

## One Too Many Campaign

The [One Too Many](#) campaign is a cross-industry campaign led by the UK Travel Retail Forum (UKTRF), the Airport Operators Association (AOA), Airlines UK and the International Air Transport Association (IATA). It was launched in 2018 and promotes the personal and legal consequences of disruptive behaviour at airports.

Only **1 in every 640,000 passengers are disruptive – however, this is still one passenger too many.** While incidents are rare, they can have a significant impact for fellow passengers and employees working airside, landside and onboard. The *One Too Many* campaign emphasises personal accountability and encourage passengers to fly responsibly, because there are serious consequences if they do not, such as:

- Being denied boarding and missing your holiday
- Facing up to 2 years in jail for disruption a flight
- A £5,000 fine for delaying a flight from taking off
- A £80,000 diversion fee if you cause a mid-air incident
- An airline ban, if you cause a flight to be cancelled



As the travel and aviation industries enter the busy Christmas period, the *One Too Many* campaign and its partners are committed to ensuring that passengers do not make their first holiday since the reopening of international travel their last.

The campaign utilises a combination of in store signage (printed and on-screen), social media assets, media activation and industry awareness. Through its partners' respective memberships, it is in place at most major UK airports: including **Manchester, London Heathrow, London Gatwick, Birmingham International, Newcastle International, Bristol and Liverpool John Lennon.** Airside retailers and food and beverage outlets, such as **World Duty Free** and **JD Wetherspoons**, are also key participants.



The results have been encouraging at both the local and national level: Glasgow Airport, for example, has reported a **52% drop in outbound alcohol-related offenders** since the *One Too Many* campaigns' inception, while Manchester Airport has seen a **23% reduction in incidents.**



The campaign is regarded by Government as an example of industry best practice, and as **“invaluable in promoting awareness to passengers before getting to the airport and to the concessions where alcohol is served”** (Home Office, 2021).

Though there are many causes for disruptive behaviour (compliance with mask wearing requirements being a major cause during the Covid-19 pandemic), incidents that arise as a result of alcohol consumption are not confined to airports



or air travel – it is an issue that must be addressed across society. The aviation industry takes these incidents very seriously. All bars and retail outlets operating in airports around the UK follow the same policies and practices as their high street counterparts. Staff receive the same training and guidance to responsibly serve and sell alcohol to passengers as they would in a licensed premises.

In a showing of the industry's commitment to safety airside, UK airports, airlines, retailers and hospitality operators have joined forces to develop the [UK Aviation Industry Code of Practice on Disruptive Passengers](#).

The purpose of the code is to create a common, consistent approach that co-ordinates and enhances existing efforts to prevent and minimise disruptive passenger behaviour. It promotes:

1. **A zero-tolerance approach to disruptive behaviour**
2. **The identification, pre-emption, management and reporting of disruptive incidents**
3. **The responsible sale and consumption of alcohol; and**
4. **Education and communication with passengers.**

The *One Too Many* campaign reinforces the code's message, and compliments the many other initiatives individual airports and airside retailers have in place.