

Backgrounder: Air Canada rouge Hawaii service

Non-stop service to Hawaii starts this fall

Air Canada rouge flies twice weekly between **Toronto and Honolulu** starting December 10, 2014. This is the **only non-stop service offered by any airline between Toronto and Hawaii**. It is new to the Air Canada network and is operated in the fall and winter.

Year-round non-stop service from **Vancouver to Honolulu and Maui** will be operated by Air Canada rouge starting on November 21 and December 1, 2014 respectively. Service is daily in the winter.

Flights from Vancouver and Toronto to Hawaii depart in the afternoon and early evening, so that you arrive in time for a **good night's sleep** at your destination. Flights back to Canada depart at night, so that you have time for the beach, the golf course or sightseeing on a **full last day of your Hawaiian vacation**.

Flights are timed to provide **convenient connections** to flights serving destinations throughout Air Canada's network.

Flights and optional Air Canada Vacations packages are available for purchase at www.aircanada.com.

Customer service excellence to create a vacation atmosphere

Air Canada rouge's onboard service is designed to make every flight a memorable start and end to a wonderful vacation. Rouge crew (flight attendants) are trained in customer service excellence at the Disney Institute to create memorable moments for customers and a relaxed atmosphere onboard. The rouge crew find opportunities to creatively engage: they have done face painting onboard for children, a hot chocolate service during chilly winter days, and have buttons to hand out to customers, geared especially to those celebrating an event like a birthday or to the customers that may be on their first flight.



Onboard customer experience

Air Canada rouge's Hawaii routes are operated with Boeing 767-300ER aircraft. There are three customer comfort options available: rouge; rouge Plus with preferred seating offering additional legroom; and Premium rouge with additional personal space and enhanced service. **Premium rouge** customers to destinations in the U.S. enjoy priority check-in, security and boarding; two free checked bags (three free checked bags for eligible Altitude members); complimentary premium food and beverages; complimentary Maple Leaf Lounge access where available; and a complimentary iPad so that they can enjoy **player**.



Air Canada rouge aircraft are all equipped with **player**, a next generation in-flight entertainment system that streams unlimited live entertainment to customers' personal electronic devices. Air Canada rouge is one of the first airlines in North America to offer streaming onboard content. Customers are invited to bring their own fully-charged laptop or iPad, iPod or iPhone, or they can rent an iPad on board for \$10. Air Canada rouge's player system

has proven popular as customers increasingly bring their own personal electronic devices onboard.

For customers that choose to use their own Apple iPad, iPhone or iPod touch to enjoy player, they will want to download the latest Air Canada app. If they have a laptop, they are advised to install Adobe Flash Player. Other platforms are coming soon.

Fresh, fun and polished: rouge crew uniforms and overall look

The rouge crew sport a fresh, professional signature look created by Maybelline and Redken, and a stylishly casual uniform including such signature elements as grey pinstripe trilby hats and custom funky grey and burgundy Fluevog shoes designed and manufactured by Canada's own John Fluevog Shoes.

"Our goal with our look is to create a unique, welcoming and fashion-forward look with lasting appeal that is also practical and comfortable," said Renee Smith-Valade, Vice President of Customer Experience. "We developed our uniform and overall look with our partners in record time – about four months – with close attention to cost and making every effort to engage with Canadian designers for an end result that reflects our relaxed, fun, vacation atmosphere onboard. Specifically, our hair and cosmetic look is fresh, clean and inviting. Grooming is meant to create a warm, engaging look that allows our rouge crew's personalities to shine through."



custom Fluevog shoes and accent accessories

About Air Canada rouge

From the moment you book your ticket to the moment you're warmly welcomed onboard, you'll see that Air Canada rouge is a new way to vacation ahead.

Air Canada rouge is Air Canada's new leisure airline, part of the Air Canada Leisure Group, along with Air Canada Vacations. Together with Air Canada Vacations, Air Canada rouge offers competitively-priced travel to 45 exciting destinations on 61 routes in the U.S., Japan, Europe, South America, Mexico and the Caribbean.

Air Canada rouge began operating July 1, 2013 with a start-up fleet of two Airbus A319 aircraft and two Boeing 767-300ER aircraft. Air Canada rouge currently operates a total of 28 aircraft including 20 Airbus A319 and 8 Boeing 767-300ER aircraft.



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 or www.facebook.com/aircanadarouge

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