

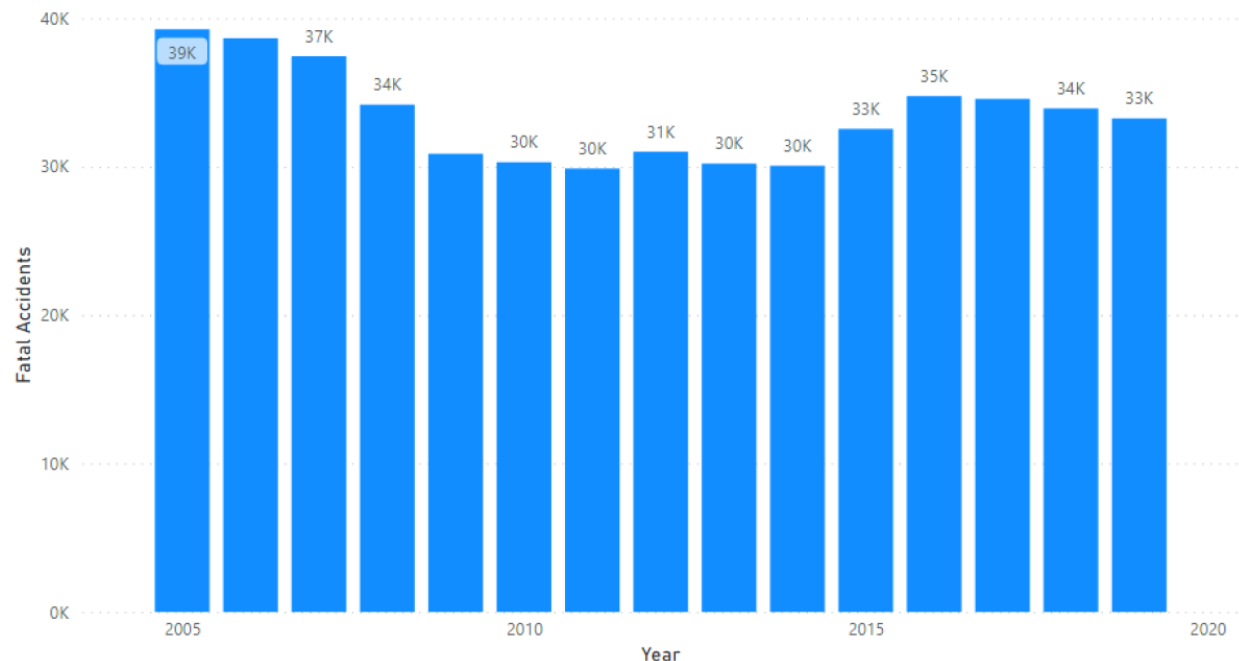
### Project Task 3: Blog Post

*Now's the Time to Make Lasting Memories Forever, for a Fraction of What it Used to Cost.* After what we've all experienced the past year, there isn't a better time to plan a family trip or a get together with friends to get away from the noise of everyday life. With our continuously updated Covid guidelines, flying to your next destination has never been safer.

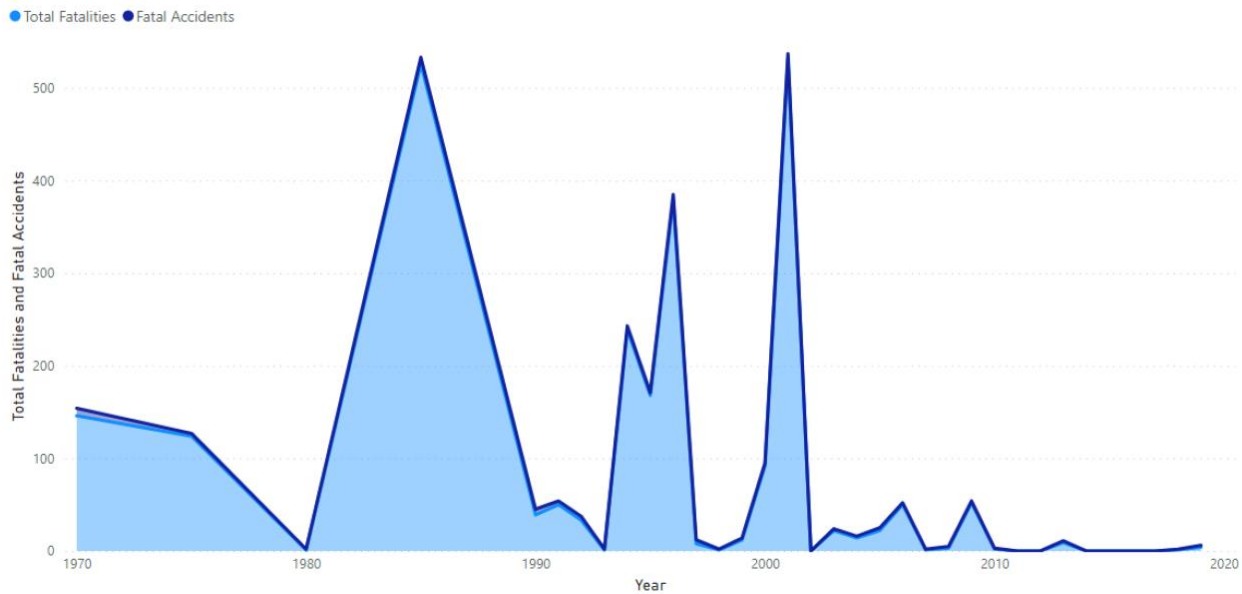
#### *Why choose to fly?*

Flying allows you to spend the most amount of time at your chosen destination and is a much safer way to travel than other means. On average, there are around 32,000 fatal automobile accidents every year. Comparatively, since 2005, there have been 16 such incidents related to airline travel. As our roads become more and more congested, flying to your desired destination will allow you to spend that time relaxing poolside instead of stuck in traffic.

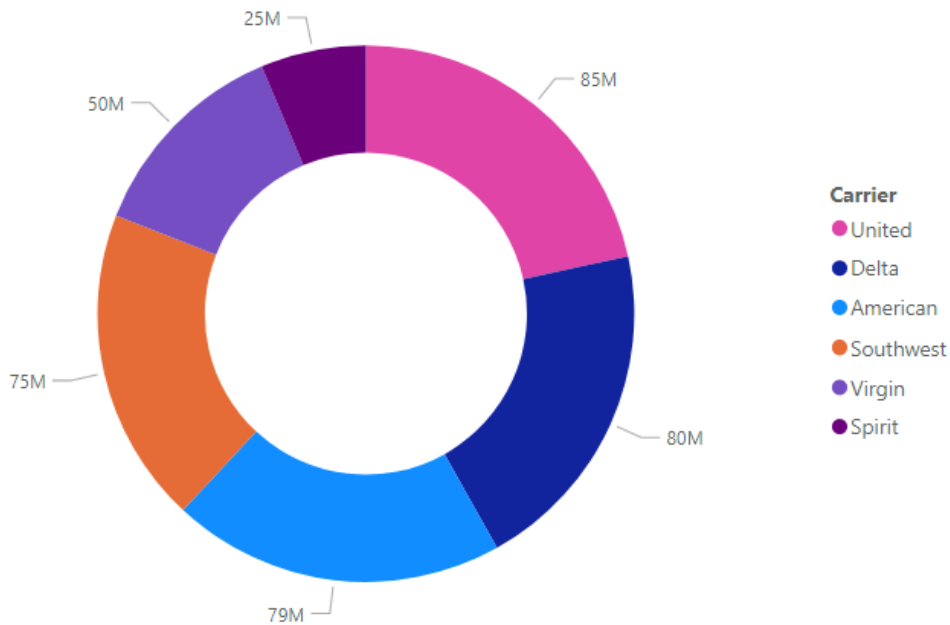
Fatal Automobile Accidents by Year



Your safety is our utmost priority and we've increased our safety budget over the years to ensure we have the most up to date equipment and safety features. An accident aboard any one of our carriers or any domestic carrier for that matter is extremely rare and virtually non-existent the last 10 years.



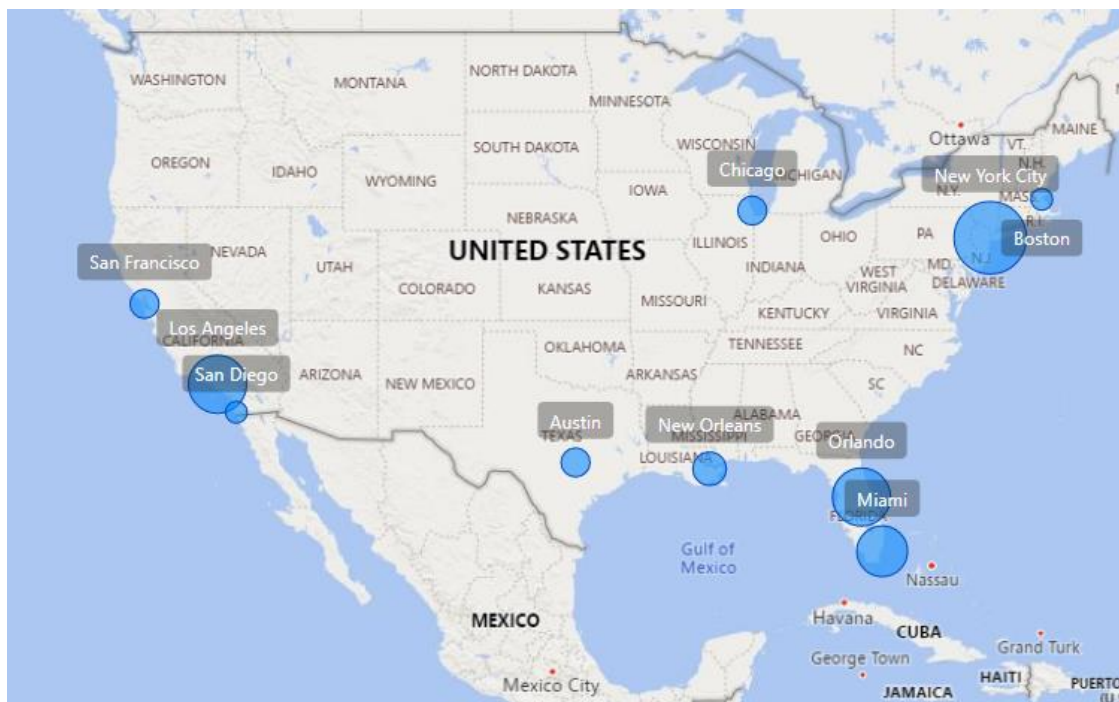
Domestic airline carriers have been able to maintain remarkably low fatality numbers due to their constant expenditures and investment into technological advances that are geared towards improving safety. In 2021, the amount spent by each airline is shown below:



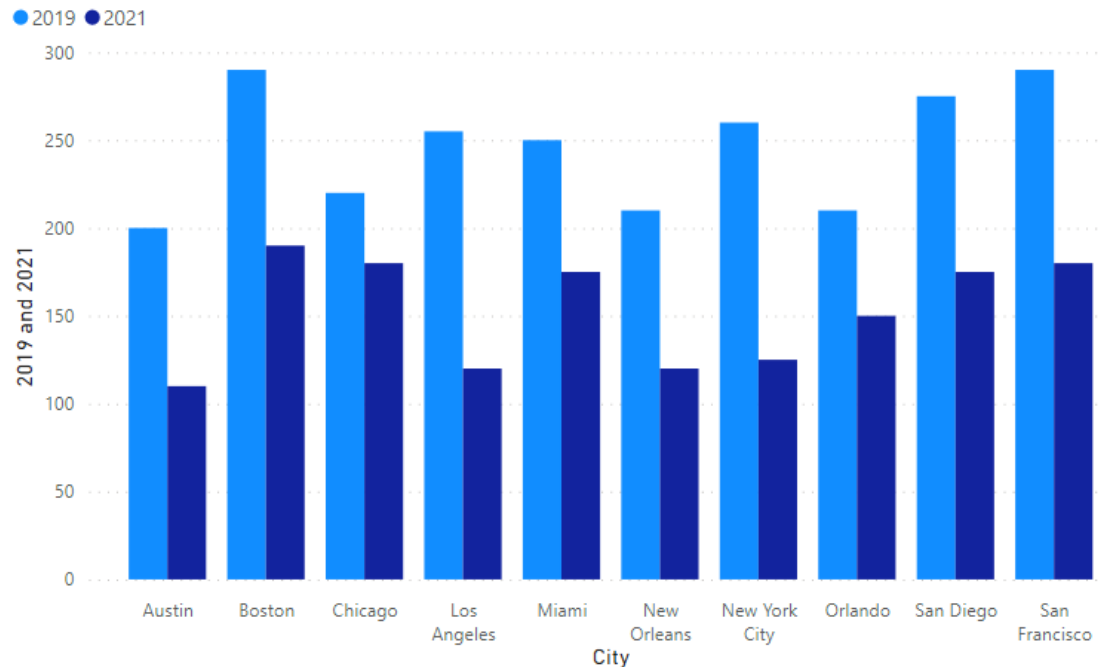
This represents a large percentage of our budget and outlines how committed we are to maximizing the safety of everyone who has entrusted us with their lives. Fear for your safety should never be a concern when you're on vacation and we will continue to do everything to make sure it stays that way.

## *Where to Go?*

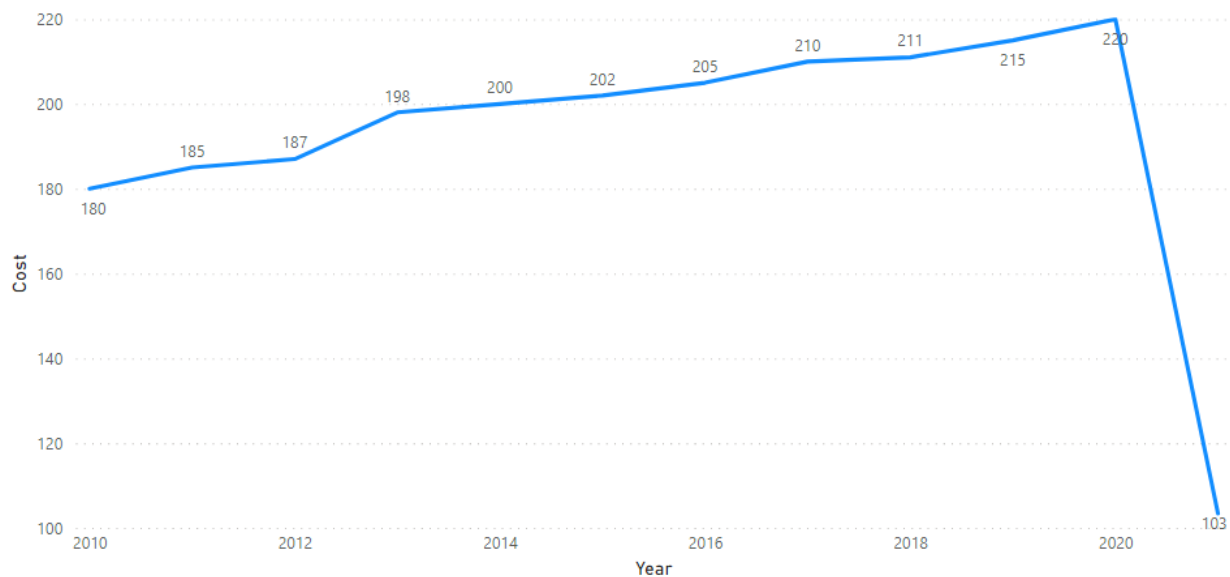
Now that we've gone over some reservations that you may have had about traveling through the air, let's decide where your next destination should be. Travel has picked up since the start of the year and just in case you needed any ideas of where to go next, these locations are currently the most popular. The coastal cities are seeing an uptick in visitors due to the great weather and ability to stay outdoors during these trying times.



To go along with safety, it has also never been this cheap to fly. Across the nation, ticket prices for all the major airlines are down across the board. Ticket prices that used to cost upwards of \$250 are now costing mid-\$100s. I've included a snapshot of average ticket prices to the current top 10 most visited cities this year and the flight costs from Dallas at this time compared to a year ago.



Ticket prices to these popular destinations are down an average of 30% compared to this same time in 2019. These cities have taken the necessary COVID precautions and have maintained policies that ensure you will be safe and won't hamper your stay at all. Flight prices aren't the only travel expenses that have decreased. The average hotel room has also gone down compared to previous years as well.



Hotel rooms have never been this cheap as illustrated above with the average cost of a room in some areas now only costing \$103 a night. The previous 10-year average for a hotel room across the United States was closer to \$192. As we get closer to adjusting back to normal life, these prices will surely follow, so now is the best time to take advantage of all these great offers.

## *Conclusion*

At a time where we are consumed with the chaos of daily life, it's important to take a moment to create lasting memories for yourself and your family. Let us lessen your burden of transportation and we'll repay that trust by getting you exactly where you want to go safely and timely. We understand that you have many options when deciding where or how you want to travel, so we appreciate the opportunity you've provided us with.

Sources:

[Statistics](#), Bureau of Aircraft Accident Archives

[Airline Safety](#), Aviation Safety Network

[Fatality Analysis Reporting System \(FARS\)](#), NHTSA