



AIRLINE LOYALTY PROGRAM

Enrollment Year

2012

2019



Total Revenue (CAD)

\$133.7M

Most Popular Booking Month

Jul

Total Active Loyalty Members

15K

Total Active Provinces

11

Enrollment_Month

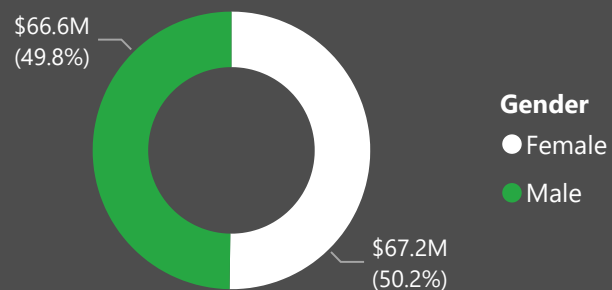
All



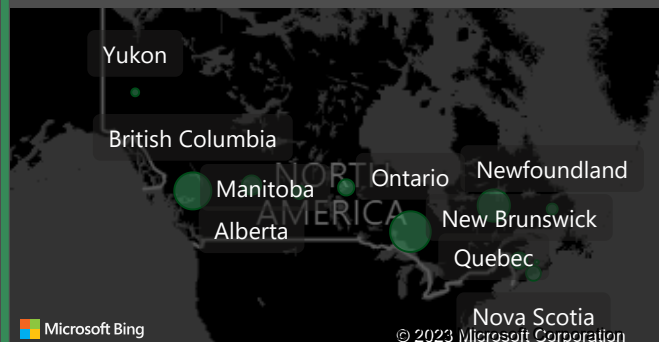
City

- ☐ Banff
- ☐ Calgary
- ☐ Charlottetown
- ☐ Dawson Creek
- ☐ Edmonton
- ☐ Fredericton
- ☐ Halifax
- ☐ Hull
- ☐ Kelowna
- ☐ Kingston
- ☐ London
- ☐ Moncton
- ☐ Montreal
- ☐ Ottawa

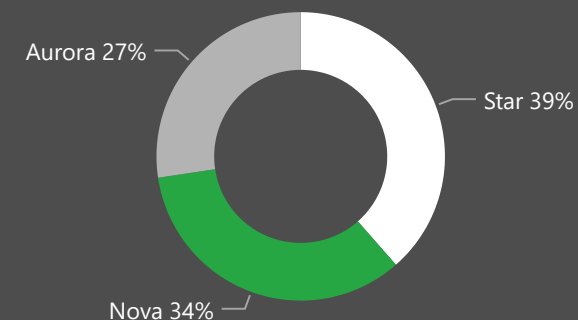
% Total Revenue: Gender



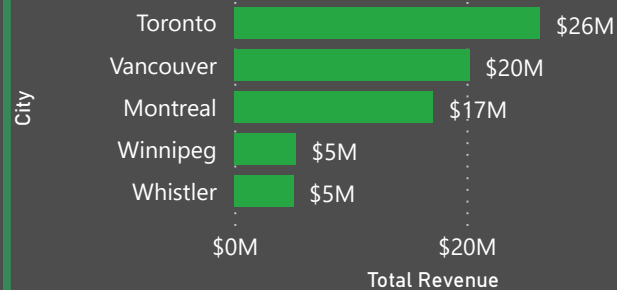
Total Flights Booked by Province



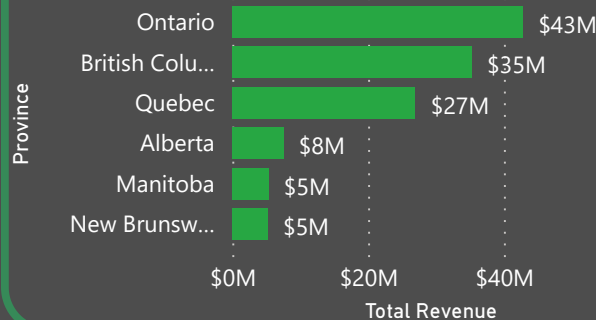
% Total Revenue: Loyalty Card Type



Revenue by City



Revenue by City



Revenue by Enrollment Campaign

