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# Norway urges travelers to “Fly Safely, Drink Responsibly” this holiday

By **Rick Lundstrom** on December, 6 2019 | Airline & Terminal News



The [International Air Transport Association \(IATA\)](#) supported by airports group [Avinor](#), [Civil Aviation Authority of Norway](#), and the Federation of Norwegian Aviation Industries, this week launched a new passenger awareness campaign called “Fly Safely, Drink Responsibly” to encourage passengers to think carefully about their alcohol consumption before boarding flights.

“Unruly passenger incidents are rare, but when they do happen, can have serious consequences and cause inconvenience for other passengers and employees working onboard and at airports,” said a release from IATA.

Globally, alcohol intoxication is identified as a factor in approximately 27% of unruly and disruptive passenger incidents, said IATA. The campaign reminds passengers to drink responsibly and highlights the personal consequences they may face if they become unruly and disruptive. They range from being denied boarding, to airline flight bans, to being billed for the costs incurred by an airline or in the most extreme cases, arrest and a prison sentence.

The campaign, which coincides with the launch of the Christmas holiday season, will see IATA member airlines, Civil Aviation Authority of Norway, the Federation of Norwegian Aviation Industries, and airports operated by Avinor across Norway working together to reduce the number of incidents of unruly behavior associated with alcohol intoxication. This includes excessive drinking in airport bars and the consumption of duty free purchases during flights. Fly Safely, Drink Responsibly will be rolled out with digital screen signage in airports across Norway supported by a Facebook, Twitter and Instagram social media campaign.

Rafael Schwartzman, IATA's Regional Vice President, Europe, said, "Christmas time is traditionally the season of 'goodwill to all' and we want to make sure that applies to air travelers as well. Everyone has the right to a flight free from disturbance. The Fly Safely, Drink Responsibly campaign encourages everyone to take personal responsibility to ensure a safe and enjoyable travel experience for themselves, their fellow passengers and hardworking employees, and to raise public awareness of the consequences of disruptive behavior while flying."

Lars Kobberstad, Director General of the Civil Aviation Authority of Norway added, "Air travel should be safe and enjoyable for everyone and we fully support the Fly Safely, Drink Responsibly campaign and the industry's commitment to tacking anti-social behavior."

Torbjørn Lothe, Director General of the Federation of Norwegian Aviation Industries, said, "Though incidents with unruly passengers are rare, such incidents regrettably appear to be a growing problem for the industry. This kind of disruptive behavior is totally unacceptable and is also potentially a threat to safety. We therefore fully support IATA's Fly Safely, Drink Responsibly campaign."

Kristian Løksa, Head of communications at Avinor, said, "We are pleased to support IATA's campaign. It is always disappointing to see an incident of unruly behavior but initiatives such as 'Fly Safely, Drink

Responsibly' show the commitment from those across the industry to work together to ensure an even safer and more enjoyable air travel experience for everyone."