

# Branch Data Analytics Consultation

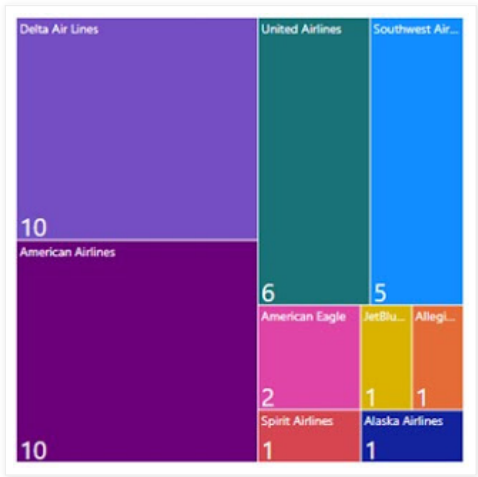
Friday, February 5, 2021

## Overcoming Media-Induced Fear to Put Passengers Back in the Air

People stopped flying after 9/11. The broadcast of the search for MH370 off the coast of Australia went on for weeks. The only headlines and photos that could knock COVID-19 out of top billing in the nation's newspapers were those about Kobe Bryant's death in a helicopter accident. All of this leaves up to 40% of Americans with some form of flying-related anxiety. (Deane, 2020).

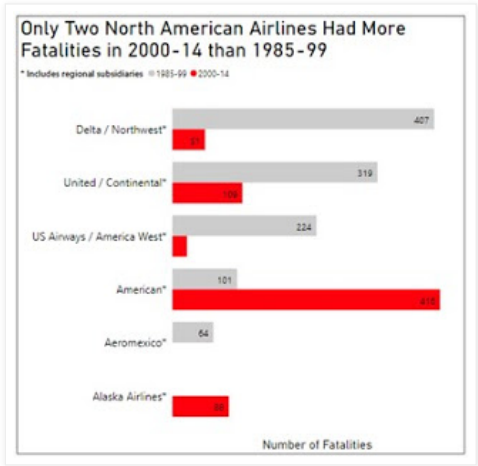
### Is the fear justified?

When we look at the facts related to passenger airline fatalities, we find very few reported fatal incidents involving major domestic carriers.



source: <https://aviation-safety-net/database>

While the events and subsequent fatalities of 9/11 show as outliers on the charts, deaths are down in North America.



source: [data/airline-safety at master · fivethirtyeight/data · GitHub](https://github.com/fivethirtyeight/data)

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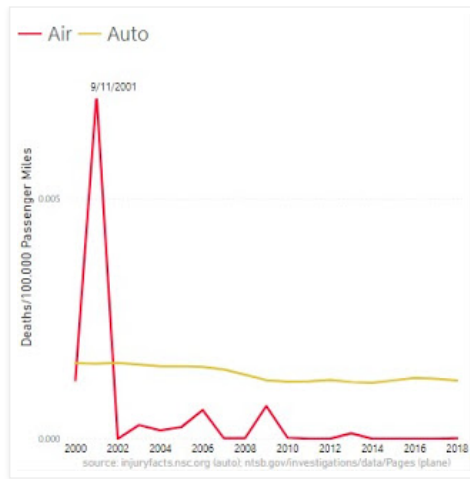
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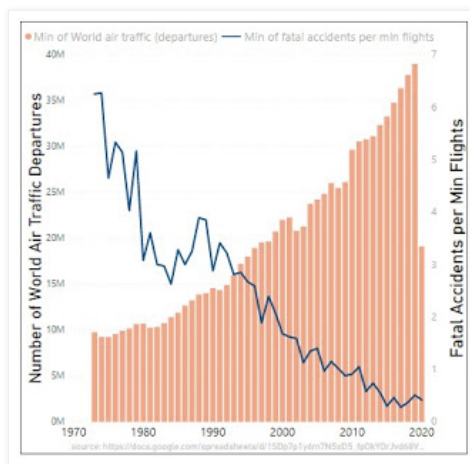
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sources: auto data - [injuryfacts.nsc.org/motor-vehicle/overview/introduction](https://injuryfacts.nsc.org/motor-vehicle/overview/introduction)

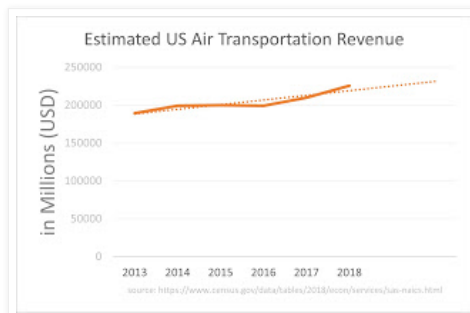
aviation data - [nts.gov/investigations/data/Pages/Data\\_Stats.aspx](https://www.nts.gov/investigations/data/Pages/Data_Stats.aspx) - Table 5

And worldwide, the number of flights has *increased* while fatal accidents have *decreased*.



### What does the future hold?

So now, when passenger air travel and many other industries find themselves struggling to remain viable, what gives us reason for hope? When we look at industry revenue projections (without COVID-19), they looked great.



We have learned from recent years that when air travel plummeted, it quickly rebounded. The green arrows in the chart below indicate the quick resurgence of air travel following two national crises.



source: <https://www.bts.gov/content/us-passenger-miles>

### Don't let a crisis go to waste!

Given the safety facts and industry projections, and given that a record number of people are not flying "due to COVID," and understanding that fear of flying is *not correlated* with increased risk, but with *emotion*, we are faced with an *unprecedented opportunity* to increase our market share.

Pulling unique travelers permanently is astonishingly hard to accomplish during normal times. We need to go out on an all-out marketing blitz; "We care about YOU!" The goal will be to permanently pull 'one-airline' travelers from our competitors. The method will be to focus on COVID safety measures, such as

- brag about HEPA filtration
- mandate crew vaccinations
- test all ground and flight crew weekly
- unlimited leave for symptomatic staff
- explain enhanced cleaning technologies
- BLOCK middle seats and do NOT charge more

We need to advertise these things so anxious business travelers on the fence about flying will chose *our* airline during COVID times. Some of them are going to remain with us once COVID is over.

### References/URLs

Deane, S. (2020, September 29). *Fear of Flying Statistics (2020 Data)*. Stratos Jet Charters, Inc. <https://www.stratosjets.com/blog/fear-of-flying-statistics-trends-facts/>.

<https://aviation-safety-net/database>

[data/airline-safety at master · fivethirtyeight/data · GitHub](https://github.com/fivethirtyeight/data/tree/master/airline-safety)

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[ntsb.gov/investigations/data/Pages/Data\\_Stats.aspx](https://www.ntsb.gov/investigations/data/Pages/Data_Stats.aspx) - Table 5

[https://docs.google.com/spreadsheets/d/1SDp7p1y6m7N5xD5\\_fpOkYOrJvd68V7iy6etXy2cetb8/edit#gid=1448957446](https://docs.google.com/spreadsheets/d/1SDp7p1y6m7N5xD5_fpOkYOrJvd68V7iy6etXy2cetb8/edit#gid=1448957446)

<https://www.census.gov/data/tables/2018/econ/services/sas-naics.html>


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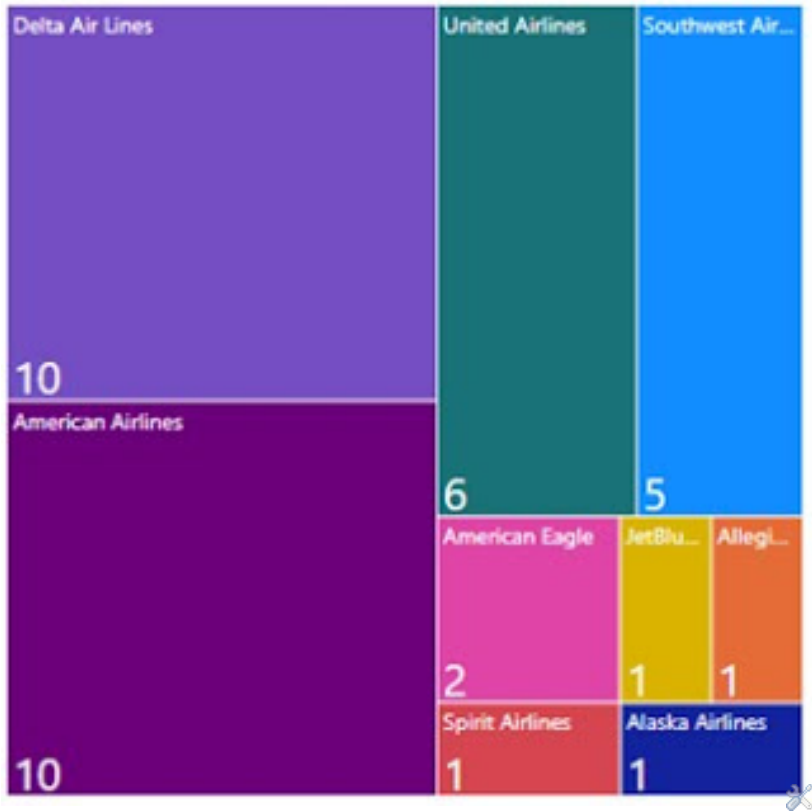
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