



A runway for growth

WestJet's plans to connect B.C. with the world

June 1, 2017

Our flight path today

- History and growth
- WestJet in British Columbia
- Our five-year plan
- Connecting B.C. with the world
- Announcement!

Launch day: February 29, 1996



WestJet in 1996



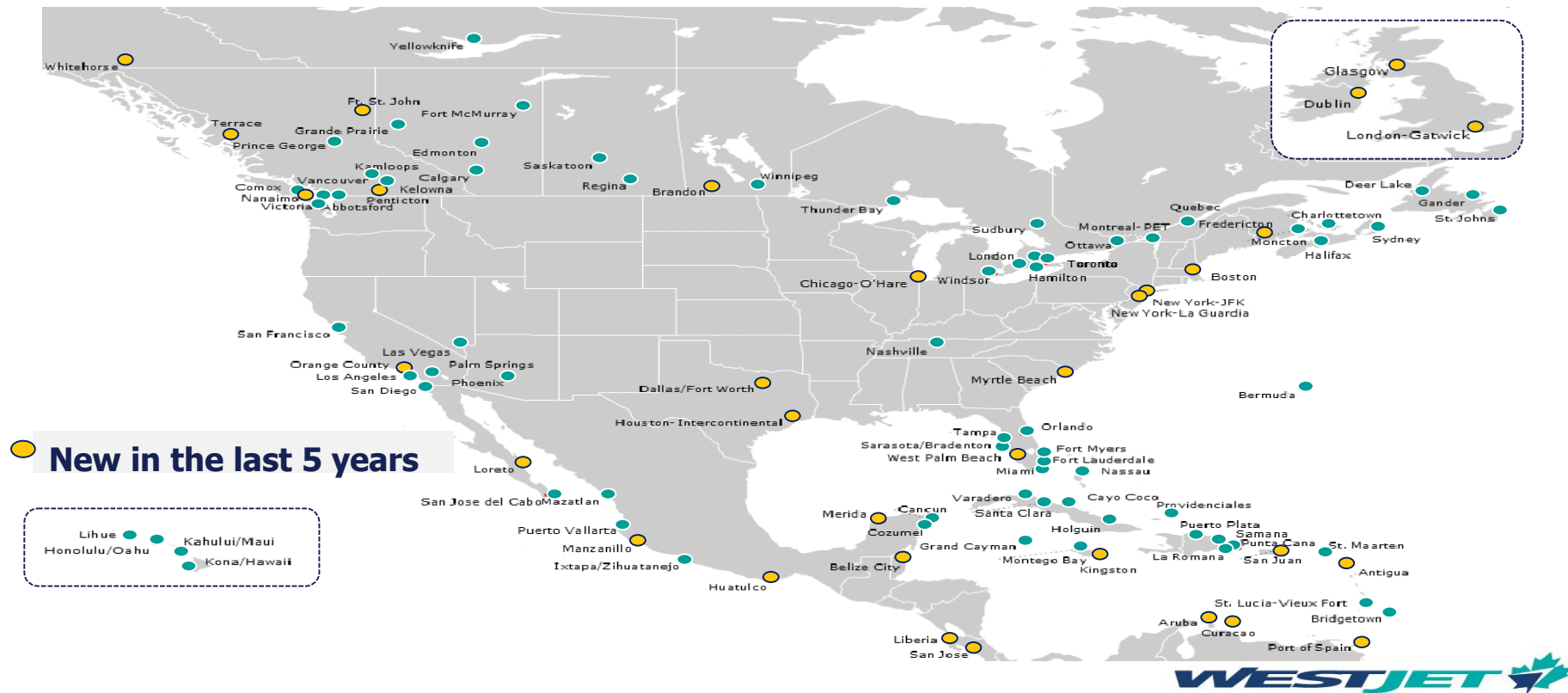
WestJet today

Over 100 destinations in more than 20 countries



Going global

WestJet has added over 30 destinations in the last 5 years



WestJet in British Columbia

WestJet in B.C. in 2005



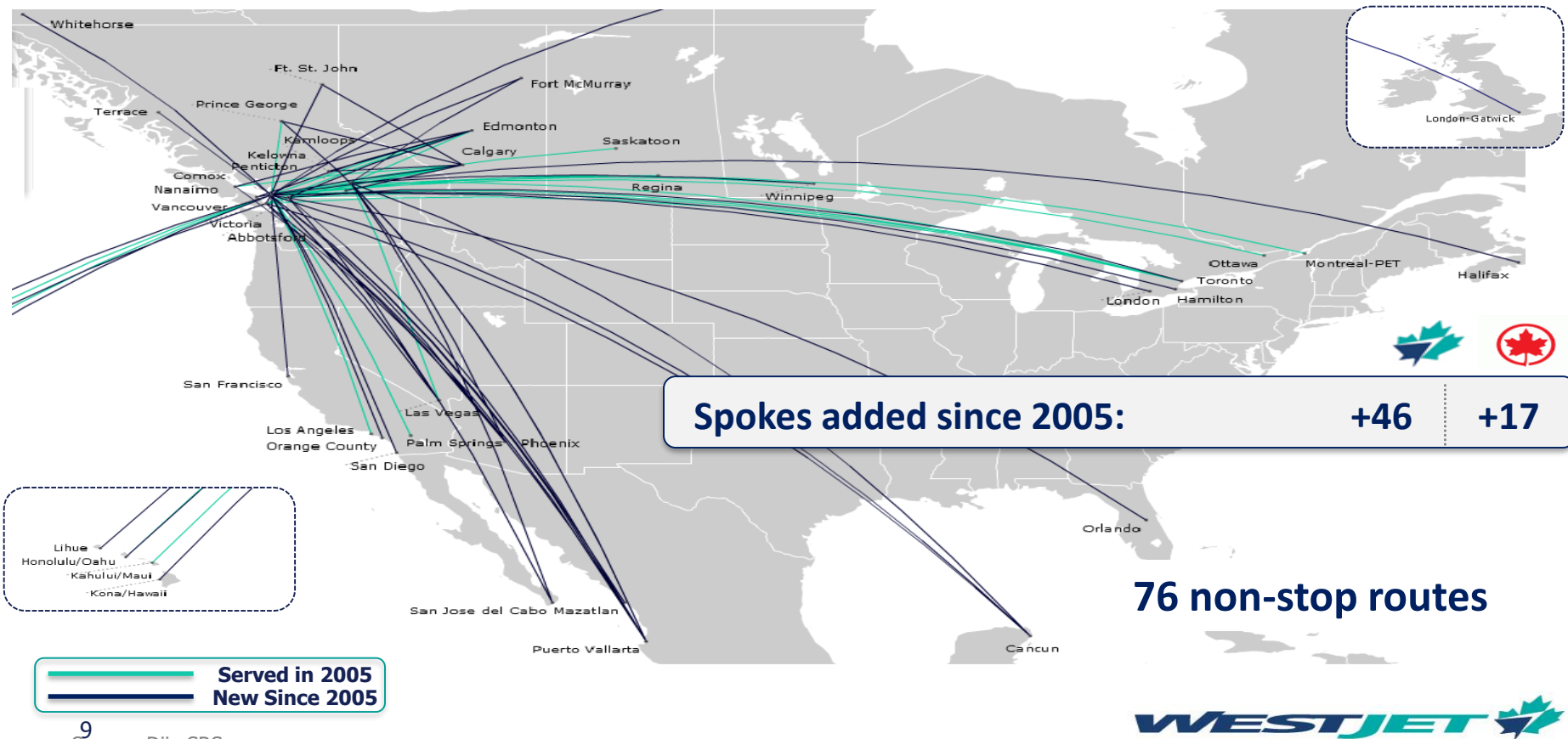
- In 2005, BC guests had limited non-stop options on WestJet to get across Canada or to International leisure destinations

Destinations	
Domestic	13
Transborder	5
International	0
Total	18

28 non-stop routes

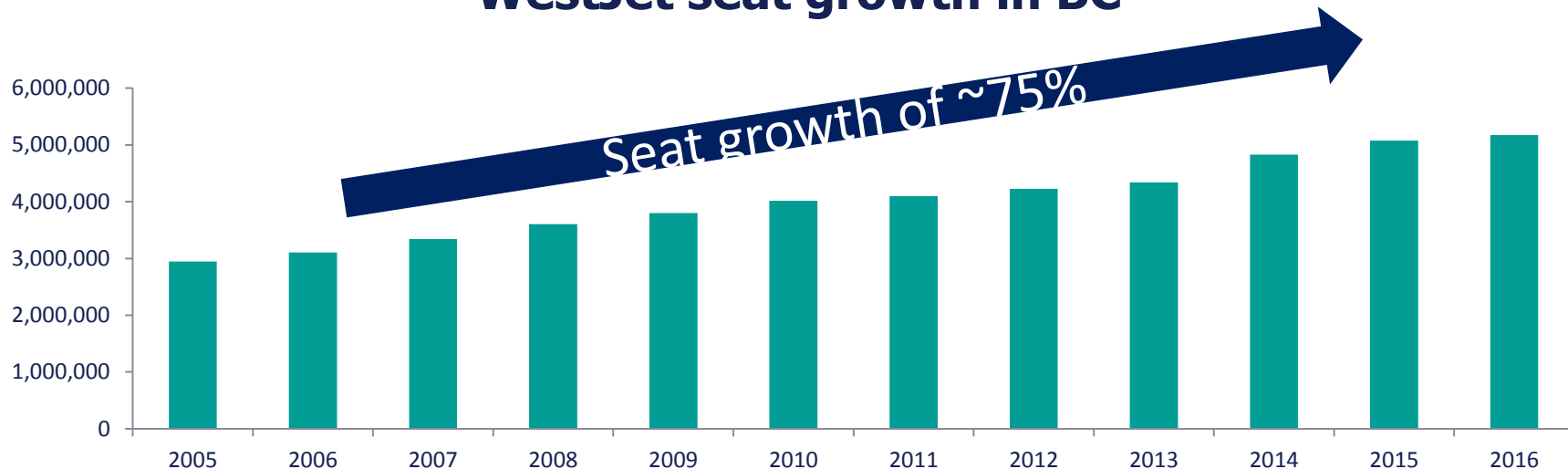


WestJet in B.C. today



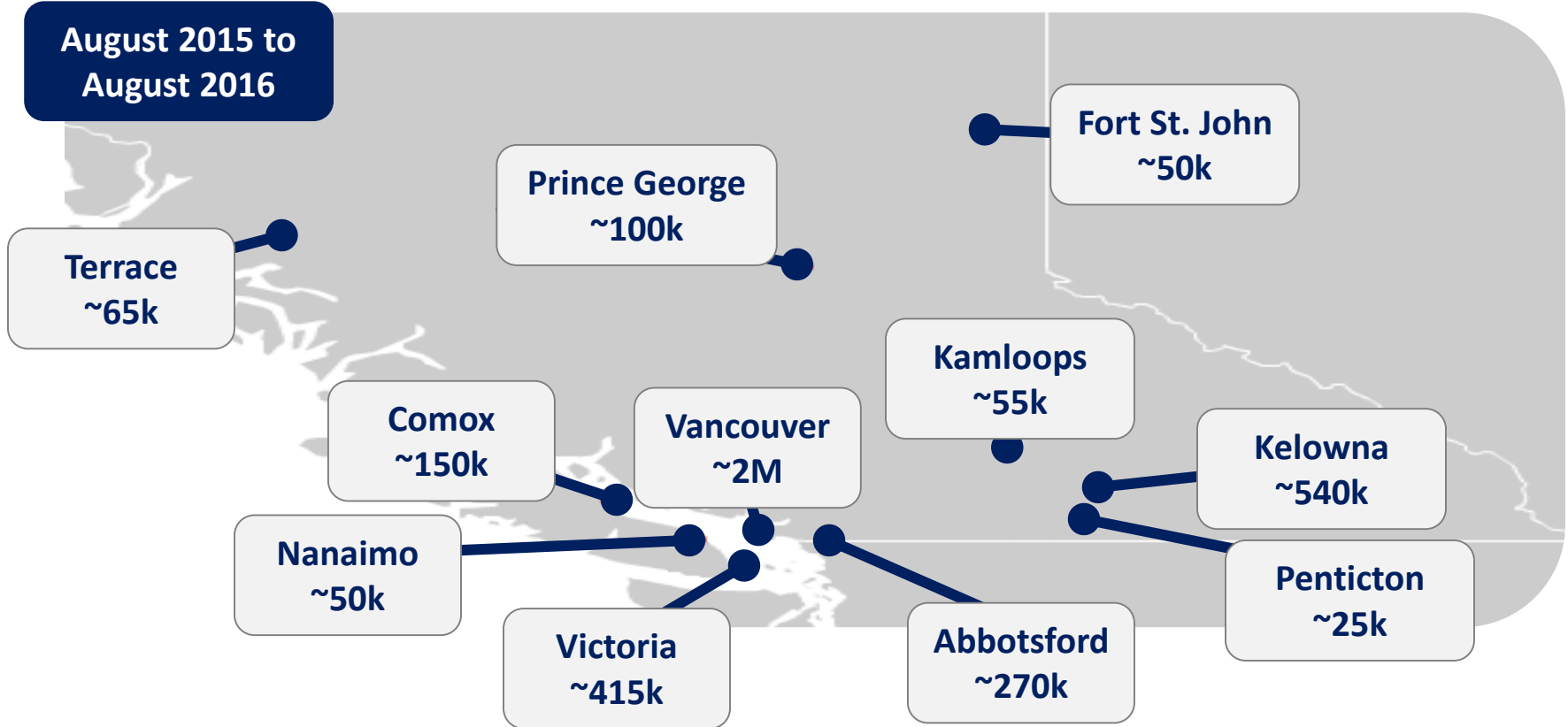
WestJet has increased seat capacity in B.C. by approx. 75%

WestJet seat growth in BC



WestJet has dedicated ~15% of system seat growth to BC since 2010 and now operates more than 5.2M seats into BC, up from 2.9M in 2005.

WestJet brings over 3.5M guests into B.C.



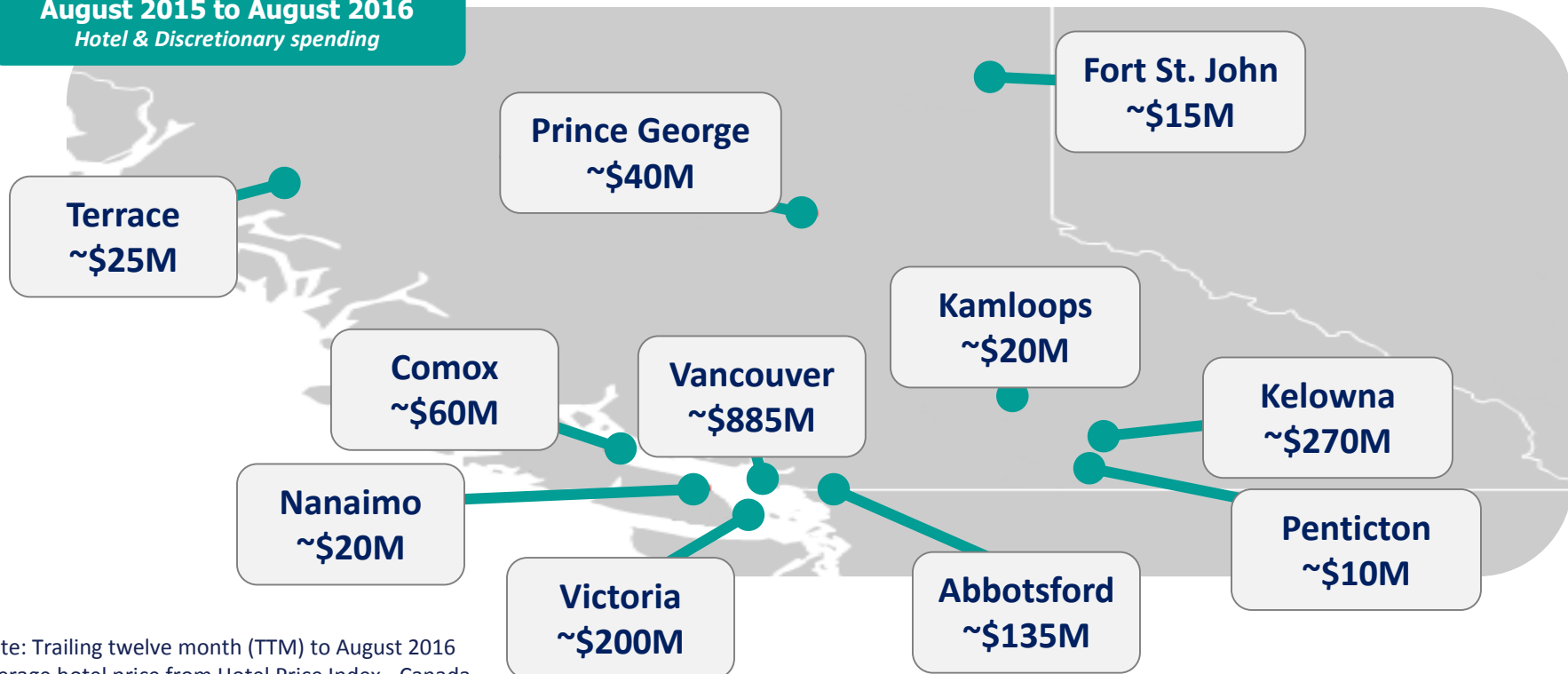
Note: Trailing twelve month (TTM) to August 2016

Source: IATA PaxIS

WestJet brings in nearly \$2B to the B.C economy

August 2015 to August 2016

Hotel & Discretionary spending



Note: Trailing twelve month (TTM) to August 2016
Average hotel price from Hotel Price Index - Canada
Assumed average stay of 3 nights with discretionary spending of \$100/day

WestJet continues to expand its service from YVR



WestJet by the numbers

Direct, indirect and induced aggregate impact in B.C. (2016)



Source: *The Economic Impact of WestJet Airlines Upon the Canadian Economy 2016*, RP Erickson & Associates

WestJet by the numbers

Nearly \$600M in total tax revenue generated by WestJet in B.C. in 2016

\$262M

Federal taxes

\$272M

Provincial taxes

\$55M

Municipal taxes



Source: *The Economic Impact of WestJet Airlines Upon the Canadian Economy 2016*, RP Erickson & Associates

Giving back to B.C.

WestJet is celebrating the 10th anniversary of WestJet Cares

- WestJet Cares for Kids has eight national charitable partners
- WestJetters Caring for Our Community
- B.C. 446 vouchers in 2016; 326 in 2017 so far
- Vancouver: 108 vouchers in 2016; 87 in 2017 so far



WestJet's new five-year plan

WestJet's new five-year plan is staked by three bold claims



WestJet will launch an ultra-low-cost carrier

- Launch by end of 2017 with 10 high-density Boeing 737-800 aircraft
- Clear demand around the world
- Think Ryanair, easyJet, Spirit, Frontier
- New name, separate identity
- Brand will be cheap and cheerful
- Completely unbundled/a la carte approach; select and pay for only the products and services you want
- Routes to be announced by Q4 2017



Putting the pieces of the puzzle together

WestJet has one comprehensive strategy for profitable, sustainable growth



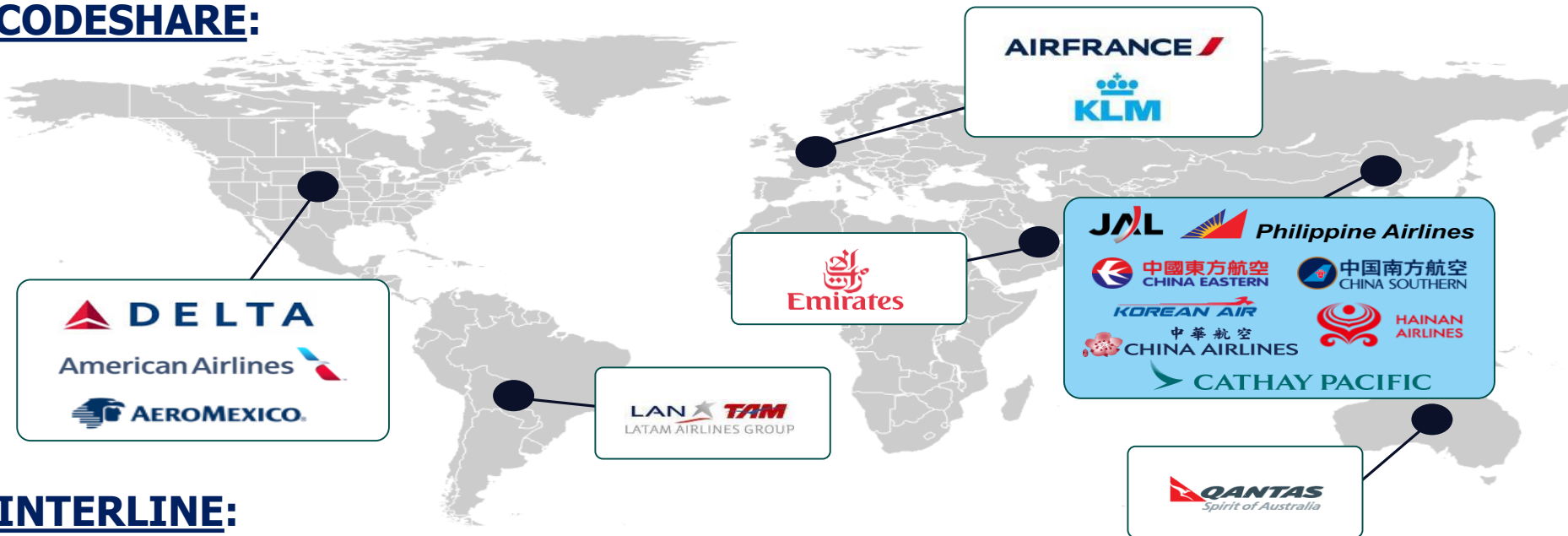
WestJet is evolving to serve a broader spectrum of guests



Airline partnerships

WestJet has more codeshare partners to Asia than our competitor

CODESHARE:



INTERLINE:



Future growth

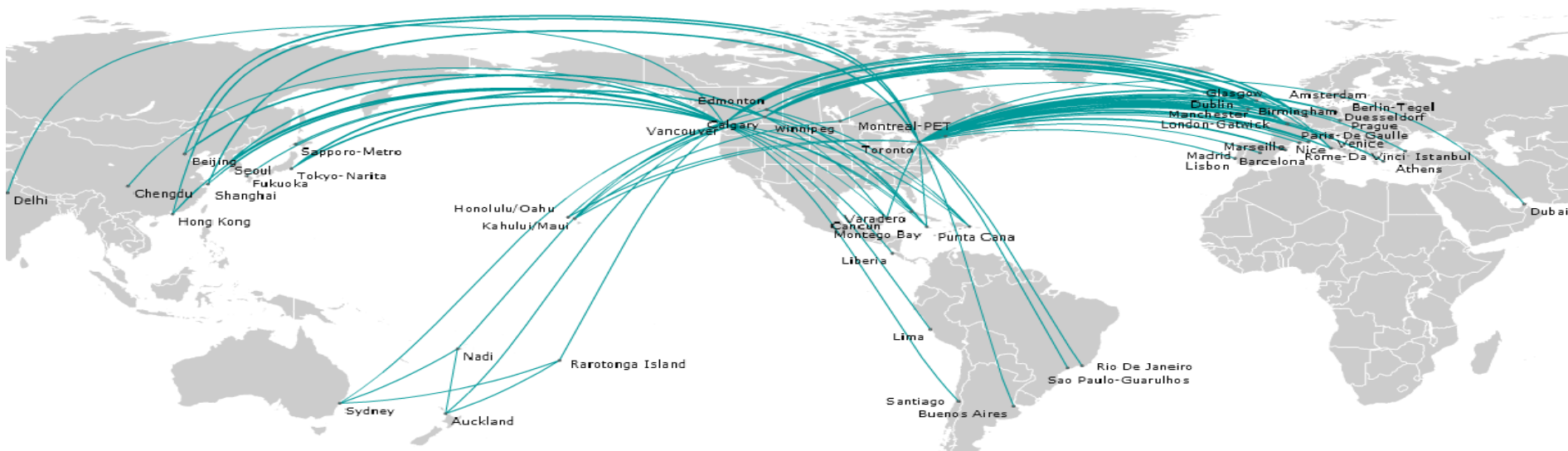
WestJet brings guests into BC from global destinations



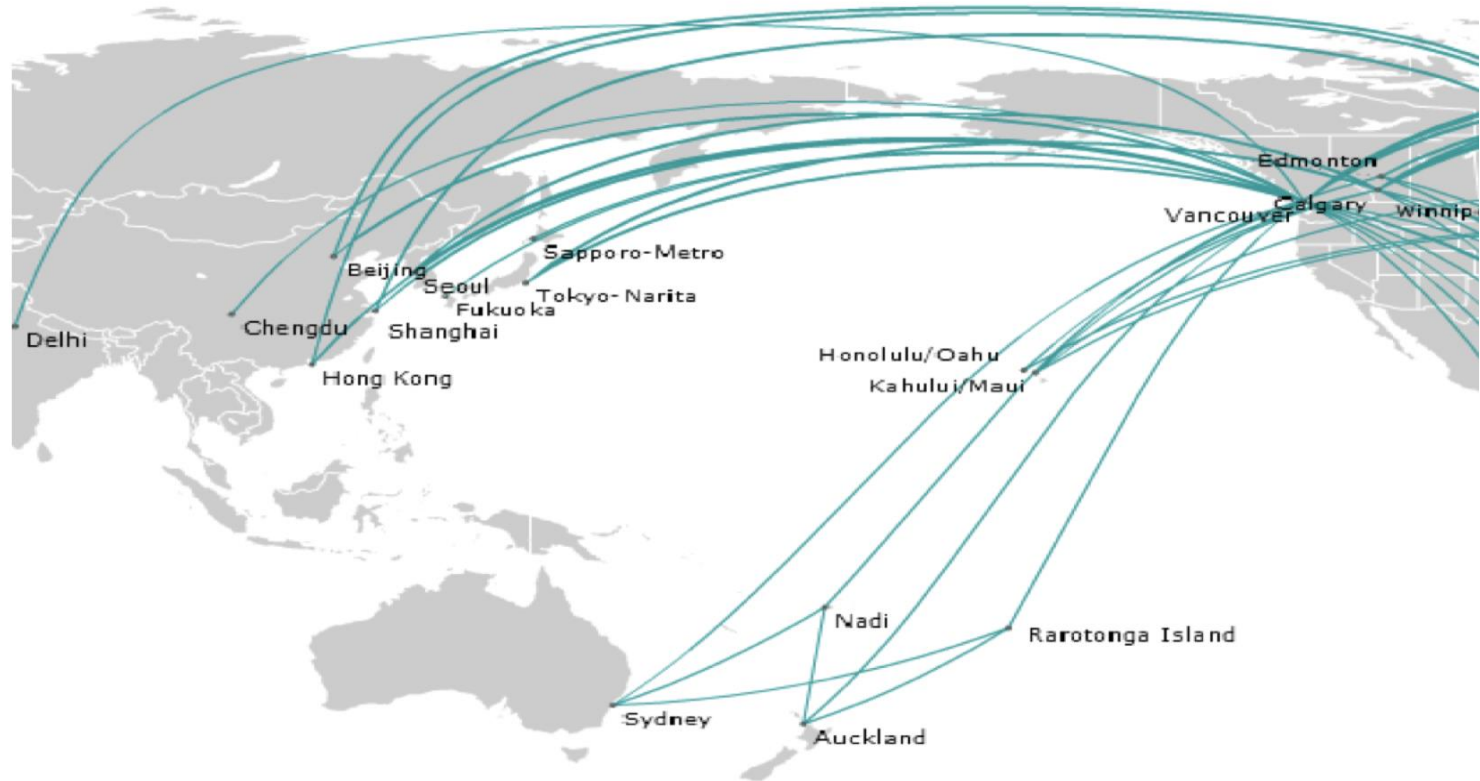
We already have our eye on a few opportunities!

Potential WestJet route map

Illustrative network focusing on mass market vs. niche flying



A closer look at YVR to Asia-Pacific



WestJet has applied to serve China



Thank you!

