

Responding to Unruly Passengers

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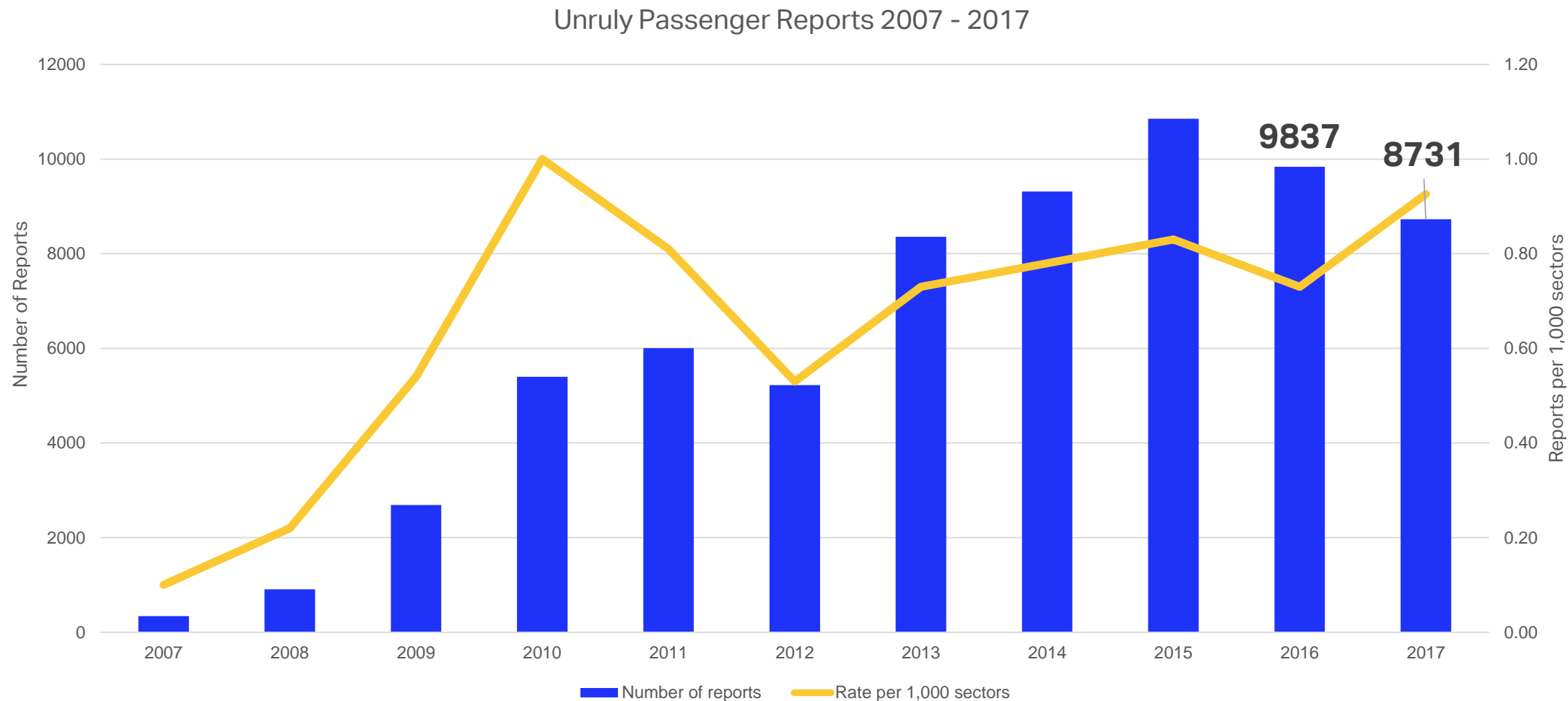


1 incident every
1,053 flights

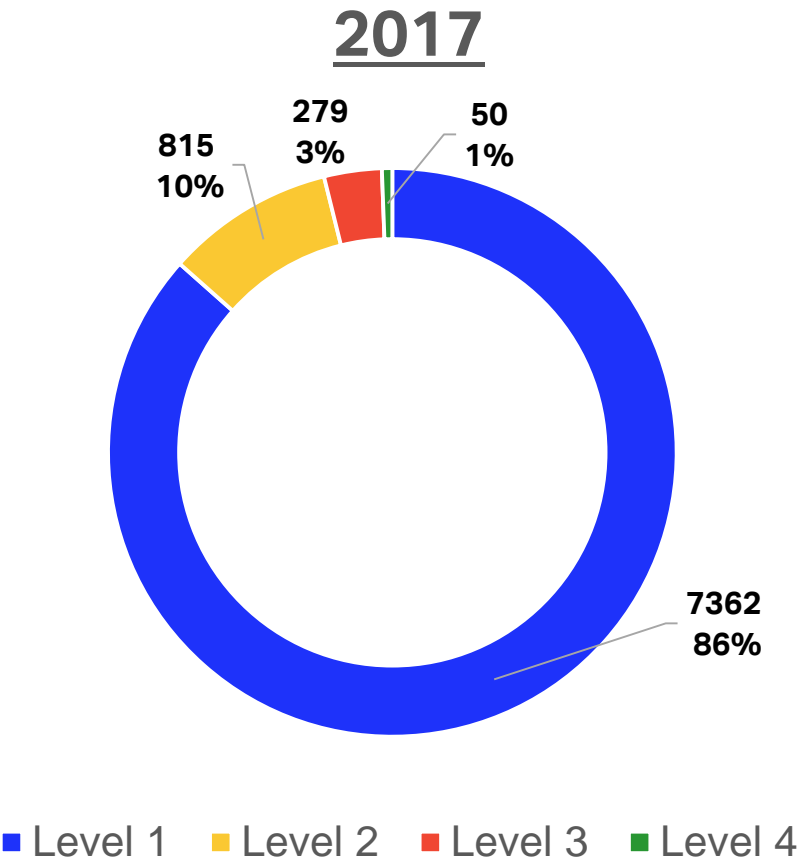
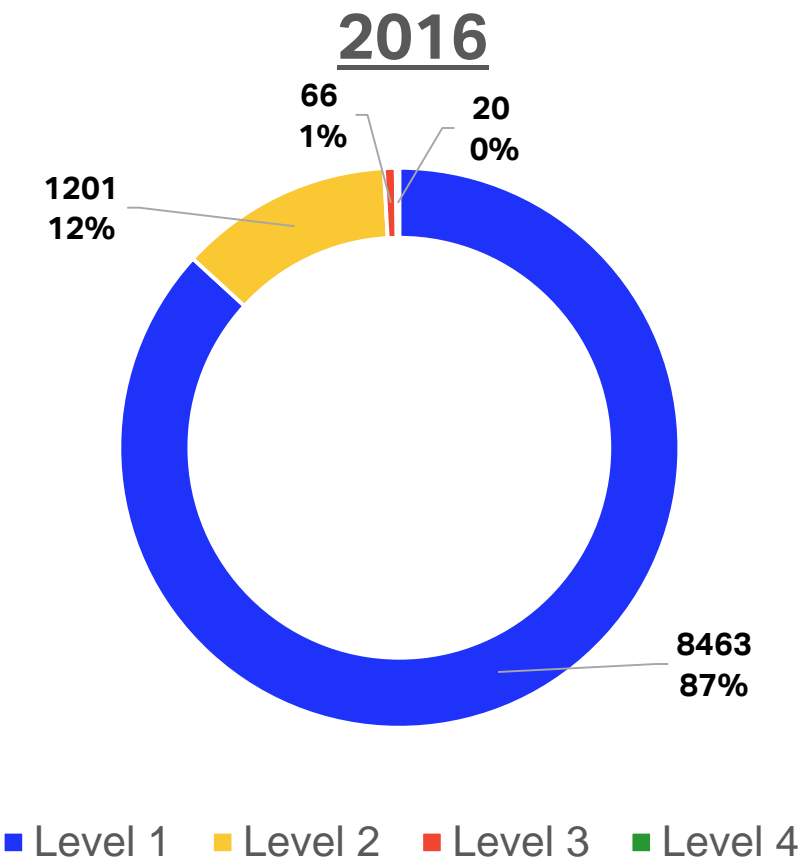
(2016: 1 every 1,424
flights)



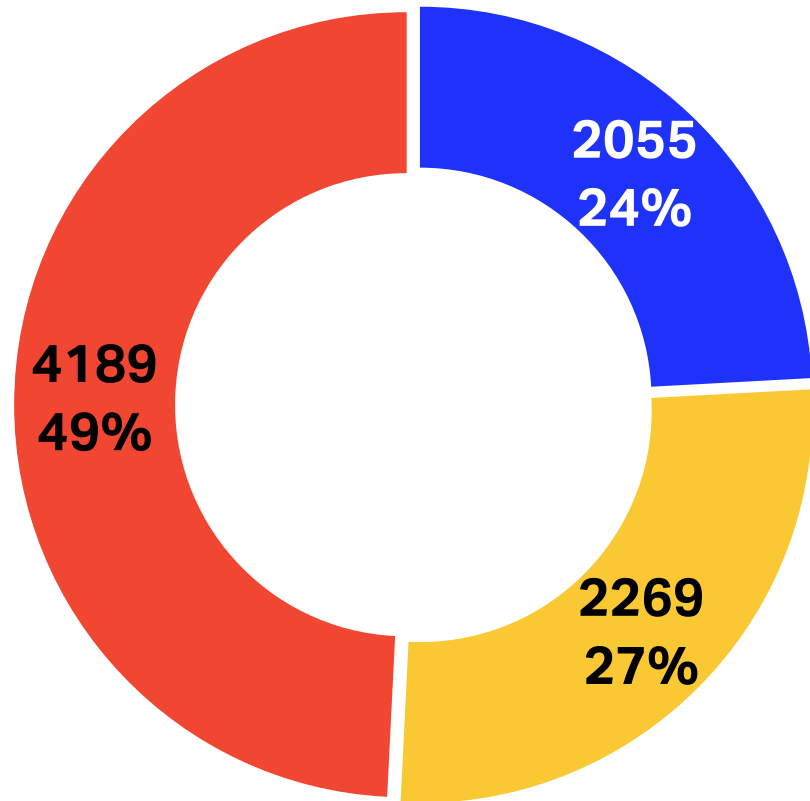
Unruly Passenger Reports 2007-2017



Levels of unruly behavior



Top 3 On-board Issues - 2017



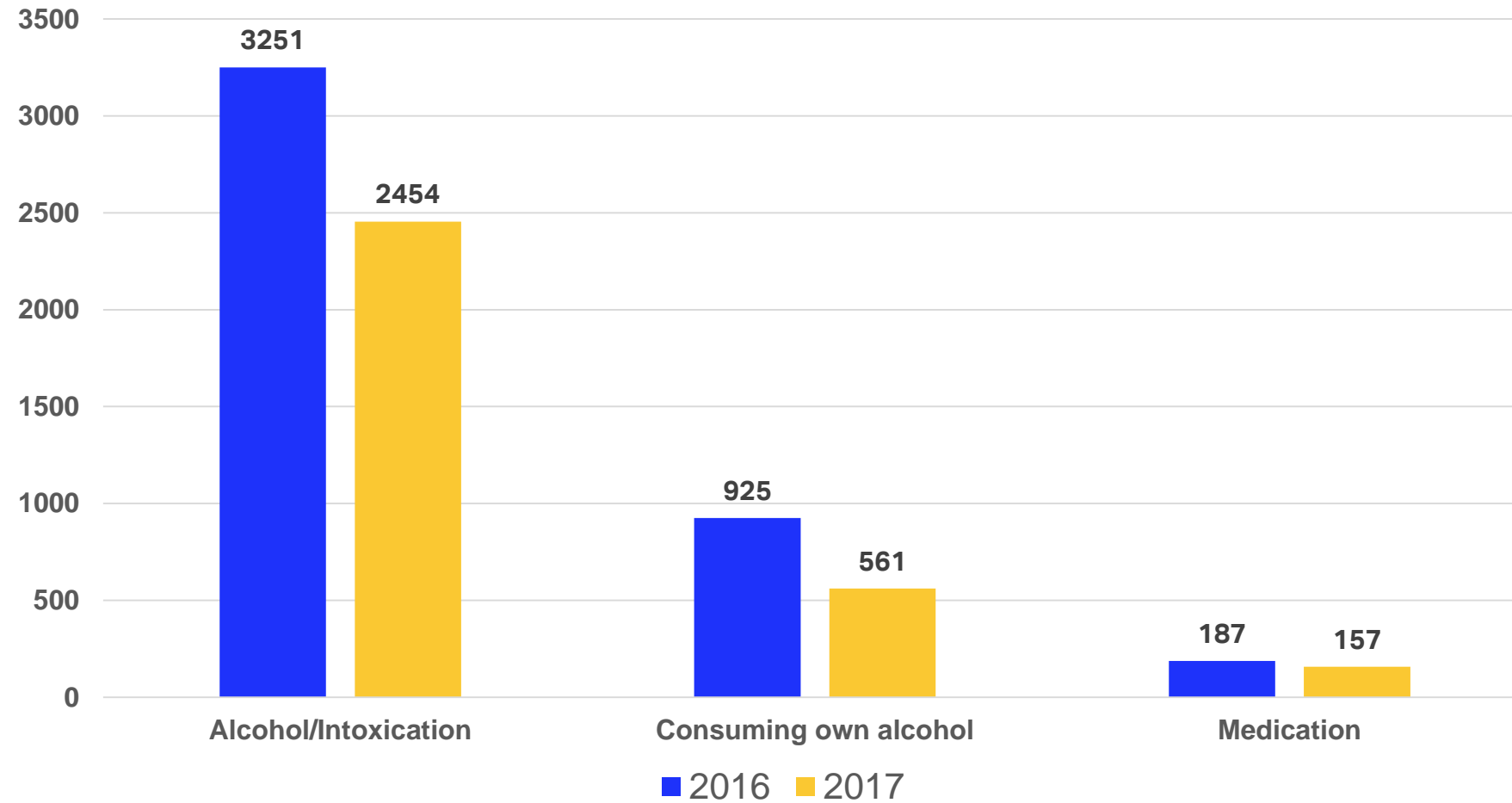
■ Non-Compliance with smoking regs

■ Alcohol/intoxication

■ Non-compliance with other safety regulations



Intoxication



One Too Many Campaign - UK

- 325% rise in reported incidents*
 - 2013: 98 reports
 - 2017: 417 reports
- Alcohol intoxication - a key trigger

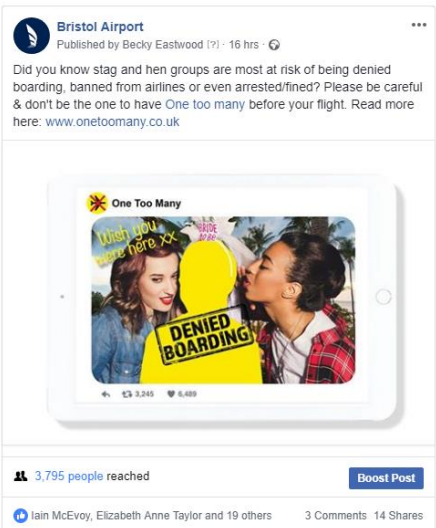
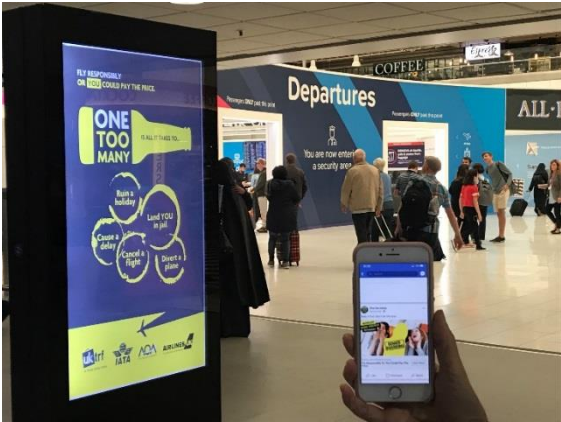
* UK Civil Aviation Authority



Objectives

- Launch a consumer education campaign to inform passengers of the consequences of disruptive behaviour at airports and aboard aircraft.
- **Key areas of focus:**
 - Summer holiday travellers
 - Passengers within specific age demographics
 - Passengers travelling on routes where incidents have previously occurred
- **Three deployments:**
 - Physical presence in participating airports and food and beverage outlets
 - Social media channels – Instagram, Facebook, Snapchat
 - Traditional media outreach – TV, radio, print

Physical and online content



Focus for 2019

- Promote One Too Many and the UK Industry Code of Practice as examples of best practice – assess potential application in other locations (e.g. Balearic Islands)
- Joint Europe-wide passenger education campaign with European Aviation Safety Agency (EASA)
- Continued promotion of the Montreal Protocol 2014 (MP14) and ICAO Guidance

Deterrent – Montreal Protocol 2014 (MP14)

- 22 States required to bring MP14 in to force
- 17 States (as at 19 February) incl. Singapore
- Expect Malaysia, Turkey and Uruguay in coming days
- Many countries including France, Holland, Spain and UAE are in advanced progress
- 40th ICAO Assembly – a key opportunity
- Strong leadership required from States such as Australia, Canada, China, India, US and UK to ensure we have international uniformity

Prevention + Deterrent =
An even safer and better flying
experience for all



Thank you

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