*Ruth Maina; DSC640 Week 7 & 8; Feb 4, 2024 ; 4.3 Project Task 3: Blog Post*

**BLOGPOST:**

**Are you ready for a memorable vacation you so much deserve? Look no further. Southwest airlines has you covered in all aspects!**

If you are a busy parent like me, there’s just not enough hours on that clock in a day. Between working a full-time job, attending college in the evenings, going to children’s events, and getting dinner on the table, there’s little energy and time left to spend surfing the internet for a family vacation deal. Furthermore, negative news on airline safety, along with corona virus and increased inflation has made it impossible to take vacations. However, where there is a will there is a way! That is why Southwest Airlines is committed to bringing vacations back to the table.

As a frequent Southwest flyer, I have done some research on all airlines and have discovered 5 reasons why you should choose them over other airlines.

* You will get [**121 destinations**](https://www.southwest.com/route-map-list-view/?clk=RTMAPLIST) to choose from, 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:

A map of the united states

Description automatically generated

* If you’re on a budget, look no further. Southwest’s [**low fare calendar**](https://www.southwest.com/air/low-fare-calendar) lets you leverage lower prices for low season dates. In 2021, their average ticket price of **$140 is unbeatable,** and it always comes with one free carry on and 2 free check-in bags. I often pack so much for the children thus the free baggage is a huge saving! Furthermore, in the event of last-minute unforeseen circumstances, they allow you to cancel and apply the value of the ticket in future travel. What a benefit we all have needed from time to time! See for yourself below snippet displaying Columbus to Atlanta fare prices for February with **tickets as low as $119**:

A screenshot of a calendar

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* Lastly, airline safety has recently been a topic of discussion in the media. However, this should not worry you because **commercial airlines are the safest methods of transportation**. Compared to motor vehicles accidents which cause about 100 deaths per day, the airline average is ~3 per day. Despite this statistic, we brave on and drive our cars daily to work. It’s also important to note that general aviation flights (such as small/personal single engine planes) account for 80% of aviation accidents per NTSB; A potential explanation is due to commercial flights are heavily regulated than general aviation:
* All in all, the numbers here speak for themselves thus negative media should not stop you from flying, vacationing, or continuing to enjoy life while you can. You deserve a memorable vacation. [**Click here**](https://www.southwest.com/html/air/routes/index.html) to book your ticket with Southwest Airlines. Their top-notch live agent customer service representatives are available to assist you 24/7.

**BLOGPOST RATIONALE:**

* Included axis labels and legends to increase understanding since this is intended for a general audience. Prior campaigns didn’t include too much annotation since they’re more technical and familiar with the data. For the same reason, the overall format followed a descriptive nature and more emotion to appeal to the reader. The content in prior campaigns also had more numbers than verbiage
* Continued to use the blue/gray theme in the visuals to enhance consistency in the charts since it’s appealing and has a professional look overall.
* I also chose to include a price ticket table direct from Southwest to emphasize the low prices. This has been included in the reference thus there should not be an ethical implication unless the prices drastically change for the worse in which the reader could interpret the change in varied ways.

**References:**

Wikipedia (2024, Jan 1). *List of Southwest Airlines destinations.*

<https://en.wikipedia.org/wiki/List_of_Southwest_Airlines_destinations>

SWA (n.d). Low Fare Calendar. <https://www.southwest.com/air/low-fare-calendar/select-dates.html?adultPassengersCount=1&currencyCode=USD&departureDate=2024-02-04&destinationAirportCode=ATL&originationAirportCode=CMH&passengerType=ADULT&promoCode=&returnAirportCode=&returnDate=2024-02-04&tripType=roundtrip>

SWA (n.d). Southwest Airlines Route List. <https://www.southwest.com/route-map-list-view/?clk=RTMAPLIST>

Other links:

[*https://www.ntsb.gov/safety/data/Pages/AviationDataStats2018.aspx*](https://www.airsafe.com/events/models/rate_mod.htm)

[*https://www.ntsb.gov/safety/data/Pages/Data\_Stats.aspx*](https://www.airsafe.com/events/models/rate_mod.htm)

[*https://www.airsafe.com/events/models/rate\_mod.htm*](https://www.airsafe.com/events/models/rate_mod.htm)

[*https://pilotinstitute.com/aviation-accident-causes/*](https://pilotinstitute.com/aviation-accident-causes/)

[*https://www.psbr.law/aviation\_accident\_statistics.html*](https://www.psbr.law/aviation_accident_statistics.html)

[*https://en.wikipedia.org/wiki/Motor\_vehicle\_fatality\_rate\_in\_U.S.\_by\_year*](https://en.wikipedia.org/wiki/Motor_vehicle_fatality_rate_in_U.S._by_year)