

Executive Summary

In light of recent news involving airline fatalities, an analysis of airline safety and security of the market is in order. To predict how our airline may react to the recent news, we can look at two airlines who faced the worst possible scenario. On September 11, 2001, two United Airlines flights and two American Airlines flights were hijacked by terrorists and all onboard, and many on the ground, perished. Following this incident, both airlines made a full recovery surpassing their pre-accident revenues within 5 years. Looking at the rest of the airline industry following 2001, where 6 total fatal accidents took place, both total revenues and total passengers saw steady growth. The only dip occurred during the recession in 2009. Outside of the market, general apprehension towards airline flight will need to be addressed by communicating the facts. Mile for mile it can be seen that there are far more driving accidents and driving fatalities than airlines. Even in 2001, the airline's worst year in terms of fatalities and accidents, there were 15 times more fatal accidents per 100 million miles traveled by vehicle than by airline. To put flight risk into perspective, we can remember that there are far more deaths per year caused by fire, drowning, falls, and poisoning than airline travel.

Data Sources

BTS. (n.d.). *TranStats*. Bureau of Transportation Statistics. <https://www.transtats.bts.gov/>

CDC. (n.d.). *CDC Wonder*. Centers for Disease Control and Prevention. <https://wonder.cdc.gov/>

MIT. (n.d.). *Revenue and Related*. Global Airline Industry Program.
<http://web.mit.edu/airlinedata/www/Revenue&Related.html>

NHTSA. (n.d.). *National Statistics*. National Highway Traffic Safety Administration. <https://www-fars.nhtsa.dot.gov/Main/index.aspx>

NTSB. (n.d.). *Data & Stats*. National Transportation Safety Board.
https://www.nts.gov/investigations/data/Pages/Data_Stats.aspx