



# Introducing Alaska Airlines

Afeef Louis  
Manager, Network Strategy



Meet *Alaska*



Established in **1932**

**5<sup>th</sup>** Largest US Carrier

Fortune 500 - **\$9B** Market Cap

**290** Aircraft

**118** Destinations

**>1200** Daily Departures

**18,000** Employees



Our Purpose: Creating an airline people love

# Our strategy

## Five focus areas



Be safe and  
On Time



Focus on People



Build a deep,  
emotional  
connection  
with our brand



Defend and grow  
our customer base



Win with  
low costs  
and low fares

# Alaska has been recognized with ten consecutive JD Power Awards...

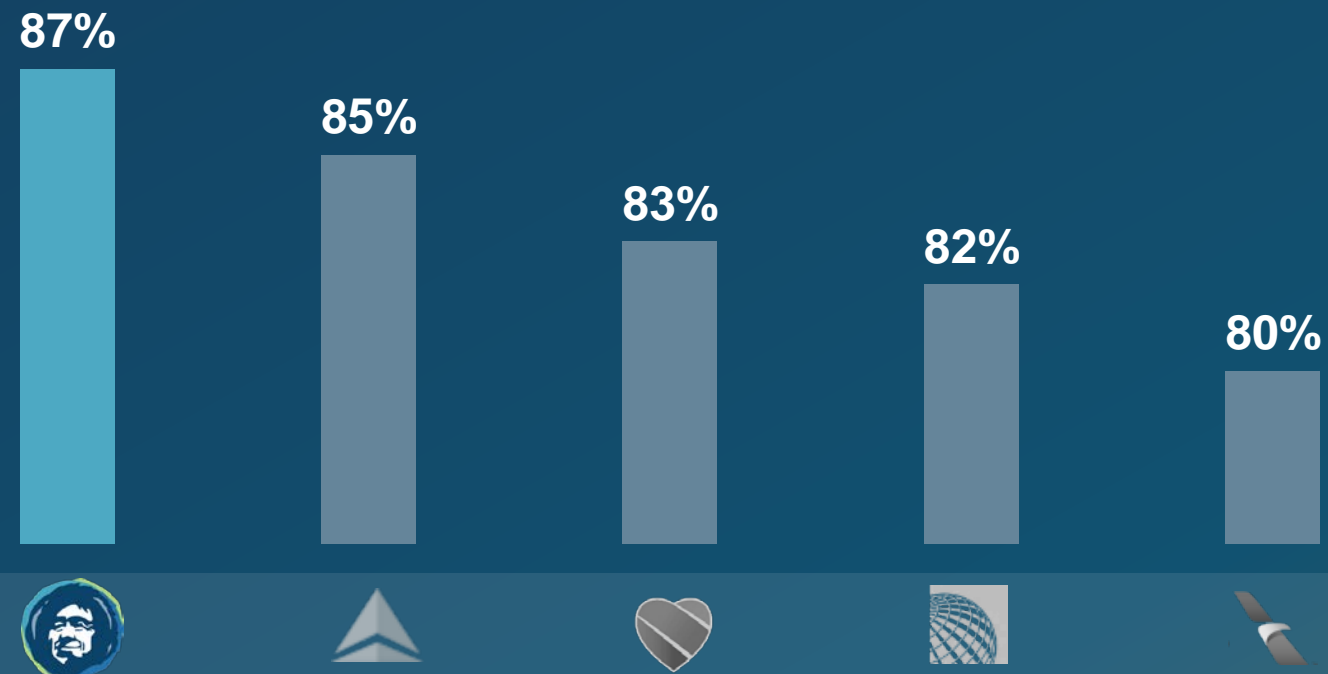
Alaska Was Ranked #1 in Customer Satisfaction by JD Power for the **10<sup>th</sup>** Year in a Row



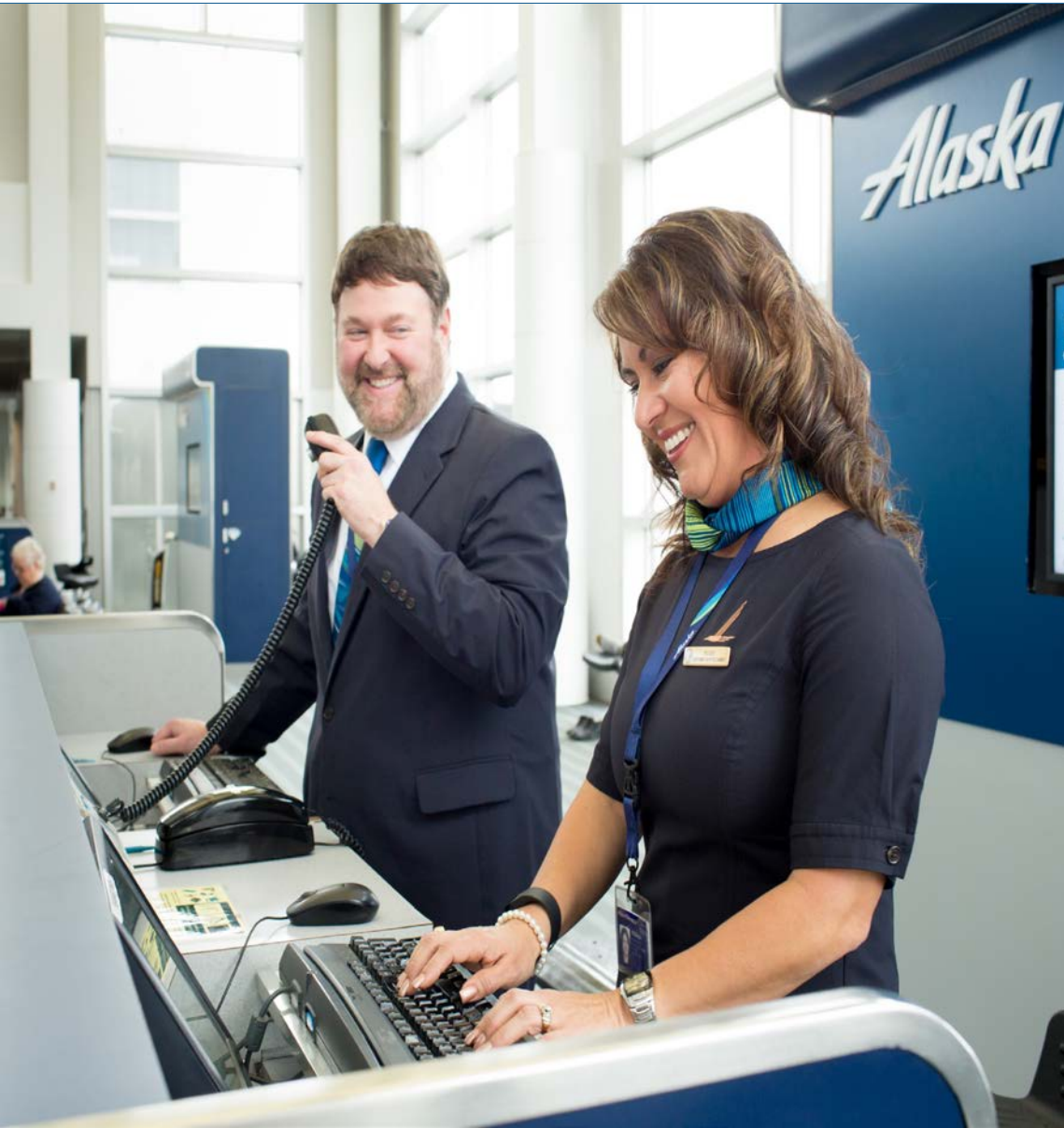
“Highest in Customer Satisfaction  
Among Traditional Carriers in North  
America, Ten Years in a Row”



# ...while running the most on time airline in the industry...



...and being named the best US Airline by the Wall Street Journal for four straight years



## THE WALL STREET JOURNAL.

	2016	2015	2014	2013
<b>1</b>	Alaska	Alaska	Alaska	Alaska
<b>2</b>	Delta	Virgin Amer.	Virgin Amer.	Delta
<b>3</b>	Virgin Amer.	Delta	Delta	Virgin Amer.
<b>4</b>	Southwest	Southwest	JetBlue	Southwest
<b>5*</b>	JetBlue (tie)	JetBlue	Southwest	JetBlue
<b>5*</b>	United (tie)	Frontier	Frontier	U.S. Airways
<b>7</b>	Frontier	United	American	Frontier
<b>8</b>	Spirit	Spirit	United	American
<b>9</b>	American	American		United

# In fact, we are America's most recognized airline...



**Highest in Customer Satisfaction**  
10 years in a row



**#1 Airline in America**  
4 years in a row



**Best Rewards Program**  
Flyertalk



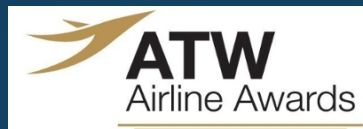
**#1 in Performance and Quality**  
Airline Quality Rating



**#1 on-time airline**  
7 years in a row



**Top Ten Airlines in the World**  
Trip Advisor



**Airline Market Leader**  
Air Transport World



**Mileage Plan #1**  
2 years in a row



**Best Airline/Best Frequent Flier Program**  
Smarter Travel



**Best US Airline 2017**  
The Points Guy



**FAA Diamond Award**  
16 years



**Airline Strategy Award**  
Airline Business Magazine



**Top Performing Airline**  
#1 midsize carrier in the world



**Best Places to Work**  
Corporate Equality Index



**IATA Platinum Status**  
"Fast Travel" program



**America's Best Employers**  
Forbes



# ...and the acquisition of Virgin America is only making us better

Taking care of our guests with our shared **passion for service**

# Alaska



"Highest in Customer Satisfaction among Traditional Carriers in North America, Ten years in a Row."

# WSJ

Ranked #1 Airline by Wall Street Journal four years in a row.



U.S. News & World Report "Best Airline Travel Rewards." Two years in a row.



Most On-Time North American Major Airline. Seven years in a row.



Alaska Air Group has received a perfect score on the 2016 Corporate Equality Index (CEI).



# america

# TRAVEL+LEISURE

Best Domestic Airline in Travel + Leisure World's Best Awards for 2008-2016.

# Condé Nast Traveler

Best Domestic Airline in Conde Nast Traveler 2008-2016 Readers' Choice Awards.



Ranked #1 U.S. Airline by the Airline Quality Rating. Four years in a row.

# TRAVEL+LEISURE

Ranked #1 Domestic Airline in Travel + Leisure and Fortune Best in Business Travel Survey 2014-2015.

# FAST COMPANY

Fast Company's Top 50 Most Innovative Companies, 2015 (#8).

**This merger is different**  
Focus is on growth, not shrinking operations

No **city** closures

21% increase in **routes** since announcement

Investments in **on-board product**

Sharing of **ideas**



**MORE FLIGHTS.**  
**MORE REWARDS.**  
**MORE TO LOVE.**

13 NEW ROUTES

**OODLES & OODLES  
OF FLIGHTS**

Together, we're going big, with thirteen new routes from the Bay Area starting this Fall. Go find your new favorite hot spot.



We're building on our track record of successful growth...



2001



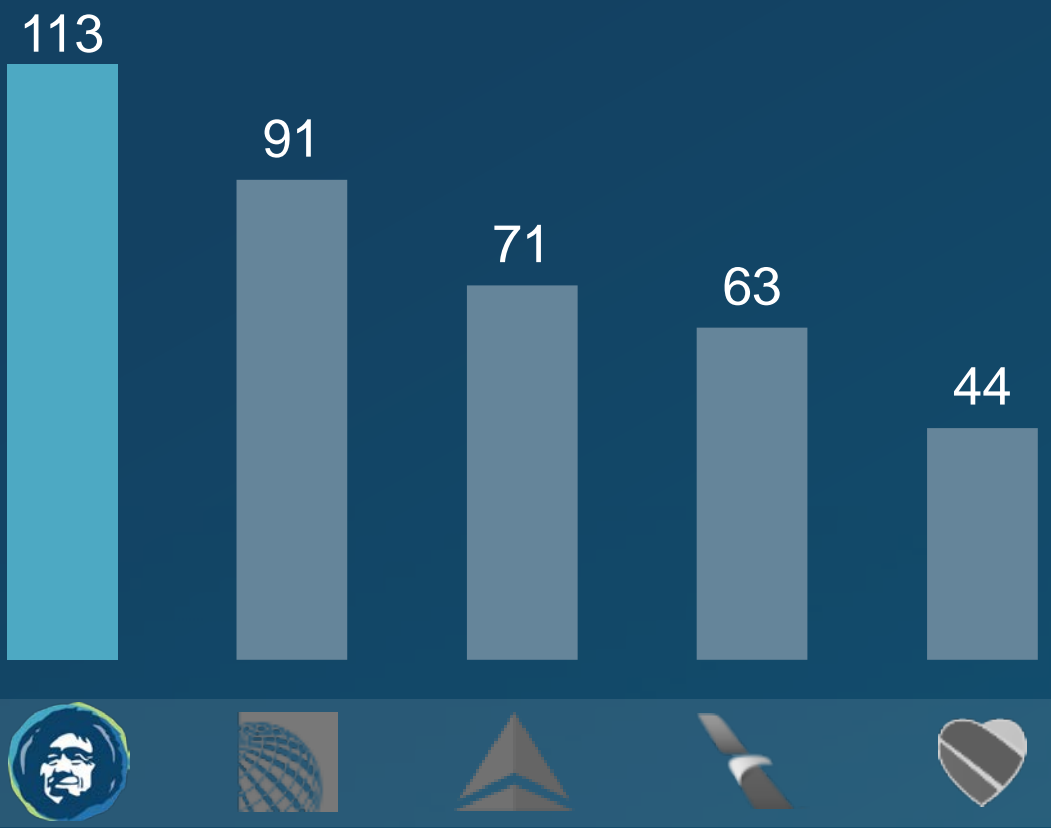
2015



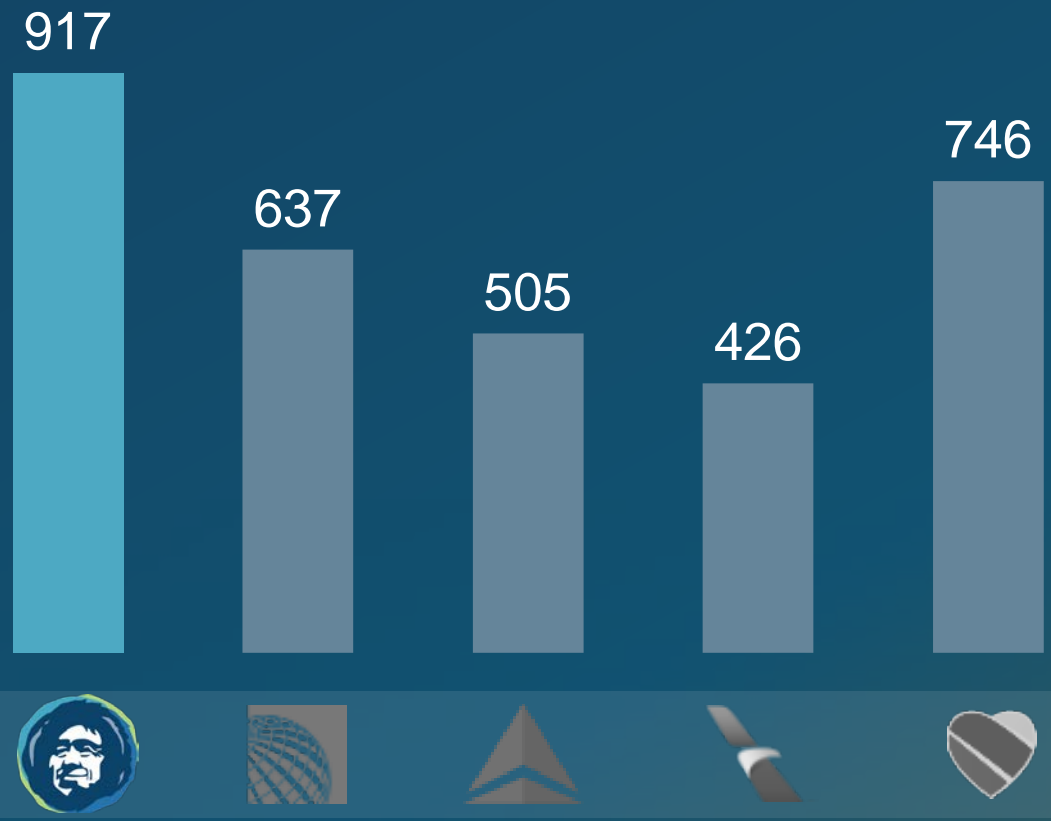
Today

# ...and strengthening our position as the premier airline on the West Coast

## Nonstop Destinations from the West Coast



## Average Daily Departures from the West Coast



\*Source: Schedule data for YEMar18 via Dlio

Our partners enable global reach for our West Coast guests, with our expanded presence in SFO and LAX only increasing partnership opportunities



**Thank You**

