

'One too Many' reminds passengers of responsibilities on busiest air traffic day

The One Too Many campaign is reminding passengers of their responsibilities when travelling on what is expected to be the busiest day for air traffic in the United Kingdom (19 July).

Over 8,800 flights are expected to travel through UK airspace today as the summer holidays officially begin for many across the country. Passengers are being urged to behave appropriately in order to avoid severe penalties and other potential consequences.



The One too Many campaign relaunched at 14 airports on 7 June 2019.

As reported, the campaign re-launched at 14 airports at 14 airports on 7 June 2019, with the support of Baroness Vere, Aviation Minister. It draws support from airport operators, travel retailers and airline stakeholders in reinforcing the UK Aviation Industry Code of Practice on Disruptive Passengers.

FOUR NEW AIRPORTS JOIN CAMPAIGN

Four new airports have joined the campaign, demonstrating substantial growth since the campaign's 2018 debut with 10 pilot airport partners. These are, Bournemouth, Exeter and Norwich Airports, which are part of the Regional & City Airports Group. Doncaster Sheffield Airport has also joined.

They join the 14 airports already on board which are Manchester Airport Group (*Owner and operator of London Stansted, Manchester and East Midlands Airports*), AGS Airports (*Owner of Aberdeen, Southampton and Glasgow Airports*) Heathrow, Belfast International, Liverpool John Lennon, Leeds Bradford, Bristol, Birmingham, Newcastle and Gatwick.

A screenshot of a Facebook post from the 'One too many' page. The post features a photo of a family on a beach. A man in a yellow inflatable bird costume holds a sign that says 'AIRLINE BAN'. A woman carries a child on her shoulders. Text on the photo says 'Wish you were here!'. The post text reads: 'If you cause a flight to be cancelled you may be banned from flying in the future.' Below the photo is the website 'ONETOOMANY.CO.UK' and the slogan 'Fly Responsibly Or You Could Pay The Price'. A 'LEARN MORE' button is present. At the bottom are 'Like', 'Comment', and 'Share' interaction buttons.

In most instances, airports use the campaign to complement their own initiatives in place to mitigate disruptive passenger incidents.

Passengers travelling through these airports will see warnings about disruptive behaviour posted on digital display screens in retail and food and beverage outlets and via a targeted social media campaign. Last year, this reached over eight million passengers across Snapchat, Facebook and Instagram.

The various messages will remind passengers that penalties include being denied boarding, fines of up to £80,000 or prison for the most serious offences.

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Today also marks the six-week milestone of the campaign's July 2019 relaunch. To date, it has reached over 2.4 million passengers via Facebook nationally, as well as over 65,000 on Snapchat. Numbers are expected to surge as the summer holidays officially begin.

Speaking on behalf of airport retailers, Francois Bourienne, Chair of the UK Travel Retail Forum said: "We were delighted to bring the campaign back for the second summer in a row following praise from the Government in the Aviation 2050 Green Paper, in which it was highlighted as an example of industry best practise.

"It is extremely encouraging to be joined by three new airports, almost doubling the number of participants since launch.

"With record numbers travelling through UK airspace this summer, we urge passengers to remember to fly responsibly and begin the party at their destination rather than during their journey as disruptive behaviour will not be tolerated. Anyone found to be disruptive will face serious consequences. Do not be the one to ruin the experience of others, including fellow passengers and staff, in the airport or onboard the flight."

Karen Dee, Chief Executive, Airport Operators Association commented: "This weekend will kickstart an extremely busy time for airports across the UK. More so than ever airport and airline staff will be prepared to prevent or deal with disruptive incidents.

There is no place for disruptive behaviour in the aviation sector. Thanks to the One Too Many campaign and airports' individual action plans, we have already seen signs of declining numbers of disruptive passengers in the most recent data from the Civil Aviation Authority. The entire industry, including the newly joined airports, are committed to acting together to see this decrease even further."

Rafael Schwartzman, Regional Vice President for Europe at IATA remarked: "As we head into the high point of the British summer holiday it is important for travellers to be mindful of their fellow passengers and the people working hard across the entire aviation network to make their holidays happen.

"There is no place for disruptive behaviour at airports or aboard an aircraft and anyone who disrupts the travel experience of others should expect to face consequences for their actions."



**François Bourienne, Chair,
UKTRF.**