



Fly Right this Summer

2023 Campaign Brief

Collaborating together to manage the risk of unruly passengers by preparing our organisations, our staff and our passengers.



Managing the challenge of unruly passengers

The key messages for organisations

The safety and security of both passengers and crew is our top priority in aviation. However, the rising number and severity of unruly passenger incidents pose a major risk to the safety and well-being of everyone onboard, as well as to staff members working on the ground.

It is important to collaborate between national authorities, airlines, airports and other organisations to tackle this pressing issue.

This is what your organisation can do:

- Unite for Success: Collaborate, Communicate, and Conquer - Join the aviation industry in setting clear expectations, efficient communication, and effective information sharing. Identify and manage unruly passengers together, avoiding passing the problem to the cabin.
- Empower Your Staff: Equip your staff with the skills and training to handle difficult situations. Detect and mitigate issues early to minimize impact on passengers and crew. Foster collaboration with local police and airport security when necessary.
- Stand by Your Staff: Support your frontline heroes with comprehensive training, including exceptional communication skills. Provide clear expectations, robust procedures, and back their operational decisions. Prioritize their well-being post-event.
- Help Passengers to Fly Right: Prepare your passengers for a smooth journey by sharing practical and relevant information before their flight. Rapidly communicate any delays and explicitly state zero tolerance for misbehavior, which can lead to early termination or prosecution.
- Walk in Their Shoes: Continuously evaluate the passenger journey to ensure consistent messaging, exemplary staff behavior, and reduce stressors that may trigger disruptive behavior. Let empathy guide your approach to create a harmonious travel experience.



Next Steps in the Campaign Launch

What happens next and what you can do to get involved?

We would like as many organisations as possible involved in the "Fly Right this Summer" Campaign. Whether you work for an airline, airport, ground handler, authority and other organisation, you can get involved.

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The timeline is:

- Monday 12th June: Promotion of the campaign to industry and publication of the campaign materials.
- Monday 19th June: Launch of the "Fly Right this Summer" Campaign with the opening webinar "Learning more about the unruly passenger challenge" from 1200 to 1330 CET.
- Wednesday 21st June: Second webinar on "Helping passengers and supporting our staff" from 1200 to 1330 CET.
- Friday 23rd June: Launch of the campaign to the general public - please post to your customers encouraging them to #flyright. Social media posts will be provided in the campaign package on 12th June.

Please contact the EASA Safety Promotion Team for more information via email to safetypromotion@easa.europa.eu or to John Franklin directly on LinkedIn.

Fly Right this Summer

The key messages for passengers

- **Ready for Flight:** Follow our tips for a smooth journey.
- **Be Polite:** Be nice to staff and other passengers.
- **Don't Fight:** Bad behaviour will not be tolerated.



Ready for Flight: Follow our tips for a smooth journey.

- **Pack Smart:** Double-check your baggage allowance and make sure to pack only what you need. Check-in online if you can (screenshot boarding passes) and then keep your travel documents handy!
- **Arrive Early:** Give yourself plenty of time to go through security checks, check-in, and find your gate. Arriving early helps you avoid unnecessary stress and ensures a relaxed start to your trip.
- **Stay Informed:** Keep an eye on your airline's website or mobile app for any updates regarding your flight. Weather conditions, gate changes, or delays can happen, and staying informed will help you plan accordingly.
- **Dress Comfortably:** Opt for loose-fitting clothes and comfortable footwear, especially for long flights. Layers are great for adapting to temperature changes on the plane.
- **Stay Hydrated:** Flying can be dehydrating, so it's important to drink plenty of water before, during, and after your flight. Stay refreshed and avoid excessive caffeine or alcohol intake.
- **Pack Entertainment Essentials:** Pack your favorite book, download movies or music, or bring puzzles and games to keep yourself entertained during the journey.

Fly Right this Summer

The key messages for passengers



Be Polite: Be nice to staff and other passengers.

- **Use Please and Thank You:** Simple words like "please" and "thank you" can make a big difference. Whether it's requesting assistance or receiving a service, polite language shows respect and appreciation.
- **Respect Others:** Airplanes can be crowded, but respecting personal space is crucial. Avoid leaning on or invading someone else's seat, please don't drink too much and be respectful of other passengers, crew and other staff you meet.
- **Practice Patience:** Flight delays, long security lines, or crowded boarding areas can be stressful. Instead of getting frustrated, practice patience and understanding. It helps create a more relaxed atmosphere for everyone.
- **Help Others:** Small acts of kindness can make someone's day. If you see someone struggling with their luggage, offer a helping hand. Holding the door open or assisting with overhead bin space goes a long way.
- **Follow Crew Instructions:** Adhering to the airline's safety guidelines and cabin rules is essential for a smooth and secure journey. The cabin crew are there for your safety.



Don't Fight - Abuse, violence and bad behaviour will not be tolerated.

- **Behave Responsibly:** In the event of any abuse, violence or bad behavior you may be denied boarding and miss your flight.
- **Expect Consequences:** In the worst case you may be subject to legal action or other penalties.