

# Southwest Airlines Newsletter

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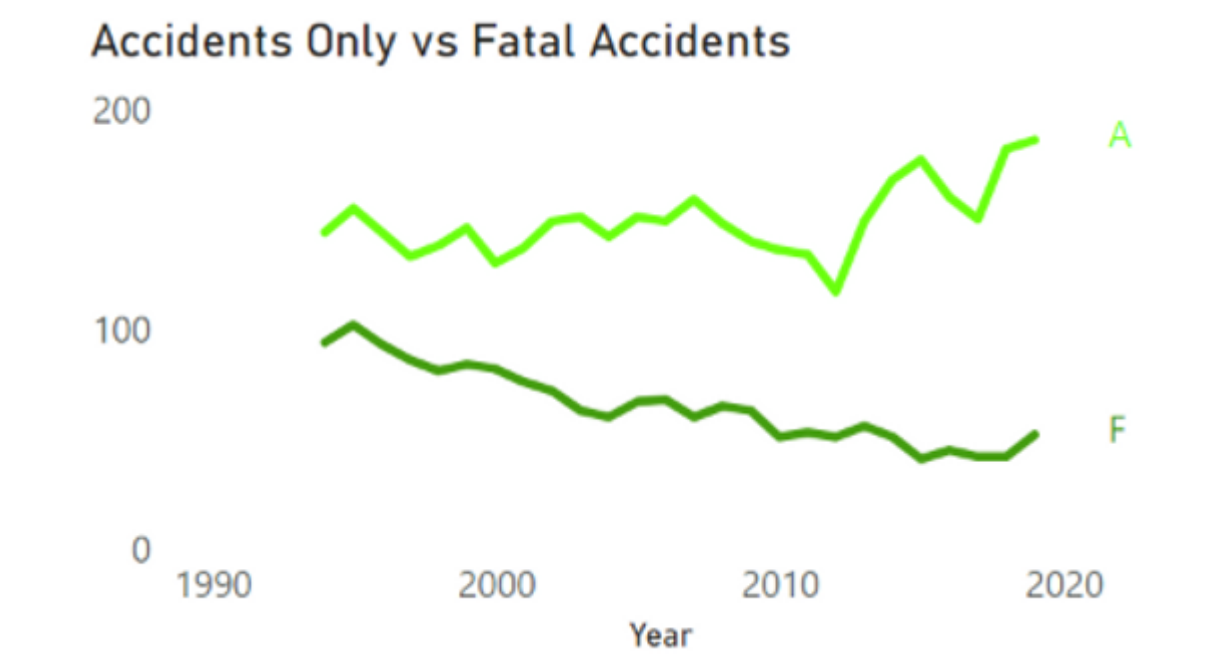
## Should You Fly?

Or is Driving the Way to go?

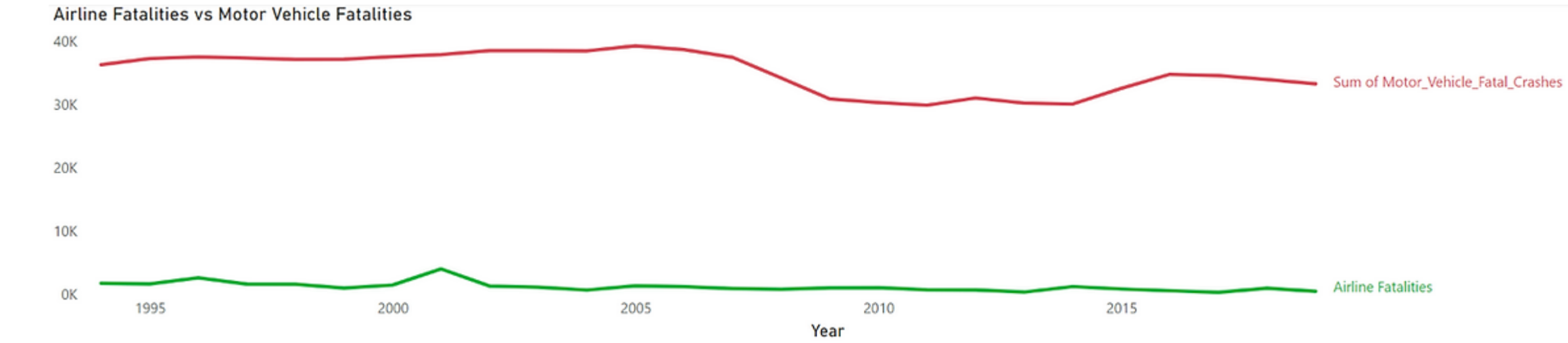
The airline industry has come under scrutiny recently due to the appearance of airplane incidents:

- 14 Jan 2019: A Saha Airlines Boeing 707 crashes at Fath Air Base in Iran, killing 15
- 10 Mar 2019: Shortly after taking off from Addis Ababa, Ethiopian Airlines Flight 302, crashes near the Ethiopian town of Bishoftu, killing 157.
- 4 Oct 2019: Ukraine Air Alliance Flight 4050 crashes on approach to Lviv Airport, killing 5.
- 19 Oct 2019: Alaska Airlines Flight 3296 crash landed at Unalaska Airport killing 1.

In addition, the global pandemic of Covid-19 has caused alarm as to the safety of airline travel. The question we need to ask ourselves: Is airline travel truly one of the most dangerous ways to travel?



If you decide not to fly, then perhaps the safest bet would be to drive wherever you needed to. But wait a minute--what do the numbers suggest when it comes to motor vehicles and their safety? It appears that being in a motor vehicle carries its own set of risks as well. If you compare the number of fatalities associated with motor vehicles with airline fatalities, the numbers paint quite a different picture:

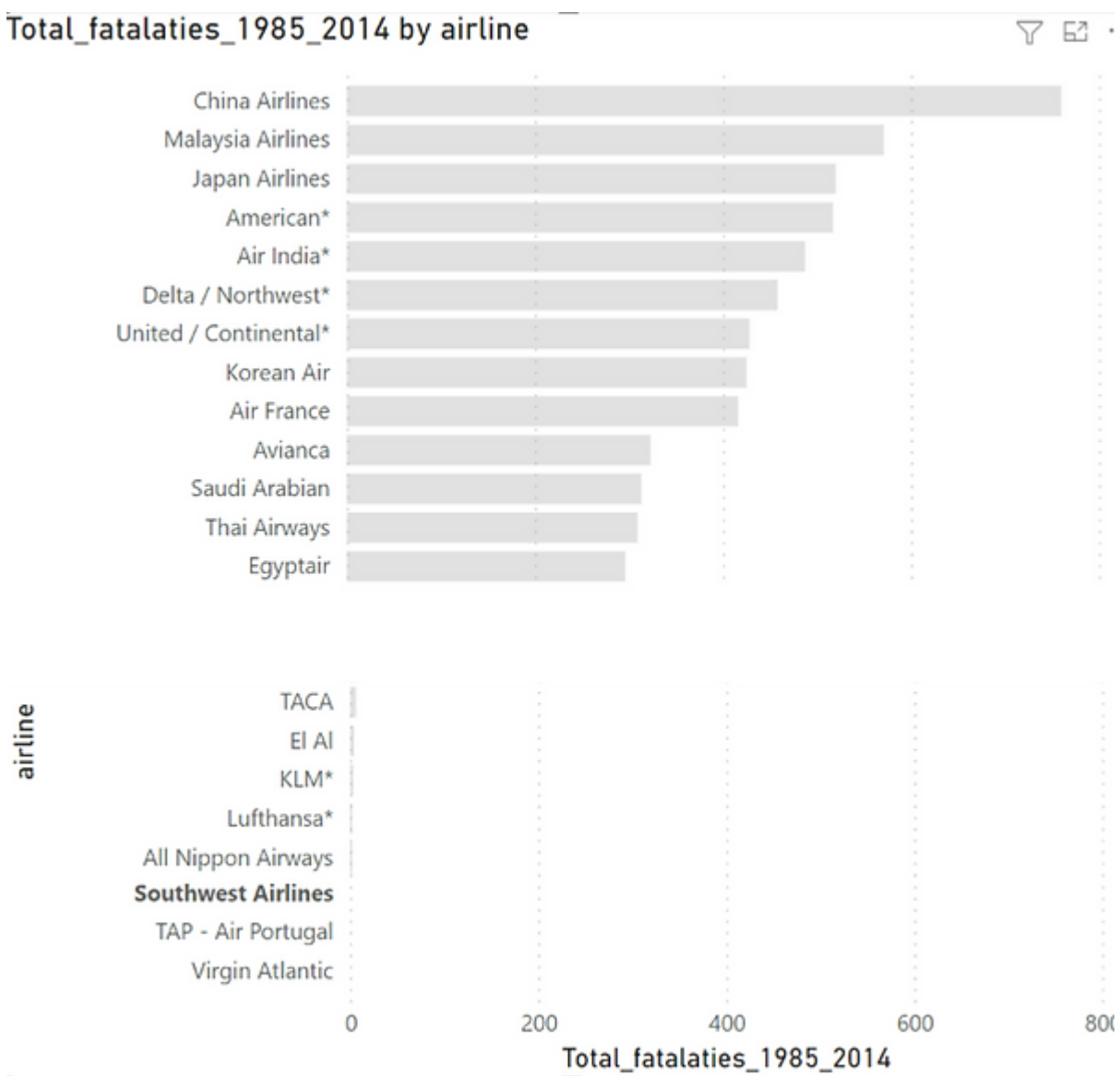


To put this into context, from 1994 to 2019, on average there are 35,000 motor vehicle related fatalities in the United States every year. That's a fatality every 15 minutes. Your airline company does not seem to be as dangerous anymore when this is taken into consideration. If we buy into the belief that airline travel is dangerous and completely abandon it, the airline industry may face a situation more dire than what it saw at the height of the Covid-19 pandemic: lost jobs, supply chain issues, and anxiety due to not being able to travel.

What is one to do regarding this potential dilemma of airline travel not being safe? Apply the following mantra:

“It’s alright. Hop a flight!”

Consider the best airline company in America--Southwest airlines:



In Southwest's 50 year history, there have been 3 fatalities. That's a fatality every 16 and a half **years**.

You are more likely to die by a meteorite strike (1 in 250,000) than you are by an airplane crash (1 in 11 million).

It's alright. Hop a flight!

