

AIR CANADA



Air Canada is proud to announce the addition of new nonstop flights from Phoenix to Montréal, every Saturday and Sunday, starting November 6 to May 1, 2011

In addition, Air Canada is adding a daily winter seasonal flight between October 1, 2010 and April 30, 2011 to its existing year-round daily Phoenix-Toronto service. During the winter Air Canada also operates daily Phoenix-Calgary service.

"Air Canada is solidifying its position as the leading carrier to Arizona by increasing capacity by close to 50 percent in 2011 to this popular destination," said Marcel Forget Vice-President, Network Planning, Air Canada.

"These additional flights to the U.S. allow Air Canada to offer customers even more choice as the leading trans border carrier between Canada and the U.S. and the Number One foreign carrier flying to the United States - with the most flights per day to more destinations in the U.S. than any other international airline."

"Canada represents our fastest-growing international market, and we welcome Air Canada's decision to invest in additional air service at Phoenix Sky Harbor," said Phoenix Mayor Phil Gordon. "Phoenix would like to thank the Canada Arizona Business Council for its support of this important new service. Additional non-stop service between Canada and Arizona only strengthens the business and cultural ties between our regions."

Flights between Phoenix-Montréal and Phoenix-Toronto are timed to make convenient connections with other flights in Air Canada's extensive domestic and international network including London, Paris, Brussels, Frankfurt, Copenhagen and Geneva.

The carrier will operate the Montréal and Toronto services using newly refurbished 120-seat Airbus A319 aircraft in a two-cabin configuration offering a choice of Executive Class and Economy service. The A319 jets feature Air Canada's personal entertainment system with 8.9-inch wide digital in-seat monitors and touch-screen controls offering hours of audio and video on demand programming at every seat.

Other features include in-seat power within reach of every customer. The Calgary service is operated using 93-seat Embraer E190 aircraft a choice of Executive Class and Economy service, free personal audio-video entertainment at every seat and a choice of hours of audio and video on demand.

Air Canada offers more non-stop flights on more routes between the Canada and the United States than any other carrier, operating with its regional affiliate Jazz around 400 non-stop flights per day on 104 routes to and from six Canadian and 58 U.S. airports.





guess which is the Best Airline in North America?

We'll take good care of you.

When you fly with us, great fares are only the beginning. Add to that personal touch-screen TVs at every seat*, power outlets within easy reach, and fully flat beds in our international Executive First® Suites. We also fly to more places in Canada and around the world than any other Canadian airline. Just a few of the reasons we were ranked **'Best Airline North America' in a worldwide survey of 17.9 million global air travellers.****

**The survey was conducted by independent research firm Skytrax between July 2009 and April 2010 using over 38 different aspects of passenger satisfaction to rank airlines' product and service standards. This annual survey is regarded in the air transportation industry as a primary benchmarking tool for passenger satisfaction levels of airlines throughout the world.

In 2009, Air Canada won four top honours in Business Traveler magazine's "Best in Business Travel" annual reader survey: "Best Flight Attendants in North America," "Best In-flight Services in North America," "Best North America Airline for Business Class Service," and "Best North American Airline for International Travel."



**BEST AIRLINE
NORTH AMERICA**

About Air Canada

Air Canada provides scheduled and charter air transportation for passengers and cargo to more than 171 destinations on five continents. Canada's flag carrier is the 13th largest commercial airline in the world and serves 31 million customers annually.

Air Canada has an extensive global network, with hubs in four major Canadian cities (Toronto, Montréal, Vancouver and Calgary), providing scheduled passenger service directly to 59 Canadian cities, 58 destinations in the United States and 60 cities in Europe, the Middle East, Asia, Australia, the Caribbean, Mexico and South America. Air Canada is a founding member of Star Alliance, providing the world's most comprehensive air transportation network for Canadian domestic, trans border and international travel. Through its strategic and commercial arrangements with Star Alliance™ partner airlines (www.staralliance.com), Air Canada offers service to 1,077 destinations in 175 countries and provides reciprocal top tier frequent flyer benefits.

In the Air Canada Executive First® Suite, your comfort is our highest priority.

From the moment you settle in, your personal space is exactly that. Every seat has direct aisle access, giving you the freedom to come and go without disturbing anyone. Sleep, work, relax, dine or just stretch out and enjoy the space. At the push of a button, your seat folds to a 119 cm fully flat bed.

Throughout the journey, you'll have access to over 300 hours of on-demand movies, TV shows, sports and games via a personal touch-screen TV, and our personalized, superior service ensures you have everything you need. We've paid careful attention to the things you'll notice, but just as much to the things you might not. The cabin lighting, for example, mimics different times of day, to ease you into the next time zone, and minimize jet lag.

When traveling internationally, the Executive First® Suite offers more than something a little different to put your feet up on. It's another league of comfort.

Welcome to Air Canada Executive Class, welcome premium travel across North America, welcome to more.

In Executive Class, we do more to make your trip as easy and comfortable as possible.

More personalized service, more personal space, more entertainment choices with a personal touch-screen TV, over 300 hours of on-demand entertainment, 150% Air Canada Status Miles, Maple Leaf Lounge access and priority check-in, boarding and baggage service.

The Air Canada In-flight Entertainment system has been created to make your flight as enjoyable and relaxing as possible.

Beginning with a touch-screen TV at your seat, choose from over 300 hours of on-demand entertainment. XM Satellite Radio, movies, TV shows, sports, games, fast-forward, rewind, pause, the choice is yours. Watch and listen gate to gate, and choose from the latest theatre releases <http://enroute.aircanada.com/en/entertainment> and classics in every genre, from art house, to blockbuster, to foreign language.

Air Canada offers the first checked in bag for free (within the allowable weight and size limits) and when customers fly with Air Canada they can accumulate frequent flyer miles in Air Canada's Aeroplan program or on any Star Alliance program.

SKY HARBOR CONTRIBUTES \$33 BILLION TO THE ECONOMY EACH YEAR

Maintaining and Developing Flights is Critical

New Route and Opportunities for International Air Service Development

When the Air Canada Airbus 319 plane takes off from Phoenix to Montréal on Saturday, November 6, it will represent a significant gain in travel options offered to Valley residents.

This route is Phoenix's first and only non-stop route to Montréal. The seasonal flight will operate on Saturdays and Sundays until May 1, 2011. With such strong support from the business communities in both cities, many are optimistic that the route's success will lead Air Canada to expand the schedule to include weekday departures year round.

This flight will give Canadian visitors the opportunity to escape the winter wonderland of Canada for the sunny, world-class destination of Phoenix. And Valley residents will be able to travel to a new destination to experience a city with European flair and fantastic museums and culture.

Opportunities for Growth

"Canada is Arizona's fastest growing international market. It is a critical part of our tourism marketing focus. We are very excited about Air Canada's new non-stop service from Montréal as this opens up the opportunity to bring even more of the valued Canadian visitor to Arizona," said Sherry Henry, Director of the Arizona Office of Tourism.

"We welcome Air Canada's decision to invest in additional air service at Phoenix Sky Harbor," said Phoenix Mayor Phil Gordon. "Additional non-stop service between Montréal and Phoenix only strengthens the business and cultural ties between our cities."

The quest for this route began some time ago as business and civic organizations in Phoenix and Montréal such as the **Canada Arizona Business Council** came forward,

stating their need for service between the two cities.

Phoenix Sky Harbor's Air Service Development Manager, Jim Peterson said that a business plan was then developed and presented to Air Canada to show justification for the route. Joint sales calls between Phoenix Sky Harbor and Montréal-Pierre Elliott Trudeau International Airport took place.

Phoenix Mayor Gordon then led a business delegation to Montréal to meet with business organizations and civic leaders.

"While the flight is timed and targeted for the leisure traveler as it departs on Saturdays and Sundays, the future goal is to also serve business travelers who need more frequent, year-round service," said Peterson.

Air Canada has doubled its service between Phoenix and Toronto by offering an additional daily winter route that began October 1 and will continue until May 1, 2011.

"The demand for air service between Phoenix and Canada has never been stronger," said Peterson. "We're very pleased with our two Canadian carriers - Air Canada and WestJet as well as US Airways, all offering service between Phoenix and Canada."



Competing for Air Service

While it may seem that securing a new route is a fairly straight-forward process, gaining new air service is not an easy task. There is intense national and international market competition.

Airlines are increasingly selective about international air service investments. "Airlines choose markets that provide the greatest revenue opportunity based on aircraft availability and the high cost of operating international routes," said Tamie Fisher, Deputy Aviation Director

Phoenix not only has to compete with cities domestically, but internationally as well. Airlines undergo significant investment and financial risk when serving a new market.

The goal of Phoenix Sky Harbor's

Air Service Development Program is to support the region's economic growth through improved access to domestic and global markets. Not only does Sky Harbor strive to retain existing

service, but also to grow service further supporting Phoenix's economic vitality.

For instance, the Montréal route will generate new net revenue to the Airport consisting of airline rental fees, parking, and concession revenue. Regionally, the flight is estimated to have an annual economic impact of \$3.6 million.

The Draw of Phoenix Internationally

22 international destinations are currently served from Phoenix Sky Harbor. These flights contribute approximately \$3 billion to the local economy. Flights include 11 destinations in Mexico, eight in Canada as well as London, Montego Bay, Jamaica, and San Jose, Costa Rica. These routes provide a strong draw for leisure and business travelers.

Phoenix Sky Harbor has been targeting cities in Europe, Asia, and Mexico for future routes. Phoenix is an attractive air service market. While a bit slower than in the past, due to the current economy, businesses and residents continue to relocate to the region.

"The long-term outlook for the Phoenix economy is excellent. In addition to being the fifth largest city in the U.S., Phoenix has the 13th largest population in the U.S. for a metro

region," said Phoenix City Manager, David Cavazos.

There are four main business sectors in Arizona that drive business travelers and economic development. The Phoenix area is a particularly strong draw for aerospace/aviation, biotech, high-tech, and solar organizations, employing a significant amount of people and greatly contributing to the region's economy.

Phoenix is strongly emerging as a solar energy market that provides companies with a competitive edge due to Arizona's new renewable energy tax incentives.

As Phoenix and the region provides a draw to airlines to add new air service,

so does Phoenix Sky Harbor. "What is important to carriers is that Sky Harbor is competitively priced," said Assistant Aviation Director, Paul Blue. "We are one of the lowest cost airports for airlines to operate in and that's critical for success."

Working with the Community

As part of the Air Service Development Program, representatives from Phoenix Sky Harbor and community stakeholders schedule regular meetings with airline executives.

Organizations such as the Greater Phoenix Economic Council, the city of Phoenix's Community & Economic Development Department, and local chambers provide information and data about why Phoenix is an excellent place to do business so airlines understand current and future air service needs.


The airport also coordinates with the Arizona Office of Tourism and convention bureaus on research and marketing efforts so airport services and airline route development closely align with convention and tourism needs.

Phoenix Sky Harbor's Deputy Aviation Director of Public Relations Deborah Ostreicher sits on the board of the Tempe Tourism Office and the Arizona Tourism Alliance, which is dedicated to generating awareness of the tourism industry and promoting the economic well being of Arizona through tourism.


She says, "Many people don't realize the tremendous economic impact that conventions and tourism bring. This creates jobs and tax revenue dollars that help pay for much needed services."



WE'VE GOT connections.



Phoenix Sky Harbor International Airport has free Wi-Fi in all terminals. And new Air Canada nonstop flights this fall!



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