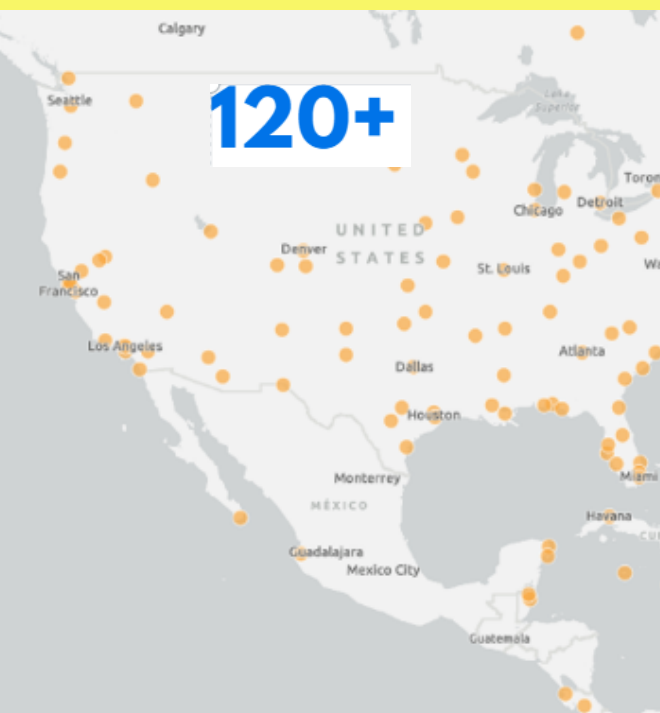


FLY SOUTHWEST



Travel Destinations

Including international services to Aruba, Montego Bay, Hawaii, Jamaica, Bahamas, and so on. Domestic travel includes favorite destinations to 11 cities in Florida, 13 in California, 6 in New York, 10 in Texas, and the list goes on all over continental US

Budget Friendly

- Average ticket price of \$140 is unbeatable
- No baggage fees - one free carry on and 2 free check-in bags.
- Southwest's low fare calendar lets you leverage even much lower prices during low season dates

\$140



Best Service

- Southwest's high customer satisfaction rating is 78, above industry average by 2 points.
- Refundable tickets option allows customers to cancel and apply the value of the ticket to future travel
- Live agent customer service representatives are available to assist you 24/7.

Safest Travel

- Commercial airlines are the safest method of transportation and are heavily regulated
- In 2018-2022, the 5 year average was one accident every 0.81 million flights! This number here speaks for itself.
- Go ahead and book your ticket with Southwest Airlines.



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INFOGRAPHIC RATIONALE:

- The pro-airline stance continues with this project. Used a blue and yellow theme to match Southwest airlines real world theme. Not sure if this has potential to raise a copyright issue in a real-world situation. Also included Southwest's real contact information
- I included a spatial map of their destinations to make it easy on the customer and to capture their attention to the many possibilities. To this I added a screenshot with the number 120+ in the middle of the map to capture the user's attention with the magnitude of choices available. Also, this is the first point of discussion for the same reason
- Next I tackle the budget issue with a graphic of \$140 average ticket price in big letters as a selling point
- Next I add customer satisfaction rating to show the user what the industry average is and where Southwest ranks as a selling point. A smiling face visual is included to drive the point home
- The issue of safety is briefly discussed last on purpose, so as to first show the user the benefits as a selling point. Its still brought to the table to win the user with real stats of how low accidents are and how regulation helps maintain this status thus should not be a show stopper for travel.

References:

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[satisfaction-index-for-southwest-airlines-us/](https://www.statista.com/statistics/422062/american-customer-satisfaction-index-for-southwest-airlines-us/)