlines jet might ...
latimes.com

High-Level Trends

While the number of flights have been steadily increasing over the years

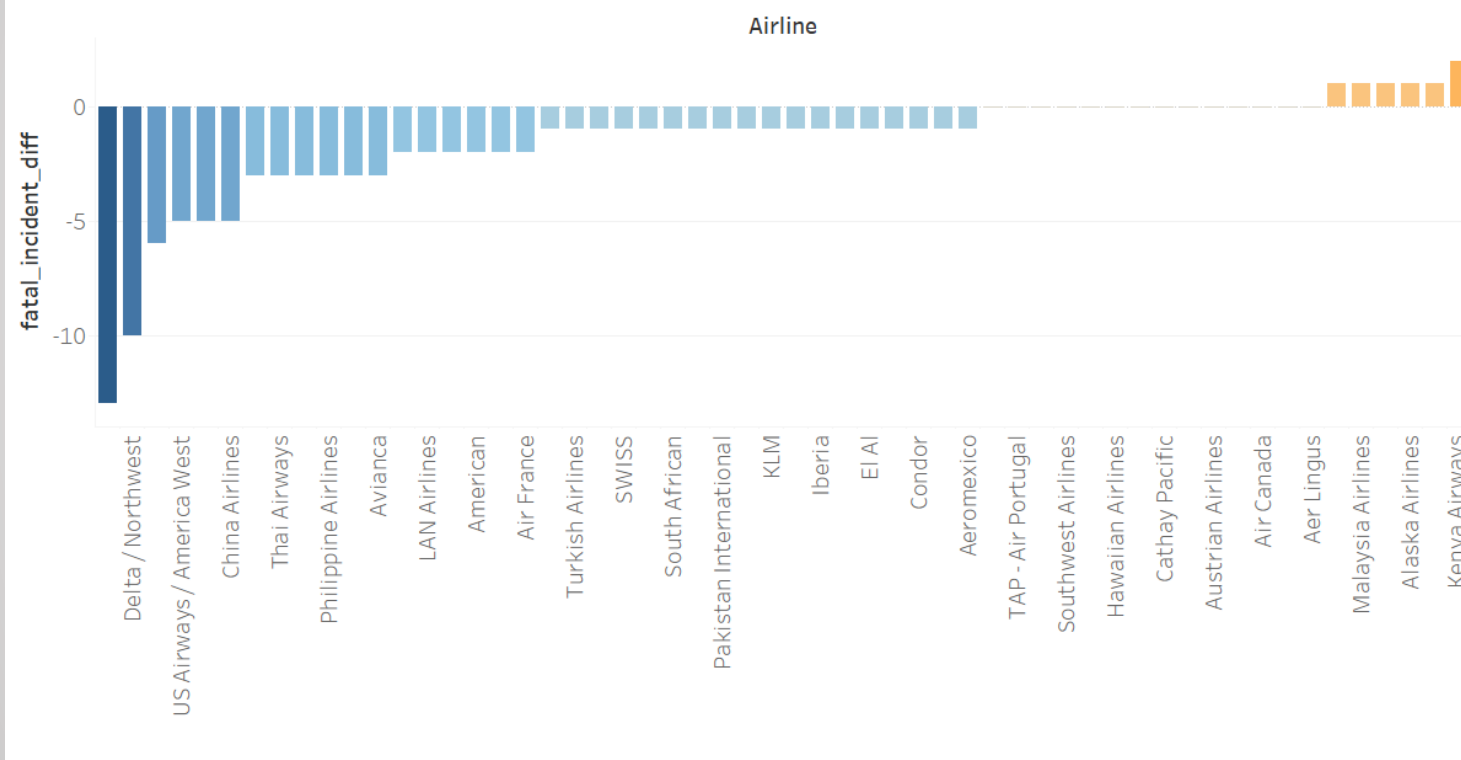


The number of fatal incidents have been decreasing



Fatal Accidents Have Been Decreasing Across Airlines

Change In Fatal Incidents from 1985-1999 to 2000-2014

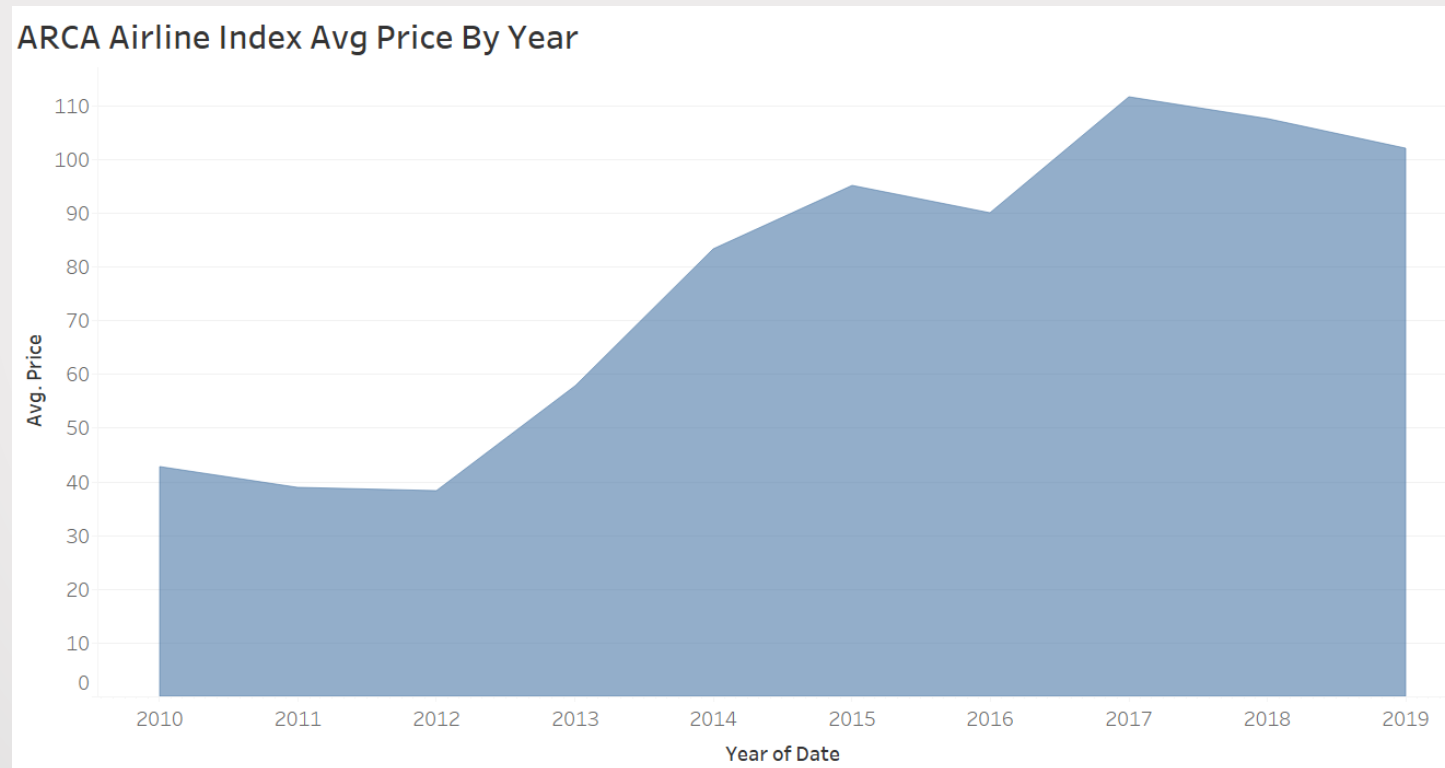


- Comparing number of fatal incidents from 1985-1999 to 2000-2014, most major airlines have decreased number of fatal accidents with their airlines due to improve safety procedures

- Only 6 airlines have increased number of fatal accidents in this timespan

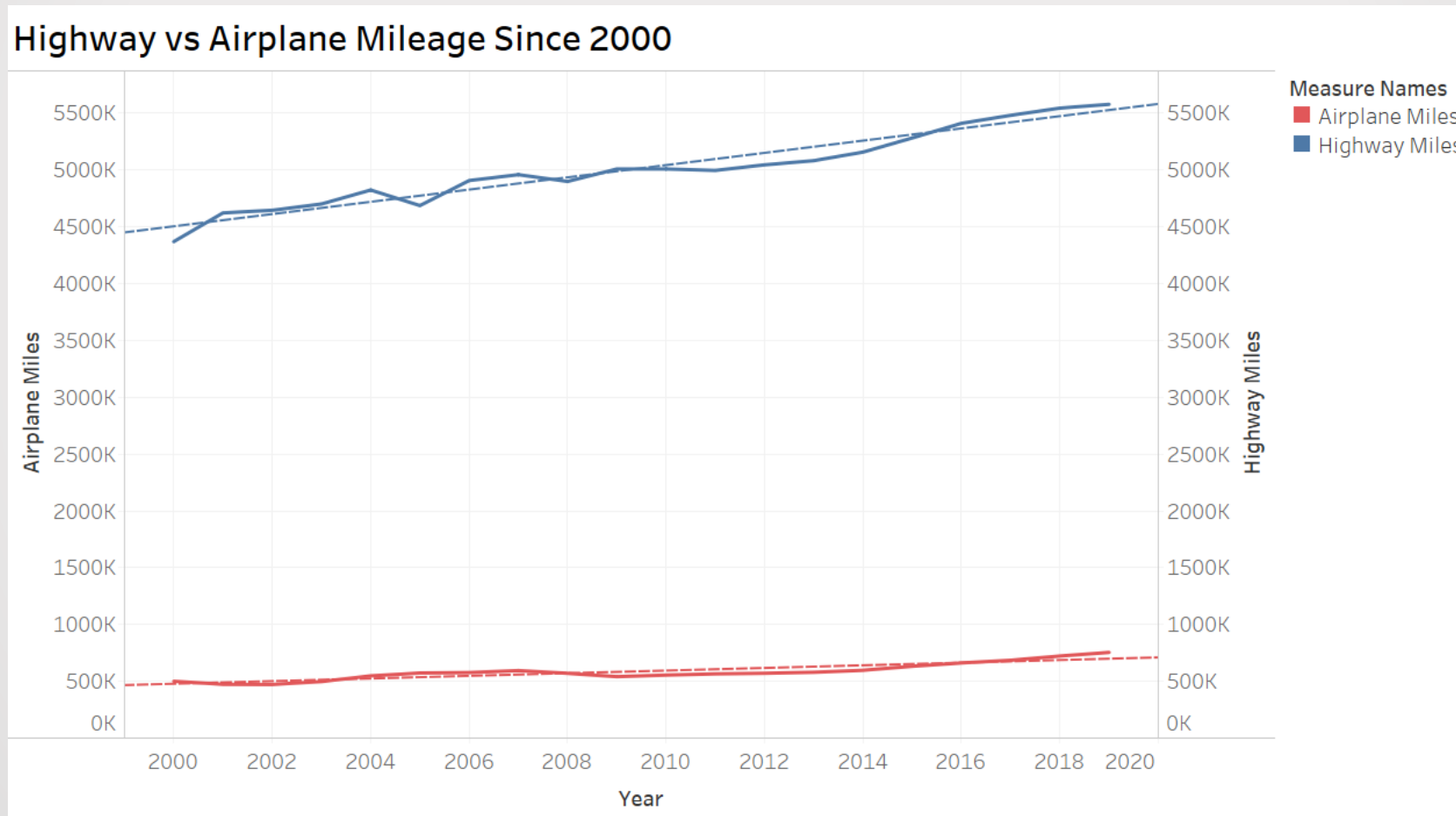
Airline Stock Price

- While correlation does not mean causation, the stock prices have increased along with flight safety
- The more consumers feel our product is safe, the more likely they will continue to fly, so it's important to emphasize how safe it is to travel by flying versus other modes of transportation



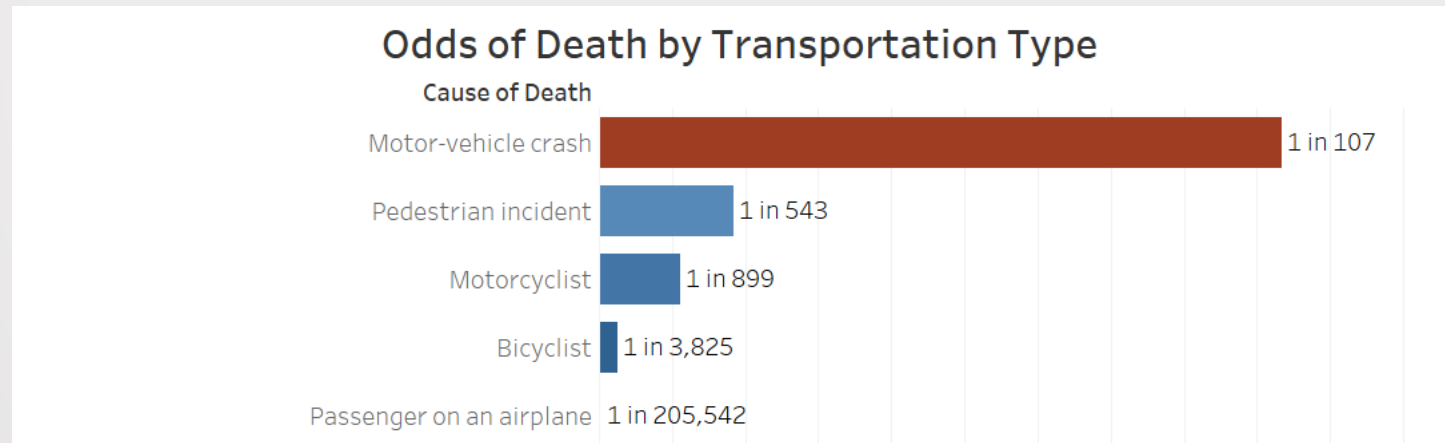
Comparison to Other Travel Methods

While more miles are traveled every year on the road versus the air, they both share similar trends in increasing usage since 2000



Comparison to other Travel Methods

- However, air travel is much more safe than driving and other forms of travel
- While airplane accidents are more likely to be covered in the news, statistically it is still the safest form of travel
- 2019 data shows that compared to other transportation types, it is by far the safest mode of transportation for passengers



Summary

- While there has been some recent negative press, the data shows flying is safer than ever
- More people are using our product to travel every year, and it's important we highlight even with more miles traveled in the air, there are less incidents and fatalities than ever before
- Compared to other modes of travel like driving, flying is a much safer way to get to where you want to go