

David Neeleman

Quotes

*People, Thinking, Flying, Country, Safety, Important, Cost, Creativity, Aviation,
Faster, Add, Brazil, Differences, World, Law, Airports, Can Do, Might, Southern,
Continuing*

Of course, we should all be aware of what we're packing in our carry-on luggage - anything that might be considered dangerous could be confiscated at a security checkpoint.

~David Neeleman

I believe the public's confidence would be increased if the federal government took over the functions of airport security screening for all passengers.

~David Neeleman

You don't have to spend a jillion dollars on advertising to get your word out. What matters is that customers have a good experience with your product at every single point of contact.

~David Neeleman

The Blackberry is really essential for keeping up on my emails when I'm out of the office, which is a lot.

~David Neeleman

I'm always crunching numbers, so my calculator watch is a must.

~David Neeleman

Never, ever forget that you are a servant.

~David Neeleman

In the midst of all the chaos swirling through your brain, all the disorganization and impulsiveness, the condition (ADHD) also seems to trigger a certain kind of creativity.

~David Neeleman

People who invest in aviation are the biggest suckers in the world.

~David Neeleman

Just keep thinking about the good side of ADD - the creativity and the

originality it can stimulate.

~David Neeleman

I really see low-fare carriers, quality low-fare carriers anyway, continuing to become more and more popular.

~David Neeleman

We're reviewing everything to see how we can do it better, faster, and more efficiently.

~David Neeleman

A lot of airlines have come and gone.

~David Neeleman

Our people get profit-sharing checks. I got a report the other day that says that 84 percent of our people participate in our stock purchase program, where they can buy stock at a 15 percent discount.

~David Neeleman

Seat assignment didn't matter if you're flying Dallas to Houston and you did it 38 times a day. People just got on, you didn't sit next to your wife, and it was a 45-minute flight. It didn't matter.

~David Neeleman

Certainly, we are hurt by the high fuel prices because it raises our cost.

~David Neeleman

It's so important to experience what your customers are experiencing and listen to their suggestions.

~David Neeleman

I think that as the market moves and costs get higher and fares get higher, it always creates opportunity. That's been the cycle over the years.

~David Neeleman

And, of course, customers really need to feel safe and are seeking reassurance when they fly.

~David Neeleman

When you do consolidation, you get rid of flying and you get rid of routes.

~David Neeleman

This is not a business where you can hand off and run by remote control.

~David Neeleman

Even though Brazil has been up and down and had some difficulties, it's still a very big country, and a very important country. It's got the fourth largest domestic market in the world.

~David Neeleman

I think there's new optimism in Brazil. The Olympics went well. Our demand is good. Costs are down. We're back in the black. We're feeling really good about what's going on in Brazil.

~David Neeleman

The Lisbon hub is important to Portugal, the country. That's not going to go away. It needs to be there. The country depends on tourism.

~David Neeleman

I think there's a big market in North America [with travelers] going to Lisbon and connecting over Lisbon.

~David Neeleman

If you want to go to Spain or you want to go to France or you want to go to [any] southern European countries, [Lisbon] is a great place to

[connect].

~David Neeleman

I just don't think it's good public policy to tax fuel. It's kind of silly. It stops people from traveling and actually costs the economy more money than what you gain in the taxes.

~David Neeleman

You can't charge for anything in Brazil.

~David Neeleman

There's just things that are against the law.

~David Neeleman

I think because of all of the difficulties in Europe with terrorism and stuff, a lot of people ended up going to Portugal. They felt, I think, safer in Portugal.

~David Neeleman

People were desperately trying to fill their seats for the summer. And so prices are really low right now. And so they are kept from raising prices to make up for that difference.

~David Neeleman

And you've got to remember that I'm also the father of nine children.

~David Neeleman

Nobody ever thought about having to protect the passengers from the pilots.

~David Neeleman

People do a better job if they respect the leader of the company. I learned that on my mission - the value of people and how to truly appreciate them.

~David Neeleman

If it's torture flying one airline and [yours] is a pleasant experience, it certainly helps your revenue.

~David Neeleman

People don't really look forward to flying that much. It's like they want to get to the place, but they don't look forward to the experience.

~David Neeleman

When you can sell [empty seats] at the gate for an upgrade for 500 bucks or 600 bucks... it makes all the sense in the world.

~David Neeleman

Fares are higher [and] people don't travel as much. If they don't do that, it doesn't have the trickle down effect into the economy and the other sectors.

~David Neeleman

Value will always be on top of everyone's lists now, right along with safety.

~David Neeleman

With high trust, success comes faster, better, and at lower cost.

~David Neeleman

I actually thrive on all the challenges, and I don't feel like ADD has impaired my ability.

~David Neeleman

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