Taking flight.

Highlights from our path to sustainability.

1932 – 2016
We’re all about the journey – to destinations around the world, and toward a more sustainable future.

We’ve come a long way in the 85 years we’ve been flying, and we’re proud of our accomplishments so far. Through sound business decisions, dedicated employees, loyal customers, and respect for our planet we have weathered several storms in what can be a turbulent industry.

Today, we strive to be remarkable by driving sustainable innovation and performance. We understand how our business impacts our environment, and we are committed to paving the way for sustainability in the airline industry. By making thoughtful choices and reducing our environmental footprint, our customers can continue to explore our world’s most amazing destinations for generations to come.

For us, it comes down to doing the right thing to make the world a better place for our people, our guests, and our communities. It’s just how we do business.
Focusing on people.

People are the heart of our business. We focus on keeping our employees safe and engaged, our customers satisfied, and giving back to the communities we serve. When we talk about doing the right thing, it’s with these people in mind. After all, without them we would never have made it this far.

A look ahead.

With the acquisition of Virgin America, our priority is bringing together the best parts of each airline to create a culture that will drive our continued success – a culture that is welcoming to our newest employees and builds on momentum from our internal initiatives that focus on safety, employee engagement, and diversity and inclusion.

Safety first.

2011
Won the Airline Technology Leadership Award by Air Transport World, recognizing our extensive track record of innovation in flight safety and airport operations, ticket distribution, and marketing and customer technology.

2014
Launched Ready, Safe, Go safety campaign designed to increase safety awareness across the Air Group System.

2016
Received Secretary of Defense Employer Support Freedom Award from the U.S. government for our support of National Guard & Reserve members.

Committed employees.

2010
Strengthened focus on diversity and building a culture of inclusion more than just increasing the diversity of our team, it’s a mindset that our leaders must embrace and reflect in their actions.

2011
Began measuring employee engagement and job satisfaction to ensure employees feel valued, heard, and have opportunities to develop their careers. Our first engagement score was 66%, in 2016, our overall engagement score was 82%.

2016
Received 6th perfect score on the 2017 Corporate Equality Index a national report on LGBTQ workplace equality.

Giving back.

2014
Transported approximately 2,000 passengers to safety and flew 12 relief flights to Los Cabos and Loreto, Mexico following Hurricane Odile.

2015-2016
Donated $51,280,301 in cash or in-kind donations over the past five years. More than 1,300 different organizations are supported annually.

2016
27,000 volunteer hours worked by employees in 2016.

2016
 Ranked in the top 100 socially just companies in the U.S. by Forbes, and #2 in the transportation category (Alaska Air Group).

2016
Awarded almost $250,000 to more than 648 employees who have improved safety in their workplaces by reporting their concerns since 2014 (Alaska & Horizon Airlines).

2016
1st major airlines to have Safety Management Systems accepted by FAA out of U.S. airlines (Alaska & Horizon Airlines).

2010
2011
2014
2016
2011-2016
2014
2016
2014-2016
Sustaining our performance.

Sustainability isn’t just about recycling and energy efficiency; for us, it’s also about financial growth and providing exceptional service to our guests. Valuable investments in our sustainability efforts have helped us drive down costs and increase the efficiency of our operations, which in turn have allowed us to keep innovating for the industry, expanding into new markets, creating jobs, and always finding new and better ways to serve our customers.

A look ahead.

Merging with Virgin America will increase our reach, providing exceptional service to new markets and new customers. As a highly recognizable brand with a loyal customer following, we are committed to maintaining the travel experience Virgin American customers have come to expect while following our commitment to continuous improvement across all our carriers.

### Exponential growth.
- 1932: McGee Airlines merges with Star Air Service to form the largest airline in Alaska, with 22 aircraft.
- 1954: Alaska Air Group is formed as a holding company acquiring Horizon Air and Jet America Airlines one year later.
- 1965: Alaska Airlines is born after several mergers and two name changes.
- 1972: Alaska reports a record revenue of $5.9 billion and adjusted profits of $911 million, while serving a record 34.3 million passengers.

### Record value.
- 1972: Developed long-term business model by setting goals and bringing people together, we won back the trust of creditors, improved on-time performance, and differentiated our airline through outstanding customer service after a serious financial crisis. The model stuck.
- 1985: Alaska Air Group is formed as a holding company acquiring Horizon Air and Jet America Airlines one year later.
- 2000: Began tracking our customers’ satisfaction through our Alaska Listens customer survey.
- 2010: Launched our customer service training program, Beyond Service to reinforce best practices in delivering the Alaska customer experience.
- 2014: Ranked #1 in U.S. Department of Transportation on-time performance among the eight largest U.S. airlines.
- 2015: Made it on the Fortune 500 list and received investment-grade rating. Only three Airlines in the U.S. have investment grade rating.

### Satisfied customers.
- 2014: Ranked #1 in U.S. Department of Transportation on-time performance among the eight largest U.S. airlines.
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Reducing our impact.

We fly to some of the most beautiful places on the planet, and every day we come home to the breathtaking Pacific Northwest. True to our roots, we are committed to doing all we can to reduce our impact on the environment. From napkins to fuel, we seek out new ways to conserve and preserve the health of the communities in which we live and the destinations to which we fly.

A look ahead.

In the years to come, we will be focused on bringing Virgin America on board with our sustainability efforts. This will include evaluating the best ways to incorporate sustainability into their business and operations, and redeveloping our own systems to effectively capture metrics.

Fewer emissions.

- 2008: Retired the last of our MD-80s and transitioned to an all Boeing 737 fleet giving us one of the youngest, most fuel efficient and environmentally friendly fleets among U.S. airlines.
- 2009: Saved 188 million gallons of fuel over business as usual since 2009 due to improvements in fuel and flying efficiencies.
- 2010: Ordered 37 new 737-Max aircraft from Boeing which are approximately 13% more fuel efficient than the most efficient aircraft in our mainline fleet.
- 2011: Became 1st domestic carrier to use biofuel on multiple (75) regularly scheduled commercial flights.
- 2016: Flew the 1st biofuel flights in the world using the alcohol-to-jet conversion pathway including the first flight made using fuel derived from post-harvest forest residues (wood).
- 2016: Partnered with Boeing and Port of Seattle to conduct a biofuel infrastructure feasibility study, a major step towards bringing biofuels to all air carriers at Sea-Tac Airport.
- 2016: Operate the most comprehensive recycling program of any U.S. airline diverting roughly 10,000 tons of inflight waste (paper, cups, bottles and cans) from landfills since 2009.

New fuels.

- 2009: Became 1st domestic carrier to join the Sustainable Aviation Fuel Users Group pledging only to use biofuel that meets strict sustainability criteria.
- 2011: Became 1st domestic carrier to use biofuel on multiple (75) regularly scheduled commercial flights.
- 2016: Ranked as the most fuel efficient airline in the country by ICCT for the 5th year in a row.
- 2016: Saved 267,515 gallons of fuel by completing new RNP approaches at four additional airports.
- 2012: Ordered 37 new 737-Max aircraft from Boeing which are approximately 13% more fuel efficient than the most efficient aircraft in our mainline fleet.
- 2016: Operate the most comprehensive recycling program of any U.S. airline diverting roughly 10,000 tons of inflight waste (paper, cups, bottles and cans) from landfills since 2009.

Less waste.

- 1980s: Started inflight recycling on regional aircraft out of our hubs in Seattle and Portland, expanding to mainline operations in 2008.
- 2008: Started transitioning to a paperless airline by adopting technology-based alternatives such as paperless boarding passes, tablet communications, and handheld devices. This has reduced consumption by 21% since 2012.
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85% of our beer comes in aluminum instead of glass bottles as cans are more easily recycled and weigh significantly less than glass bottles, reducing our fuel consumption and emissions.

80x338 Reduced our impact.

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Donate.

Our charity miles program offers Mileage Plan™ members a unique and meaningful way to support important causes. Miles donated to this program help charities with business travel, accommodation of special organization requests and achievement of the organization’s mission.

Pack light.

Every pound of weight makes a difference. If all our customers packed five pounds less on all our mainline flights, it would save 10,000 gallons of fuel, decreasing emissions by over 200,000 lbs. of CO₂e, each year.

Recycle.

Our customers are key drivers of environmental change on our flights, and can make a big difference by making a few small changes. On your next trip, bring a refillable water bottle and sort your trash from your recyclables to help our flight attendants. Many airports now have recycling and compost bins and water bottle refill stations to make reducing waste even easier before you board.

Read our 2016 Sustainability Report.

We’ve been hard at work over the past year. Read our 2016 Sustainability Report for more information about our goals, progress, and latest accomplishments at www.alaskaair.com/sustainability.

Visit our website.

For more information about our history, our leadership in technology and innovation, fun facts about our airline (or to book a flight!), go to our website: www.alaskaair.com.

Contact us.

We’d love to hear from you! Whether you have questions, comments, suggestions, or just want to share a story, please contact us at sustainability@alaskaair.com.

Our sustainability efforts are built on hard work and dedication. We take great pride in caring for our customers, our communities, our planet and our airline. Your support, in ways both large and small, helps us reduce our environmental impact, provide great jobs and deliver stellar customer service across every community we touch.

Be part of our journey.