

American Airlines Dominates Skies

The Most Discussed Airline Brands

February 23, 2023 to March 23 2023 | Media Analysis Report

This report analyzes the conversations about **American Airlines, Delta Air Lines, and United Airlines**

DATA SET 17,153 News articles
749 Twitter posts

LOCATION United States

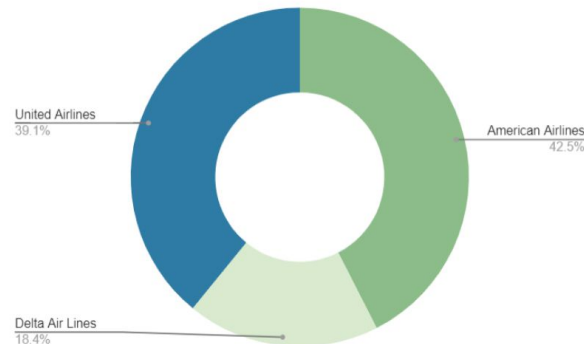
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As travel bounces back, air travel emergencies are becoming a hot topic, putting airlines under the spotlight for their emergency response measures.

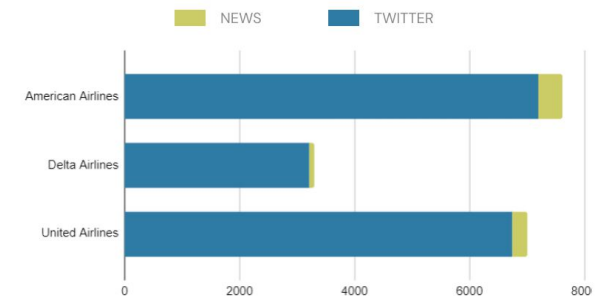
Airlines understand that maintaining a positive image is crucial to reassure passengers and attract potential ones. With concerns about safety in the air, airlines like American Airlines, Delta Airlines, and United Airlines have taken media outlets to showcase their commitment to passenger safety. These airlines have been mentioned a staggering 17,153 times on the news articles alone.

Out of the three airlines, American Airlines dominated this month's media coverage, racking up 7,602 mentions out of the 17,902. They have been leading headlines due to their Safety Summit and emergency response measures during flight. Examining the media exposure of US-based airline companies such as American Airlines, Delta Air Lines, and United Airlines can provide valuable insights into the approaches they employ to maintain their relevance and attract their desired customer base.

Brand Data Breakdown



Media Type Breakdown



American Airlines took the lead in media coverage, with a total of 7,609 mentions on Twitter and news outlets combined. United Airlines was not far behind, trailing by only 609 mentions. Interestingly, all three major airline brands relied heavily on traditional media for their coverage, indicating that despite the rise of social media, news outlets remain a significant source of publicity for the industry. This data point highlights the significance of a still balanced media strategy that incorporates both traditional and social media channels to effectively reach and engage target audiences.

Four out of the five top stories of the month were centered on aviation accidents and incidents, underscoring the paramount importance of safety within the industry.

There has been a notable increase in media attention towards mishaps and disasters within the aviation sector, specifically for Delta Air Lines and American Airlines. The first top story highlighted an American Airlines plane narrowly avoiding a collision with a Delta Air Lines aircraft during takeoff. In another headline, an air traffic controller cleared a plane for takeoff from Sarasota, while an American Airlines jet approached the same runway, causing the American pilots to abort their landing.

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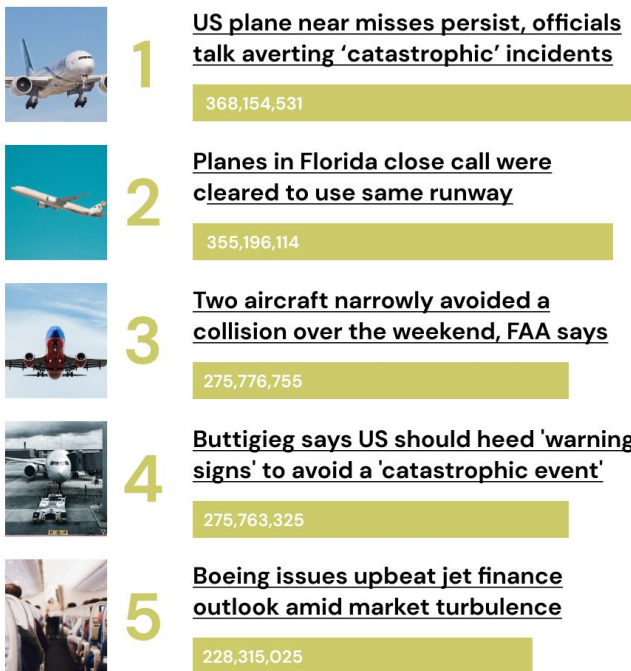
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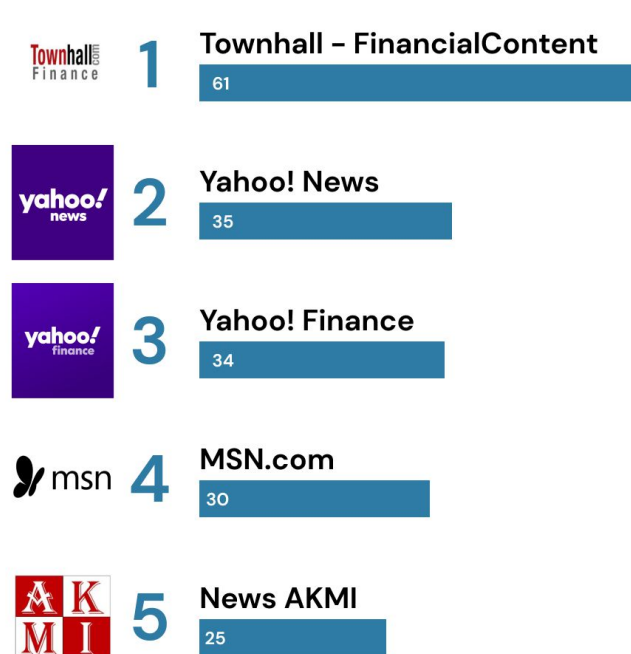
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Top News Stories

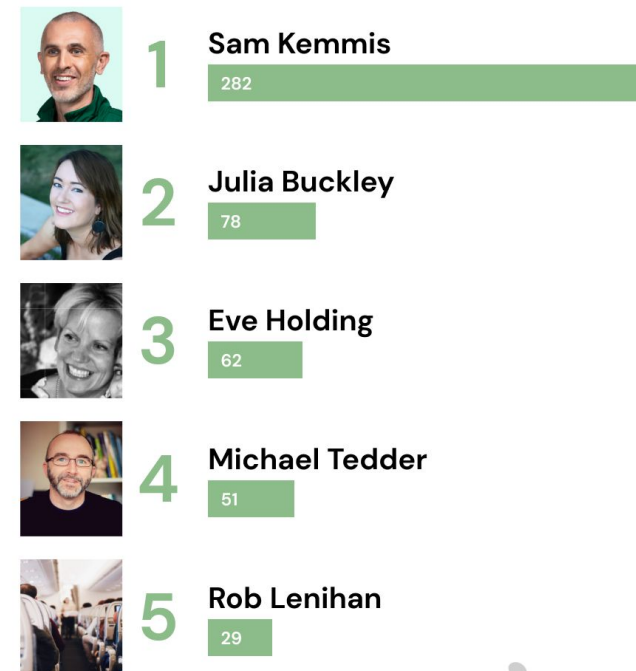
Based on Reach



Top News Stories



Top News Stories



Although there were only 749 Twitter mentions, a post on the massive number of flight cancellations by Delta Air Lines due to staffing issues garnered 1.8 million reach on the platform.

The recent mass cancellations by Delta Air Lines, resulting from staffing problems, have generated considerable interest on social media, with a reach of 1,085,585 on Twitter. Similarly, tweets regarding air traffic and changes in airfare sales have gained significant traction on the platform, with 132,915 and 88,603 reach counts respectively. These trends indicate that topics concerning travel inconveniences attract a substantial audience on social media.

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Top Twitter Posts

Based on Reach

- 1** Atlanta-based Delta Air Lines struggled through mass cancellations due to staffing issues
1,085,585
- 2** Federal investigators say an air traffic controller cleared one plane to land and another to take off
132,915
- 3** American Airlines riles travel agents with insistence on changes to airfare sales
88,603
- 4** Nonstop flights: Dallas to/from Daytona Beach \$228 r/t [April-May] - American Airlines
73,842
- 5** Breaking weather update on Delta Air Lines, Delta Connection operated by Endeavor Air
30,331

Based on Engagement

RETWEETS LIKES REPLIES

- 1** I don't care how many boxes your crew checks, but what I do care about is their qualifications. Yo...
239 6674 82
- 2** Just witnessed someone trying to book a flight at American Airlines Center. Security guard turns...
183 2783 45
- 3** Smart move by the American Airlines Admirals club. Serve them hard boiled eggs and coffee righ...
12 183 25
- 4** New details emerge on the suspect behind the alarming incident on a United Airlines flight, wher...
33 89 12
- 5** LISTEN! American Airlines safety message tells passengers to RESPECT each others decisions...
20 85 11

Top Twitter Influencers



- 1** **@EscFlightsLAX**
4



- 2** **@EscapeFlightPHX**
4



- 3** **@cheapdfw**
3



- 4** **@paincorprf**
2



- 5** **@MarquesJames2u**
2

Last March 7, United Airlines experienced a 436 percent boost in media coverage after a mid-air attack, drawing attention to the ongoing safety concerns facing the aviation industry.

Despite being second to American Airlines, United Airlines acquired the highest media coverage peak for the month following an accusation of a mid-air attack. The US Federal Aviation Administration (FAA) has convened a "Safety Summit" after a series of "near misses" and incidents in US airspace in 2023, including violent turbulence, and a United Airlines Boeing 777 plunging toward the Pacific Ocean for 21 seconds. The incidents have raised safety concerns, despite the rarity of commercial plane crashes, and come amid a surge in air travel as the COVID-19 pandemic subsides.

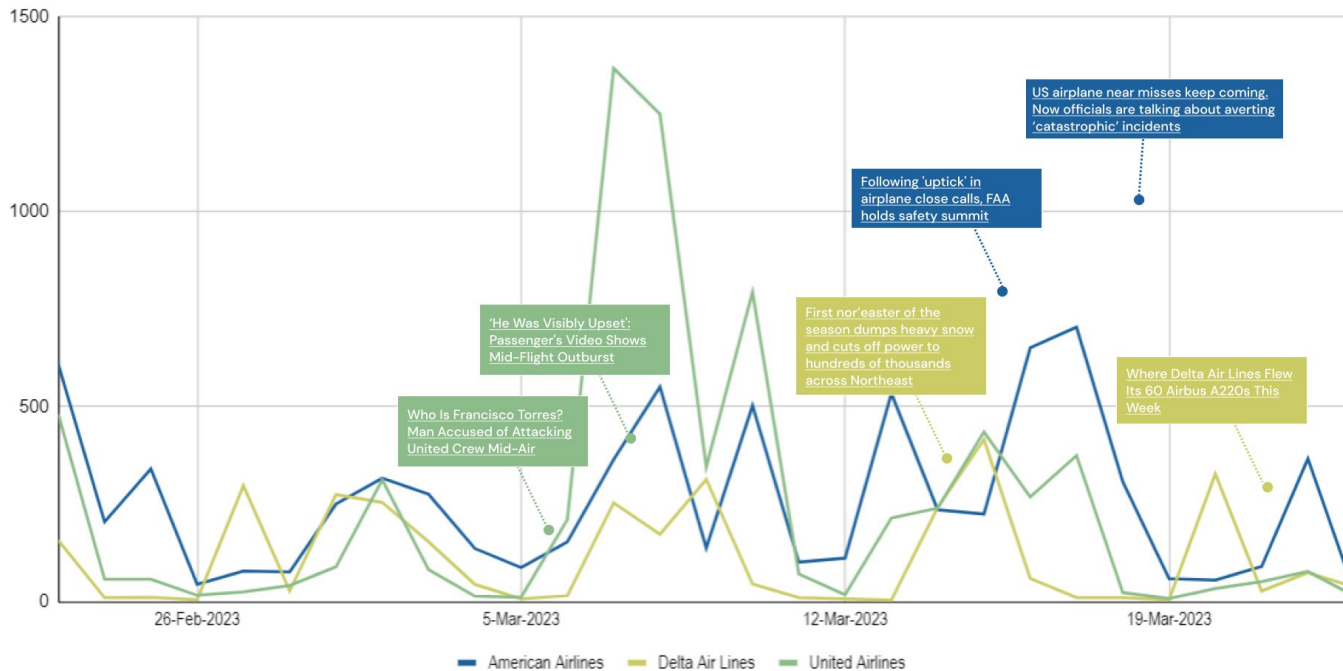
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Media Performance Trendline



Top Stories Per Brand

American Airlines

1 [US airplane near misses keep coming. Now officials are talking about averting...](#)

185,235,630

2 [First nor'easter of the season dumps heavy snow and cuts off power to hundreds of...](#)

185,235,630

Delta Airlines

1 [US airplane near misses keep coming. Now officials are talking about averting...](#)

185,235,630

2 [Where Delta Air Lines Flew Its 60 Airbus A220s This Week](#)

185,235,630

United Airlines

1 [Who Is Francisco Torres? Man Accused of Attacking United Crew Mid-Air](#)

215,787,651

2 ['He Was Visibly Upset': Passenger's Video Shows Mid-Flight Outburst](#)

185,235,630

Over seven percent of last month's conversations was published in the state of New York, while over six percent was published in Texas.

The states that have received the most media coverage for American Airlines, Delta Air Lines, and United Airlines in the US are New York, Texas, California, Georgia, and Virginia. New York's extensive airport network, including the busy John F. Kennedy Airport, has greatly impacted brand media coverage for airlines, comprising seven percent of the month's conversations. Additionally, Texas, Virginia, and California are among the top tourist destinations in the US, while Georgia is an emerging attraction for US and international visitors.

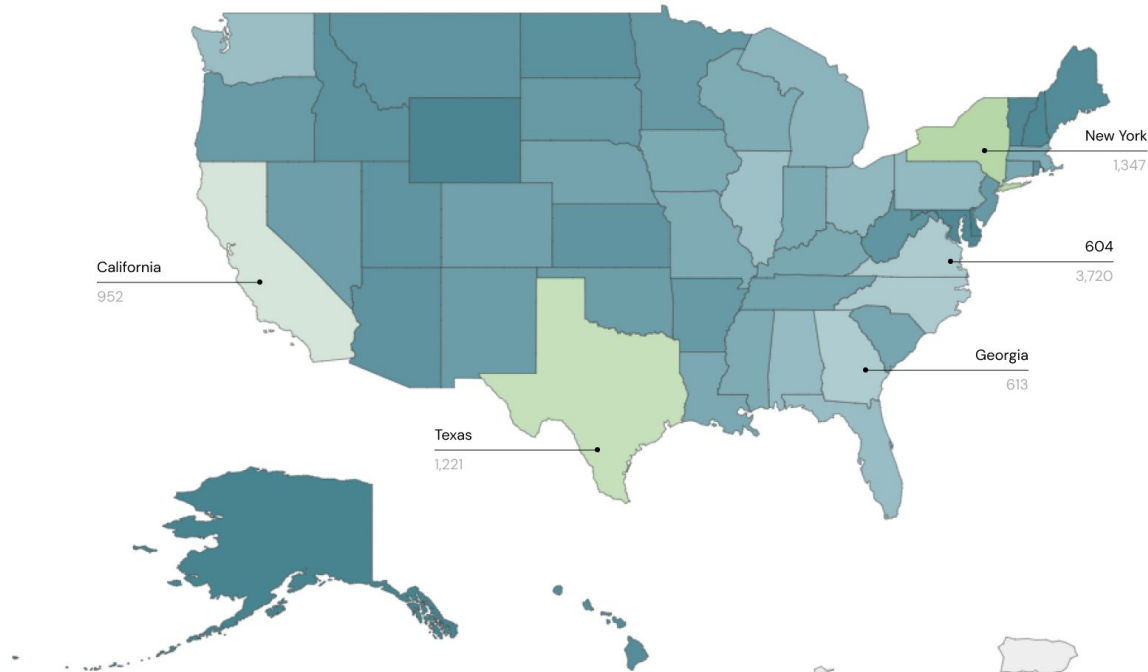
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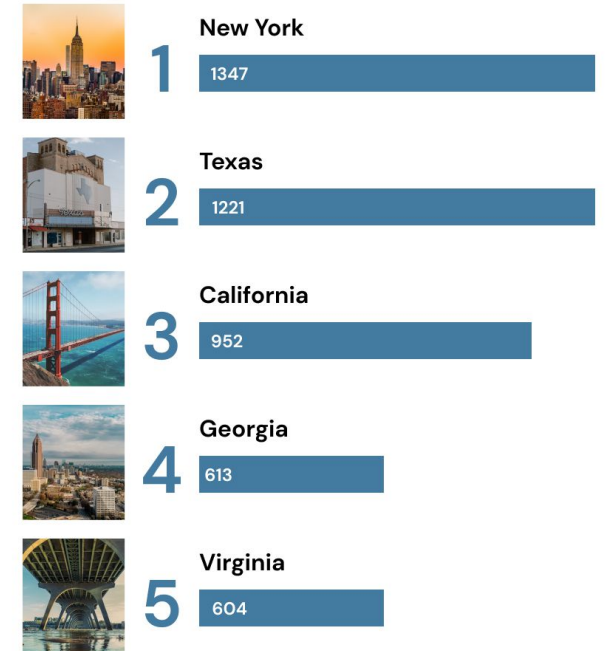
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Volume of Coverage within US States



States with Most Coverage



Due to wide media coverage on flight cancellations and “violent turbulence”, all three airlines garnered overwhelmingly negative sentiment—with American Airlines merely capping at 34 percent positive sentiment.

The chart below illustrates the overall sentiment of the airline brands, along with the number of mentions and engagement counts. The size of the circles indicates the frequency of mentions throughout the month. It is worth noting that none of the three brands achieved a sentiment score above 50 percent. American Airlines garnered the highest volume of coverage. In contrast, United Airlines recorded the lowest net sentiment score and the highest number of negative mentions, totaling at 3,268.

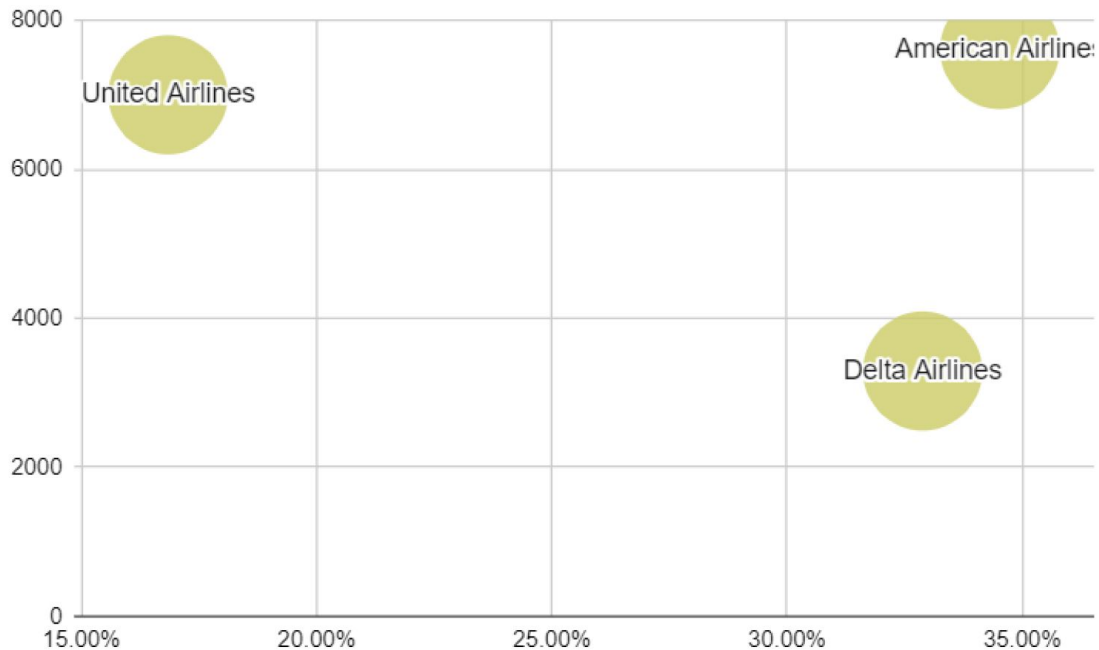
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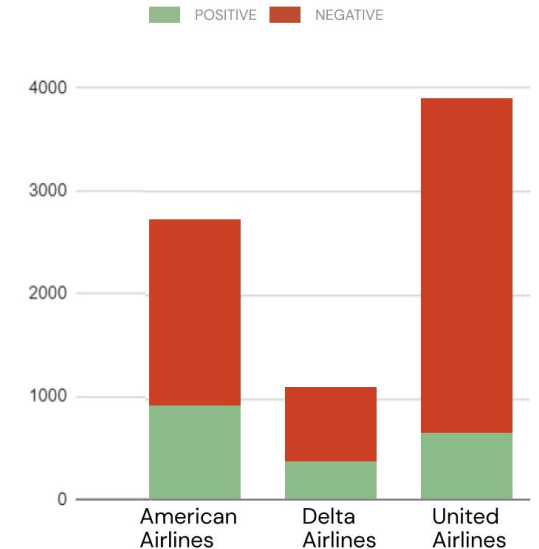
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Overall Sentiment vs. Mentions



Sentiment Breakdown



"Aircraft" was the top keyword with 11,494 mentions, while "air traffic" was one of the most frequently occurring key phrases, with 1,404 mentions.

Across all three brands, the most commonly used keywords were "aircraft" and "safety," with 11,494 and 7,431 mentions, respectively. While the brands have different sets of top key phrases, "air traffic" was notably mentioned 1,404 times. In addition, the key phrase that referred to "crew members" had the highest number of mentions under United Airlines, with 2,583 mentions.

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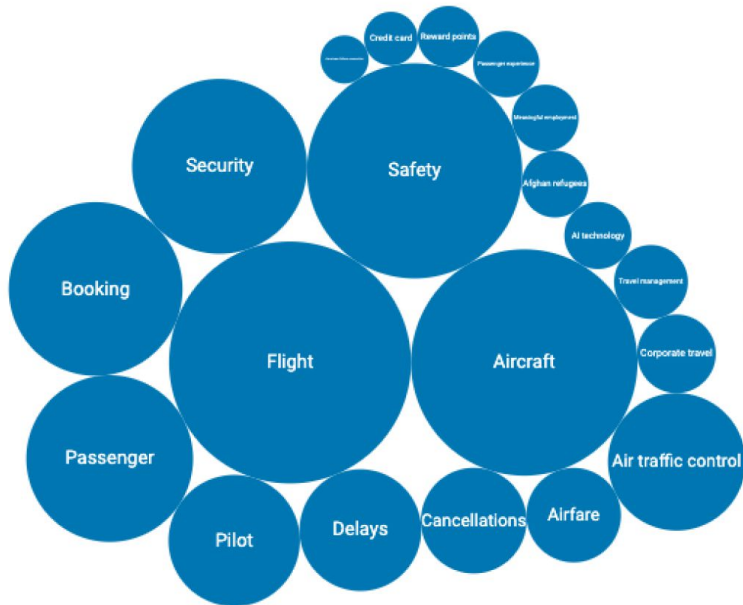
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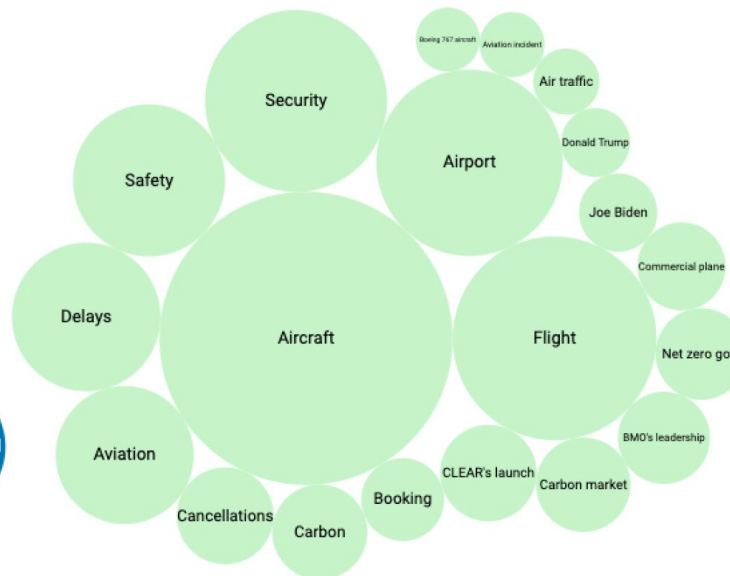
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Top Keywords and Key Phrases

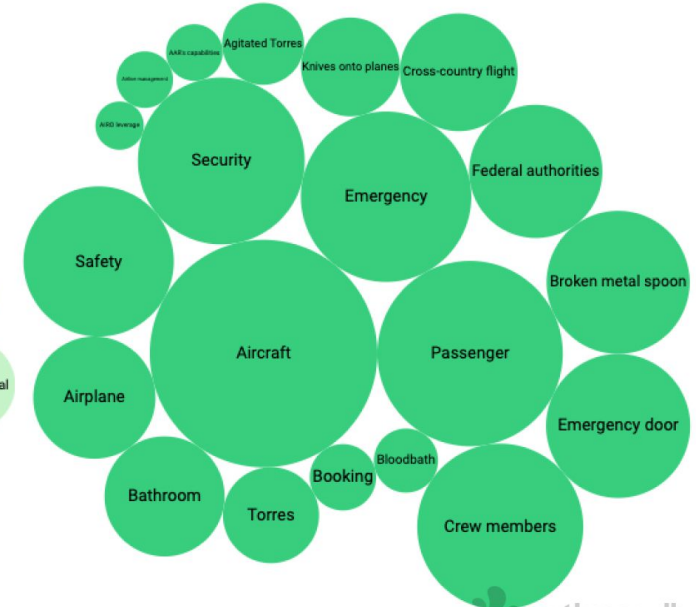
American Airlines



Delta Air Lines



United Airlines



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Let's talk about how we can serve your clients better and faster.



Sherries Enriquez

Rythmos DB, Data & Analytics

sherries.enriquez@rythmosdb.com



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