



## Media Release

---

### **Air Canada rouge crew reaches 200 with many more needed as the airline grows; customers delighted with Disney-trained customer service onboard**

**Toronto, December 2, 2013** -- After starting up service in July with just 4 aircraft and 23 routes, Air Canada rouge has recently grown to over 200 Disney-trained rouge crew members (flight attendants) needed to operate a fleet that grows to 17 aircraft (four 767-300 ERs and thirteen A-319s) by March 2014 and 35 routes by June 2014. And in onboard customer surveys in early September, Air Canada rouge asked customers to rate a number of onboard elements, including the rouge crew, resulting in 95% of customers who responded rating the crew as exceptional.

"Right from the start we decided to go with the experts in customer service, the Disney Institute in Orlando, Florida, so that our crew can learn from the best how to delight and surprise our customers onboard. We're pleased that investment is paying off and, as we rapidly grow, we're determined to continuously enhance the Air Canada rouge experience for travelers of all ages," said Renee Smith-Valade, Vice President, Customer Experience. "We're also excited to be significantly growing our Florida service, offering more seats than any Canadian carrier."

### **rouge crew Customer Service Excellence through Disney training; ongoing recruitment**

Air Canada rouge started flying in July with 127 Toronto-based crew trained by both Air Canada (safety/regulatory) and the Disney Institute (Customer Service Excellence) and has since trained another 80 rouge crew. By the end of December, the airline will add more rouge crew to its Toronto base and will hire rouge crew from across Canada over the coming two years, including in major centres in Western Canada to serve leisure destinations in the US, the Caribbean and Mexico.

Following six weeks of safety and regulatory training, rouge crew attend Customer Service Excellence training at the Disney Institute in Walt Disney World to ensure every flight on Air Canada rouge offers the airline's unique brand of warm, engaging customer service designed to make every flight the start and end to a wonderful vacation. Training is focused on making every customer feel special and valued and tailoring the inflight experience. Air Canada rouge crew greet every traveler with a smile and warm welcome and use a variety of onboard products and activities to continue to engage customers, all designed to create an enjoyable, vacation-like onboard atmosphere.

To meet the needs of a quickly growing fleet and route network, Air Canada rouge has stepped up recruitment, including a recently launched new recruitment site for interested

candidates to learn more about the airline, rouge crew training and how to submit a resume. The website is available at <http://www.aircanada.com/rouge/en/careers/index.html> and includes a video featuring three rouge crew giving a first hand account of what flying with Air Canada rouge and the Disney customer service training is all about: <http://www.aircanada.com/rouge/en/careers/training.html>

### **Orlando - home to rouge crew Disney Institute training and a key Air Canada rouge market**

Air Canada rouge has made a significant commitment to serving Orlando, home to Walt Disney World and the Disney Institute for rouge crew training. On November 25th Air Canada rouge launched flights between Toronto and Orlando with 3 daily departures, with two more daily departures starting December 14 and 6 daily departures as of March 1, 2014. The year-round Toronto-Orlando route anchor Air Canada rouge's rapid expansion into the popular Orlando market.

In the coming year, Air Canada rouge, together with Air Canada, will offer more seats to Orlando from Canadian gateways than any other Canadian airline. Air Canada rouge Toronto-Orlando flights combined with Air Canada Montreal-Orlando flights represent a nearly 14% frequency increase for 2014.

Customers have the choice of Premium rouge service in addition to rouge and rouge Plus service on Air Canada rouge's 319 aircraft on the Toronto-Orlando route and a variety of other Air Canada rouge routes, including the new Sarasota, Florida route which launched on November 30th. Air Canada rouge will also assume the Montreal-Orlando route on February 15, 2014, with tickets now on sale at [www.aircanada.com](http://www.aircanada.com) and through travel agents.

### **Earn up to 150% Aeroplan Miles and Altitude Qualifying Miles with Air Canada rouge**

As of November 28, 2013 Aeroplan and Air Canada rouge Altitude members now earn up to 150% Aeroplan Miles and Altitude Qualifying Miles with Air Canada rouge to the US, sun destinations and Europe. Full details are available at [www.aircanada.com/rouge/en/flying\\_with\\_us.html](http://www.aircanada.com/rouge/en/flying_with_us.html)

PHOTO #1 : Mickey Mouse graduation ears replaced traditional grey trilby hats for the most recent class of 57 Air Canada rouge crew who graduated training last month. Rouge crew training includes a week on Customer Service Excellence at the Disney Institute at Walt Disney World, Orlando.

PHOTO #2: Children's face painting is just one of the ways the Air Canada rouge crew have gone above and beyond to ensure a fun start or end to a vacation.

PHOTO #3: Air Canada rouge uses giveaway buttons onboard to mark special customers' special celebrations: anniversaries, birthdays, junior rouge crew, even first flights.

### **About Air Canada rouge**

Air Canada rouge is Air Canada's new leisure airline, part of the new Air Canada Leisure Group, along with Air Canada Vacations. Air Canada rouge began operating July 1, 2013 with a start-up fleet of two Airbus A319 aircraft and two Boeing 767-300ER aircraft. The fleet grows to ten aircraft by the end of 2013 with the addition of six Airbus A319 aircraft by December 2013 and an additional six Airbus A319 aircraft by April 2014, for a total of 16 aircraft by the end of the 2013-2014 winter season.

Together with Air Canada Vacations, Air Canada rouge offers competitively-priced travel to exciting leisure destinations in Europe and the Caribbean, Mexico and the U.S.: Edinburgh, Venice, Athens, Lisbon, Dublin, Nice, Barcelona, Rome and Manchester and multiple destinations in Mexico, the U.S. and the Caribbean such as Cuba, Costa Rica, Jamaica and the Dominican Republic.

As a wholly-owned subsidiary, Air Canada rouge is backed by Air Canada's 75-year reputation for safety and reliability and Air Canada Vacations' 30-plus year history of vacation travel excellence. Learn more at [www.aircanada.com/rouge](http://www.aircanada.com/rouge) or [www.facebook.com/aircanadarouge](http://www.facebook.com/aircanadarouge)

Media contact:

Jill Wykes

Communications, Air Canada Leisure Group

416 543 6836