



AIR CANADA

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Air Canada Named 'Best International Airline in North America' in Global Industry Survey of More than 18 Million Travelers

Third consecutive year Air Canada named a winner at Skytrax World Airline Awards

MONTREAL, July 12, 2012 /CNW Telbec/ - Air Canada has been named the 'Best International Airline in North America' in a worldwide survey of air travelers for the Skytrax World Airline Awards. In what Skytrax termed "a remarkable repeat success", it is the third consecutive year Air Canada has ranked among the top global carriers in the awards, which surveyed more than 18 million passengers worldwide. The annual survey, whose findings were announced today at the Farnborough International Airshow, is regarded in the air transport industry as a key benchmarking tool for airline passenger satisfaction levels.

"We are delighted that the Skytrax World Airline Awards has again recognized Air Canada as the Best International Airline in North America. It affirms Air Canada's ranking among the world's best airlines and underscores the success of our strategy to transform Air Canada into an international powerhouse," said Calin Rovinescu, President and Chief Executive Officer. "This top rating by air travelers for three consecutive years demonstrates that passengers appreciate the Air Canada travel experience including our recently expanded, award-winning seatback entertainment system offering, concierge service, enhanced mobile and online services and the evolution of our Maple Leaf lounge product. The award also recognizes the dedication and professionalism of Air Canada employees in delivering our world class products and services and taking care of our customers."

"For the third consecutive year, Air Canada customers have ensured that the airline achieves its deserved recognition by winning the award for the Best International Airline in North America. This hat-trick result is an excellent achievement and Air Canada must be proud of this customer recognition of quality consistency. Air Canada is clearly a favourite airline amongst passengers and it is noteworthy that it has also maintained its place in the top-25 global airlines," said Edward Plaisted of Skytrax.

The survey was conducted by the independent research firm Skytrax during a ten-month period using over 38 different aspects of passenger satisfaction to rank airlines' product and service standards. Skytrax World Airline Awards is the established, global barometer of passenger opinions about more than 200 airlines around the world. Free of outside or financial influences, it comprised 100 different respondent nationalities in the 2011-2012 survey. Further information on the Skytrax survey and awards is available at www.worldairlineawards.com

In 2011, readers of *Global Traveler* magazine voted Air Canada "Best Airline in North America," and readers of *Business Traveler* voted Air Canada "Best North American Airline for International Travel" and "Best In-Flight Services in North America." In the annual Ipsos Reid Business Traveller Survey, Air Canada was named "Canada's Favourite Airline for Business Travel." Air Canada was preferred by 73 per cent of Canadian business travellers surveyed for 2011, the third consecutive year of improvement in Air Canada's ratings in the national survey.

Air Canada is Canada's largest domestic and international airline serving more than 175 destinations on five continents. Canada's flag carrier is the 15th largest commercial airline in the world and in 2011 served more than 33 million customers. Air Canada provides scheduled passenger service directly to 59 Canadian cities, 56 destinations in the United States and 63 cities in Europe, the Middle East, Asia, Australia, the Caribbean, Mexico and South America. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,356 destinations in 193 countries. Air Canada customers can collect Aeroplan miles for future rewards through Canada's leading loyalty program, and Top Tier members enjoy reciprocal frequent flyer benefits including lounge and priority services.

For further information:

Isabelle Arthur (Montréal) 514 422-5788
Peter Fitzpatrick (Toronto) 416 263-5576
Angela Mah (Vancouver) 604 270-5741

Internet: aircanada.com

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