

Benefits to an airline of a fear of flying program

Dr Bryan Burke

Macquarie University
Anxiety Treatment Unit,
Sydney, Australia
&
Flywithoutfear.com.au

Treatment of Fear of Flying

- Effective treatment programs help clients in three areas by
 - Gaining greater understanding of planes and flying
 - Developing new attitudes and personal coping skills
 - Generally using CBT techniques
 - Gradual exposure to planes and flying situation
- Existing programs differ in their emphasis on Education or Psychological coping skills
- Sponsored by airlines, but usually contracted to an outside group

Lapsed Programs

- Fear of flying programs were first developed in the 1970s with the major airlines in the USA.
- After de-regulation of the airline industry and economic turmoil post 9/11 they were suspended.
- USA
 - Pan Am - *Freedom from fear of flying* 1975 ~
 - United - *Fear of flying clinic* - 1976 ~
A Ninety-Niners project San Francisco
 - American Airlines - *AAir Born* - 1988 ~
 - Northwest Airlines - *Wings* 1995 ~
- AUSTRALIA
 - Ansett ~ 1981-2001

Treatment Programs Affiliated with an Airline

AIRLINE	NAME	SERVICE PROVIDER	COUNTRY
Virgin Atlantic	Flying without fear	Flying Without Fear Ltd Paul Tizzard and Richard Conway	UK
British Airways	Fly without fear	Aviatours	UK
US Airways	Fearless flight - Cleared for takeoff	Captain Ron Neilsen	USA
Aer Lingus	Fearless flying program	Dr Maeve Byrne Crangle	Ireland
KLM	Fear of flying training	VALK Foundation (KLM, Schipol Airport, Leiden Univ, & Transavia)	Netherlands
Austrian Airlines	Anti-fear of flying seminar	Airline - Dr Robert Wolger	Austria
Air France	Stress-free flying	Airline - Isabelle David	France
Lufthansa	Seminars for relaxed flying	Agentur Texter-Millot	Germany
Swiss	Fit to fly	Swiss Aviation Training	Switzerland
SAS	Overcome fear of flying	AviaSafe ab	Sweden
SAS Braathens	Flight phobia treatment program	Oivind Ekeberg, Univ of Oslo	Norway
Qantas	Fearless Flyers Course	Fearless Flyers Inc Glenda Philpott and volunteers	Australia
Air New Zealand	Flying without fear	Grant Amos	New Zealand

Non-affiliated Treatment Programs

	NAME	SERVICE PROVIDER	COUNTRY
Independent (using AirCanada)	Visionair Program	De Plour Research & Training Centre	Canada
Independent	Freedom to Fly	Elaine Lijon Foreman	UK
Independent (using Alaska Airlines)	Fear of Flying Clinic	Jeanne McElhatton & San Francisco	USA
Independent	Flight Without Fear	Colorado Ninety Nines Boulder	USA
Independent	Fear of Flying Clinic	Seattle Washington	USA
Independent	Flying in the Comfort Zone	Dr Michael P Tomaro & General Mitchell International Airport, Milwaukee	USA
Independent (using Virgin Blue Airlines)	Fly with out fear	Dr Bryan Burke & Macquarie University Anxiety Treatment Unit, Sydney	Australia

Airline Support for FOF Program

- 1. Factual information to help participant's better understand the unknowns of flying
 - Presentations by Pilot
 - Presentations by Cabin Crew
 - Tour of Maintenance Facility

Airline Support for FOF Program

- 2. Things to help participants face their feared situation
 - Tour of an Aircraft at the Terminal - tarmac and onboard
 - Experience in a Cockpit or Cabin Simulator
 - Discount Fares for Practice Flights
 - Visit to Air Traffic Control

Benefits to an Airline of a FOF Program

- Gain potential customers
 - approximately one third of the population are affected to some degree
 - Multiplier effect - not only individual but family & friends prevented from flying
- Contributes to
 - Operational efficiency
 - Helps reduce the need to off-load panicky passengers, or return to gate
 - Delayed departures - need to locate/off-load luggage
 - Added costs from gate charges, load extra fuel, etc
 - Guest inconvenience - reputational damage

Benefits to an Airline of a FOF Program

- Promotes a caring corporate image
 - Honestly acknowledging that some passengers are apprehensive or worse about flying

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Enjoy Flying

Austrian Airlines "Anti-Fear of Flying" Seminar

About one fourth of all passengers do not feel comfortable while flying or suffer from fear of flying. A team of specialist-pilots, psychologists, flight attendants, and experienced trainer offers you a three-day seminar, during which you will have very high chances of learning how to cope with your indisposition and overcome it.

This Austrian Airlines "Fear of flying" seminar comprises 3 parts. The causes and forms of anxiety will be determined during psychological sessions. In order to counteract these, you will be taught breathing and relaxation exercises in small groups. The informational part mainly deals with the airplane itself and with aviation engineering and technical matters. Finally, the practical part is aimed at proving to yourself that you are no longer afraid of flying, by taking off for a short flight to a European destination.

For further information concerning the upcoming seminar dates, please do not hesitate to contact

Mr. Robert Wolfger +43 (0) 699 1766 2260

Mrs Teresa Bendl +43 (0)5 1766 1201, e-mail: teresa.bendl@austrian.com

Dates 2007

22.-24. February

22.-24. March

10.-12. May

12.-14. July

13.-15. September

18.-20. October

"Fear of Flying" Seminar

Day 1 - From 5:00 p.m. to 8:30 p.m. approximately.

Meeting at Austrian Airlines' head office, Fontanastr. 1, 1107 Wien (Vienna)

- Welcome message and distribution of supporting documents;
- Presentation of participants;
- What are the symptoms of the fear for each participant?
- Causes and emergence of the fear of flying;
- Scare, fear and panic reactions;
- Learning, reinforcement and expansion of the fear;
- Fearing the fear;
- Escape mechanism as anxiety reinforcement;
- Reasoning strategies in situations of anxiety and panic;
- Physical predispositions and symptoms
- Sensitivity to signs of anxiety;
- How widely spread is the anxiety reduction approach to counter the fear of flying?

Day 2

- Morning Session: 10:00 to 12:00. Desensibilisation in a realistic model of an aircraft cabin including breathing and relaxation exercises.
- Lunch: Restaurant Le Baloon, an excellent location at the Airport Vienna with view at landing and departing aircraft.
- Afternoon: Air Traffic Control. Visit the controllers at the tower Vienna

Day 3

- Technical information concerning the aircraft construction, maintenance and



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Fit to Fly: stress-free flying

Fear of flying can be treated effectively.

Fit to Fly seminars are offered by SWISS in collaboration with Swiss Aviation Training and a trained psychologist. There is no denying that air travel has become an important aspect of modern life for many people, whether for business or holiday travel, or to visit friends and relations in other countries. While for most people flying is a form of pleasure, for some it is an extremely unpleasant experience.

What is fear of flying?

If the thought of flying makes you feel uneasy, triggers inner resistance or perhaps even a feeling of panic, you do indeed suffer from a fear of flying – as do many other people. Fear of flying is in fact quite common, affecting men and women alike, and sometimes children. Even frequent flyers can be afraid to fly.

Sufferers board aircraft under a tremendous psychological strain. Common symptoms include perspiring abnormally, increased heartbeat, shortness of breath, nausea and dizziness and terrifying claustrophobia.

The fear is often triggered by a turbulent flight in the past and can intensify over time, to the point that it becomes impossible to travel by air at all. But it is possible to cope with this fear, as evidenced by research into the subject and the success rate of our seminars.

Overcoming fear

In developing ways of treating fear of flying, collaboration between psychologists and pilots has proven most effective. Many people who suffer from fear of flying know little about the science and technology of flying and flight safety. Information provided by pilots generally has a calming effect as it helps you to understand how modern aircraft cope with air turbulence and explains the significance of the various sounds that are heard between taking off and landing, such as the movement of the landing gear and wings.

During the seminar you also analyse your fear and learn various methods of coping with the fear and its particular symptoms. The methods employed are largely drawn from behavioural therapy and have a good track record for combating various types of phobia. Such fears can be tackled on three levels: physical, mental and behavioural.

Seminars for relaxed flying



- Symptoms of fear of flying
- What can cause such fear
- What you can do about it
- Medications
- Seminars for relaxed flying

These days it's almost impossible not to travel by air. That applies whether you want to make business contacts or simply discover the world.

So that you can take off in a relaxed frame of mind, we show you here what the causes and symptoms of fear of flying can be and what you yourself can do to fly relaxed. We also present to you a tried and tested seminar to overcome fear of flying.

Symptoms of fear of flying

According to surveys by the German Institute for Public Opinion Research, about 15 percent of the German population suffer from fear of flying, and about 50 percent feel uneasy when they fly. The anxiety can begin some weeks before the departure date.

Depending on the extent of their fear, sufferers can have the following symptoms:

- Sweaty palms
- Heart palpitation
- Short-windedness
- Loss of appetite
- A sense of nausea

What can cause such fear

People who fear flying are mainly those who suffer from claustrophobia, fear of contact with other people or fear of heights, or from a general fear of loss of security and control over a situation. These causes have an added effect on the sufferers when they fly, and generate a feeling of being helpless amid a strange environment at a high altitude.

But you don't have to put up with sweaty palms and a palpitating heart. For there are ways by which you can challenge and overcome your fear of flying.

What you can do about it

- Try to be as rested as possible before taking your flight
- Ask a relative or friend to fly with you
- Get to the airport in good time - that will help you to become familiar with the atmosphere and situation
- Ask one of our flight attendants to tell you about the aircraft and the journey. That will help you to calm any feeling of insecurity
- Occupy your mind during the flight by reading an interesting book, talking to your neighbor, or listening to music, and so on
- Try to relax during your flight and enjoy our great cabin service! Two simple exercises will help you to unwind:
 - Flex all the muscles of your body at the same time and stay that way for some seconds. Then relax abruptly and let your muscles "hang loose". You can then enjoy your feeling of relaxation and repeat the exercise if you need to.

Benefits to an Airline of a FOF Program

- Generates customer loyalty
 - 'recovered' clients fly the airline they trust
- Quality of service and staff training
 - Enables cabin staff to deal more effectively with anxious flyers
 - Early intervention may help allay anxiety and escalation
- Safety and security -
 - FOF/anxiety often underlies disruptive or aggressive behaviour in the air
 - Panicking passengers may be mistaken as a security risk

THIRD INTERNATIONAL FEAR OF FLYING CONFERENCE

Working together

To get more people flying