

Merging of Safety Cultures within Cabin Operations

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Merging Safety Cultures

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Overview

- Alaska Airlines' History
- Virgin America's History
- Safety Culture at Alaska and Virgin America
- The Merger
- Challenges Merging Safety Cultures



Alaska Airlines' History



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1932-1944

Becoming Alaska Airlines



1945 Starliner



1950 Golden Eagle



1951

Spreading our Wings

Seattle



Portland



1969 Golden Samovar



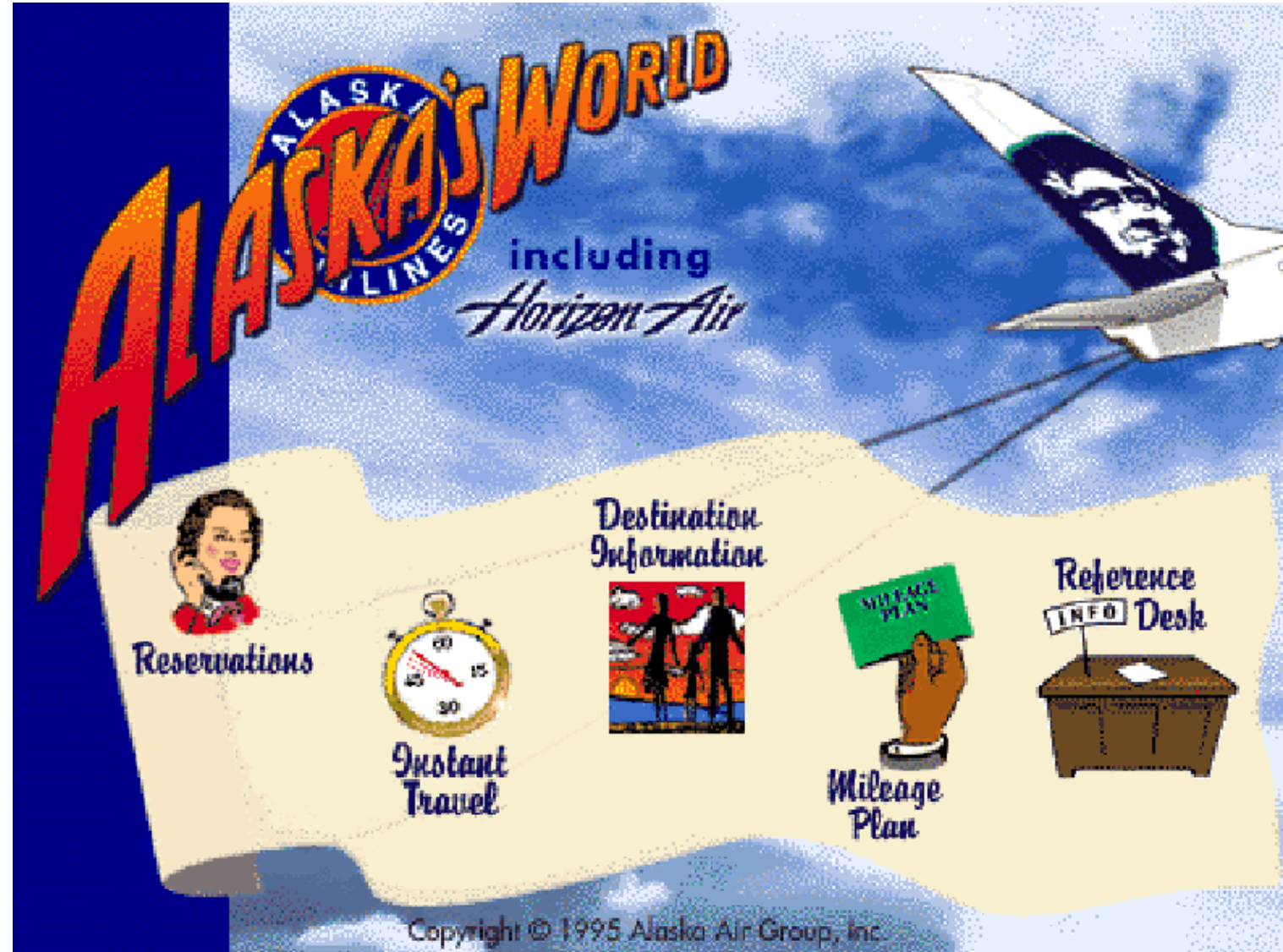
1972 Spirit of Alaska



1980s Route Expansion

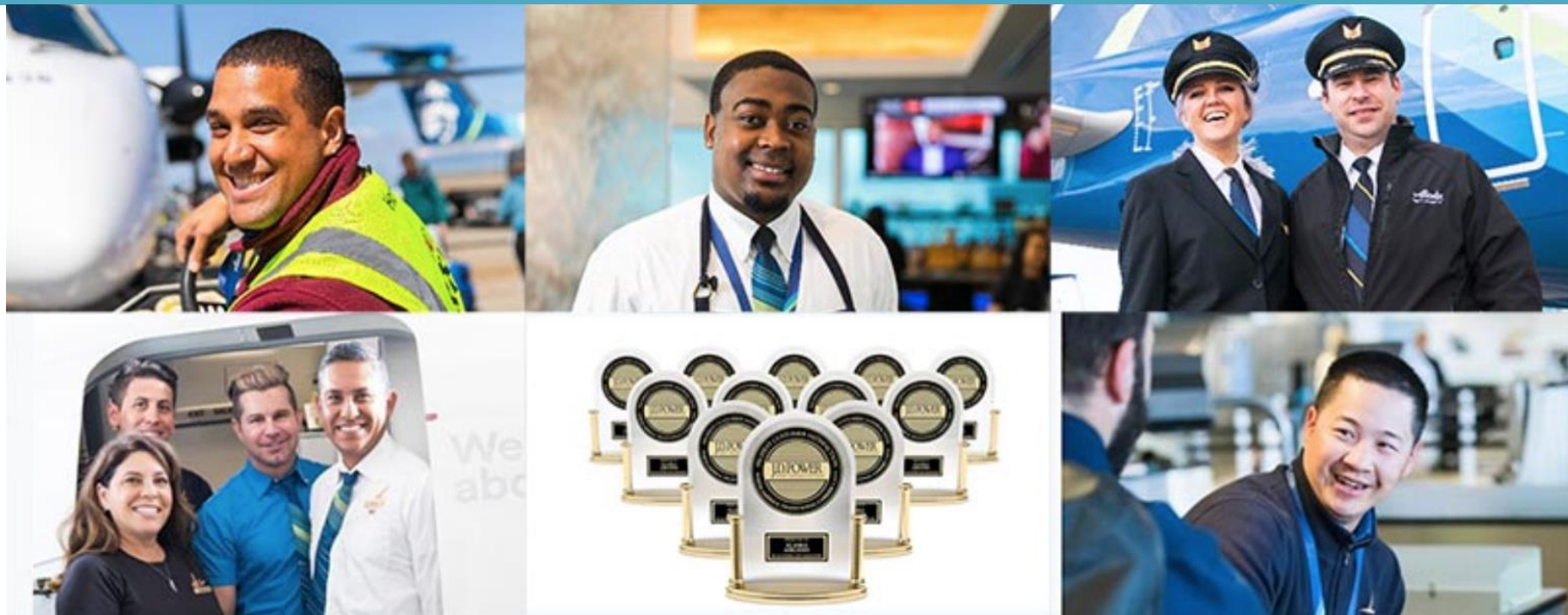


1990s Technological First





2008 Rated Tops



2016 New Look



Virgin America's History



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america



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HAUTE

2



A

END THE POWER STRUGGLE.

OUTLETS AT YOUR SEAT.
THIS IS HOW TO FLY.



TRAVEL+ LEISURE

Virgin America Voted Best U.S.
Airline for 10th Year in a Row



CONDÉ NAST
Traveler





Alaska
AIRLINES

Safety Cultures at Alaska Airlines & Virgin America



Alaska Airlines Flight 261 January 31, 2000

Safety is our top priority,
and it's personal.



Alaska Air Group's Safety Department



AAG SAFETY

SMS Approval



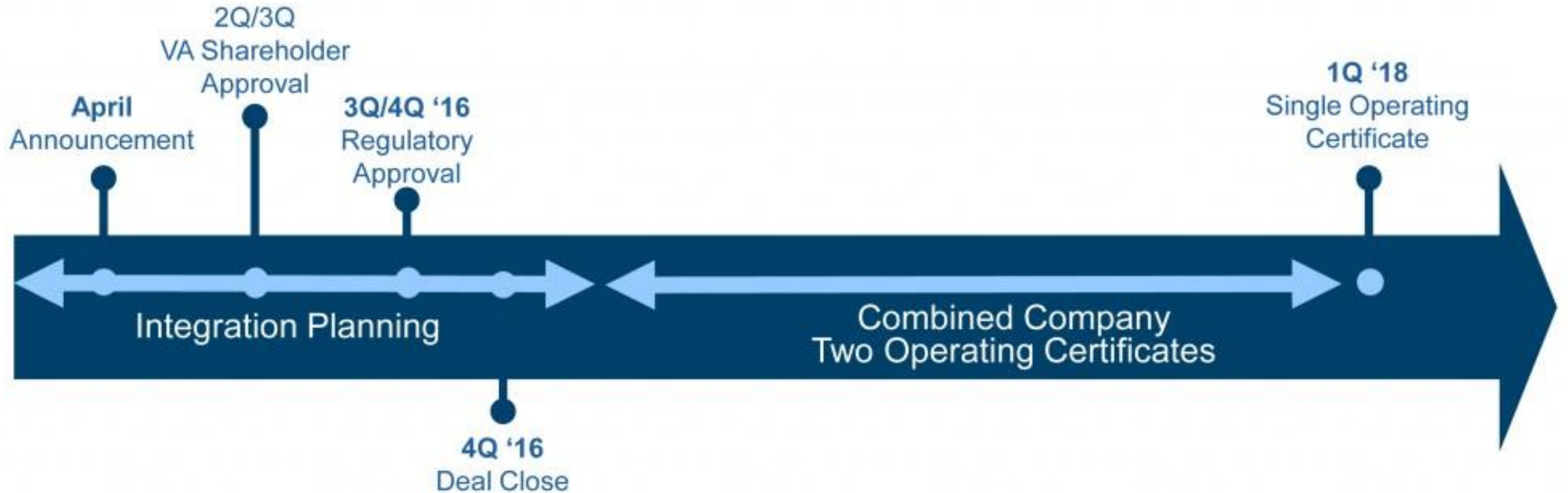
The Merger



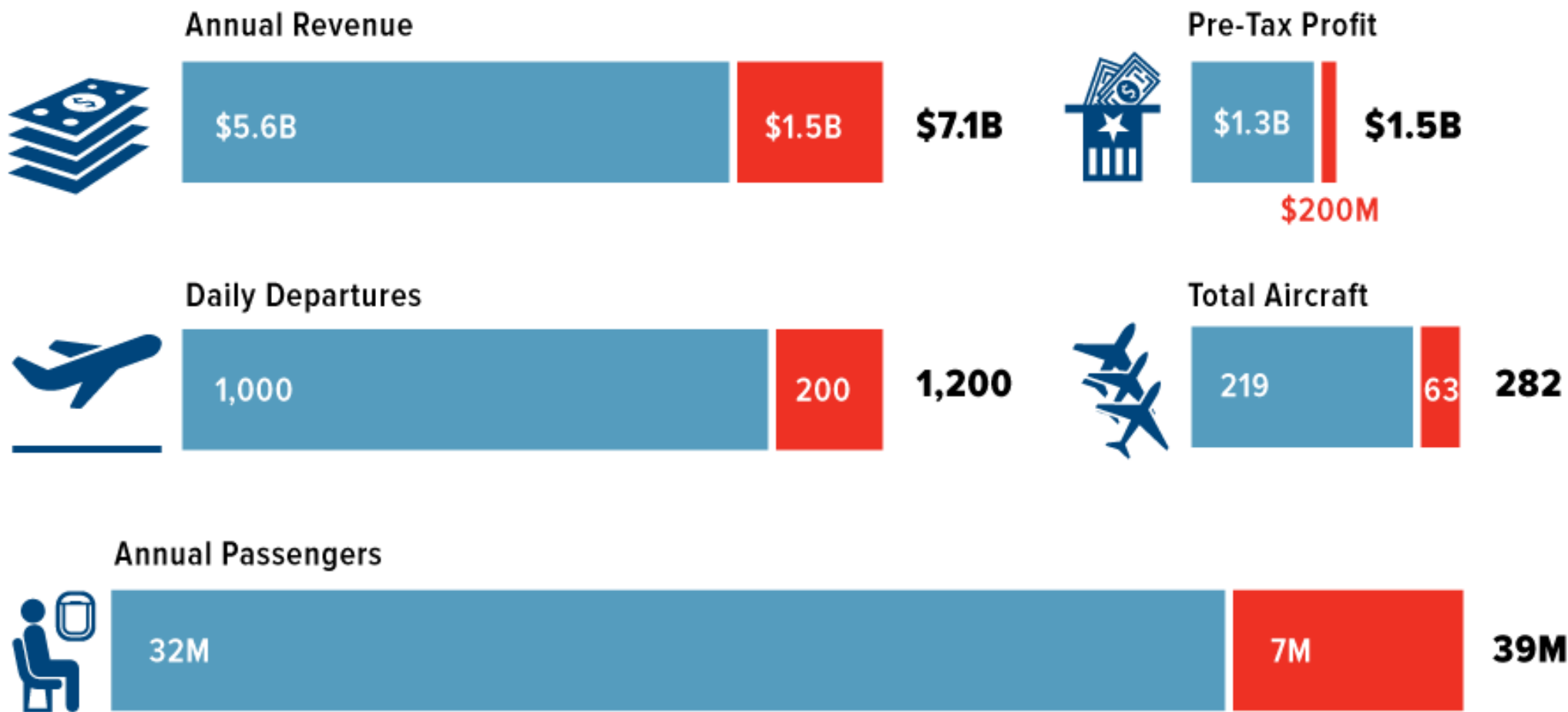
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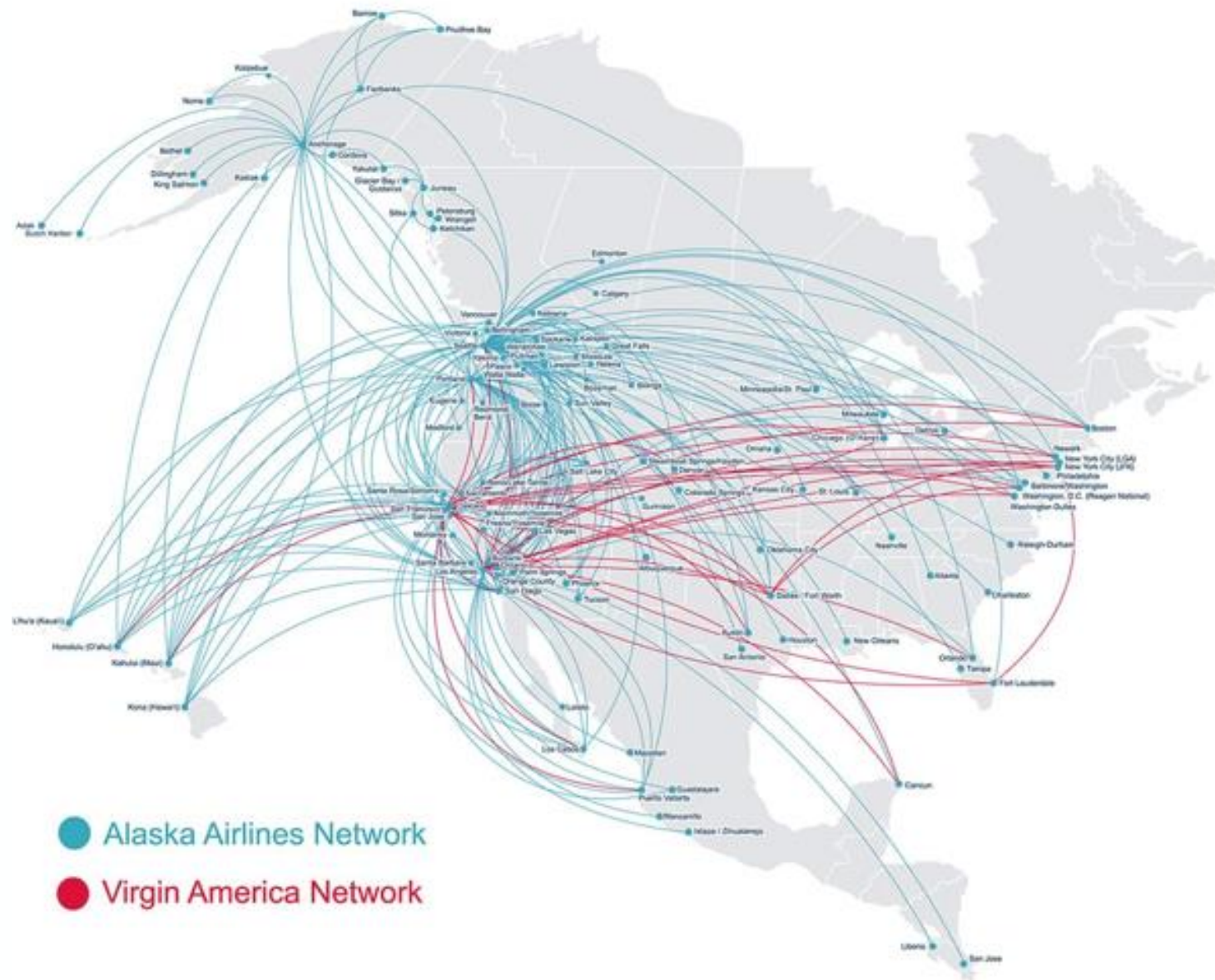
Merger Milestones



Alaska Airlines + Virgin America = One Huge West Coast Carrier



Combined Route Network



Aircraft



143 Boeing 737 Series Aircraft



63 Airbus 320 Series Aircraft



206 Mainline Aircraft





**WE'VE JUST
UPDATED OUR
RELATIONSHIP
STATUS.**

DifferentWorks.com



Labradors and poodles
was an unlikely
combo, too.

Alaska + virgin america DifferentWorks.com



We just added some
razzle to our dazzle.

Alaska + virgin america



**Electricity and guitars
was a surprisingly
great combo, too.**

Alaska + virgin america **DifferentWorks.com**



Different works.

Alaska. +
virgin america



Merging Cultures



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Cultural Adaptation



Merger Word Cloud

Challenges Merging Safety Cultures



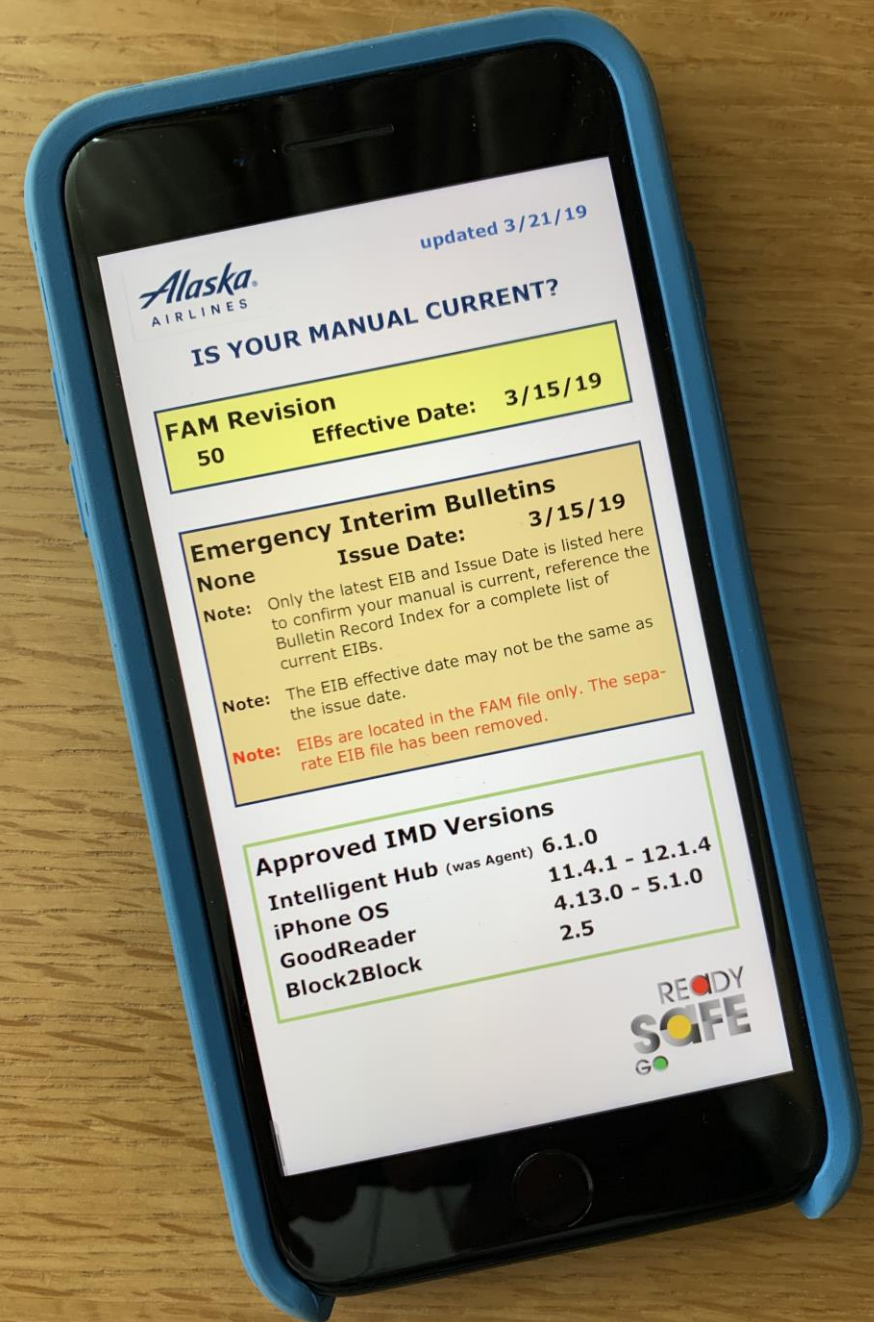
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Historic Pace

Unharmonized Policy & Procedure / Manuals



Changing Roles



Cross-Flying

- Ambassador program
- Cross-flying Hotline
- Aircraft Tours
- Life-sized Door Posters
- Door Review at Training Centers



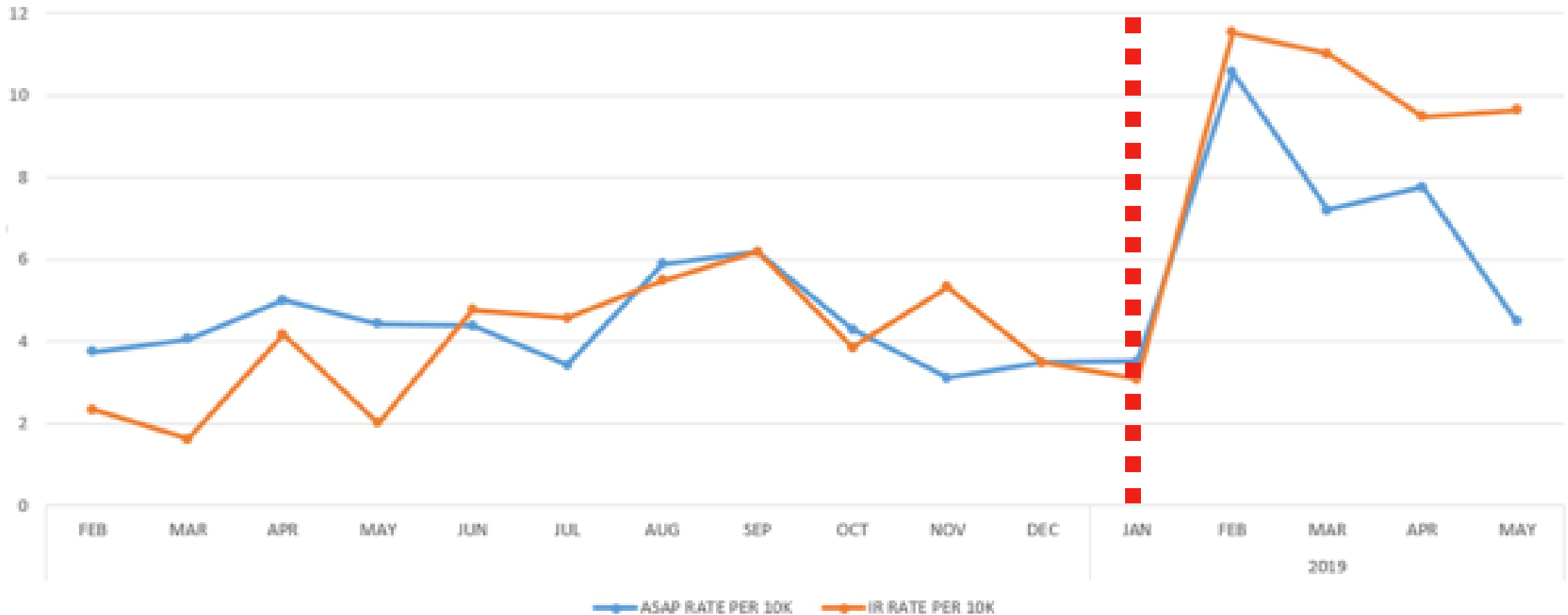


Doors Differences




Door Events per 10K Departures

Start of Cross-Flying





 eat: details

items in cart: 0

[cart](#)



Winter Artisan Cheese Plate (Travel Light)

\$7.50

Beecher's Flagship cheddar, fontina, and brie cheeses served with dried fruit and gluten-free crackers. Contains: dairy. Calories 490, Fat 27g, Carbohydrate 44g, Protein 18g

[add to cart](#)

[continue shopping](#)

[checkout](#)

[send to another seat](#)

Virgin's Service Delivery

Alaska
AIRLINES



Alaska's Service Delivery



Galley Configurations & Catering Models



Reporting Cultures

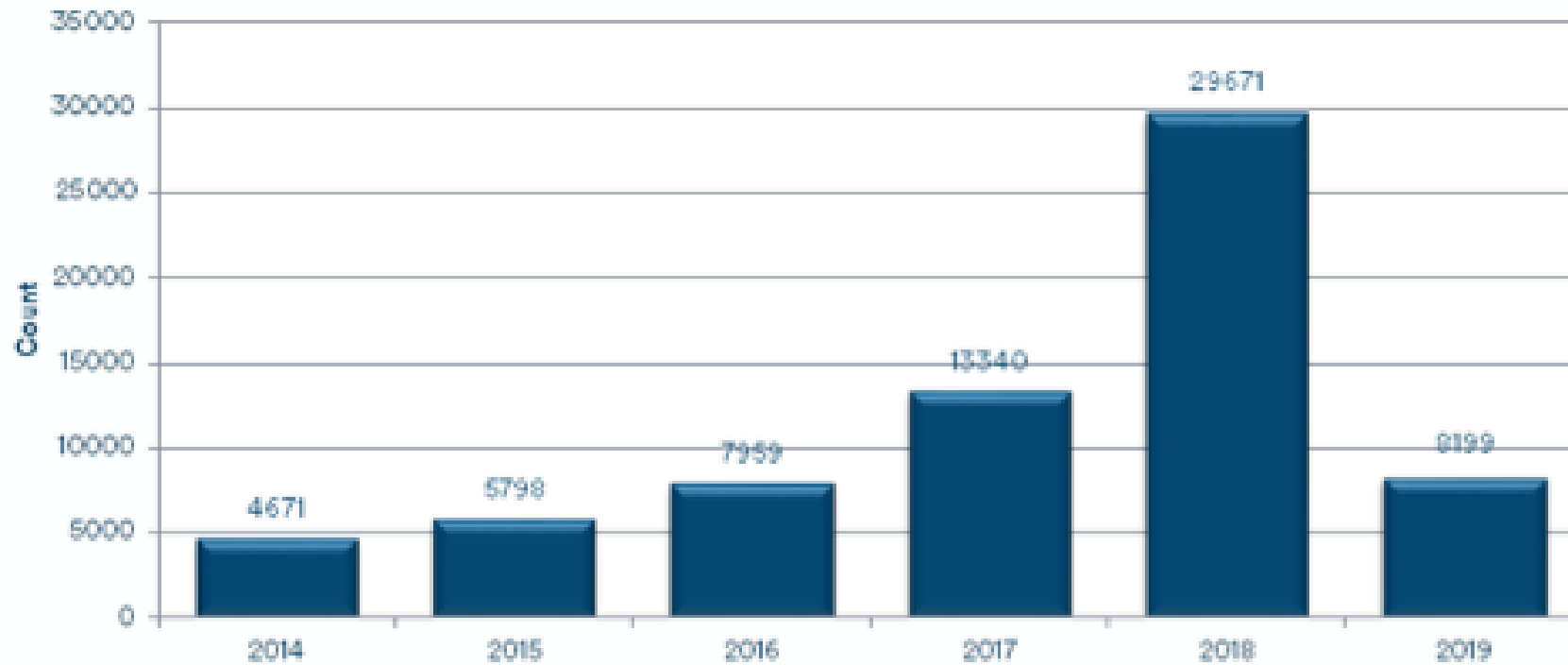


Report It! for Inflight

Inflight report type descriptions

- A Animal/Pet**
Emotional support animals, pet in cabin, service animals
- C Catering/service interruption**
Service disruptions (turbulence-related or other), insufficient service items, catering/FAB issues
- E Equipment/system odor**
Equipment malfunctions or issues (aircraft or ground), onboard air quality/odor
- P Passenger compliance/exit row**
Bag storage, lap child/infant, minimum crew, PED, seat assignments, seat belt, seat position, exit row seating, child restraint system
- M Passenger disruption**
Unruly passenger, smoking/alcohol incidents, law enforcement issues
- D Passenger dissatisfied**
Food or drink, employee behavior, amenities, flight delay, passenger of size, other customer behavior, seating issue
- I Passenger illness/injury**
Onboard or terminal passenger illness or injury, inflight medical emergency, paramedics meeting flight, onboard medical assistance
- S Station operation**
Issues with station operations, overnights, hotels, shuttles, crew lounge, security checkpoint, de-icing, airstairs, jetways
- O Other event**
Cabin events, security events, unaccompanied minor issues, all other events

Reporting Trends



A foggy road with yellow double lines and bare trees in the background.

The Unforeseeable

Better Together



Alaska Today



44+ million
CUSTOMERS



115+
DESTINATIONS



23,000+
EMPLOYEES



1,200
DAILY FLIGHTS

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