



## Media Release

---

### **Air Canada rouge launches Toronto-Las Vegas service with more seats than any other carrier; commences Montreal-Las Vegas flights March 2014**

**Toronto, October 23, 2013** – This Sunday, October 27, Air Canada rouge launches service between Toronto and Las Vegas and will launch service between Montreal and Las Vegas on March 13, 2014. Air Canada rouge offers more flights and therefore more choice and convenience for travellers between Toronto and Las Vegas than any other carrier.

Starting this Sunday Air Canada rouge will offer ten flights a week from Toronto to Las Vegas for the winter 2013-2014 season featuring 264-seat wide-body Boeing 767-300 ER aircraft, representing a capacity increase of 13% on the route over last winter when it was operated by Air Canada. Air Canada rouge will assume the Montreal-Las Vegas route from Air Canada effective March 13, 2014 with ten flights a week. Air Canada will continue to operate service between Vancouver and Calgary to/from Las Vegas for the winter season.

Air Canada Vacations is offering exciting new ways to enjoy Las Vegas -- known as The Entertainment Capital of the World -- for travellers of all ages and interests.

"Las Vegas offers something for everyone and we're pleased to be offering more seats to Las Vegas from Toronto than any other airline," said Michael Friisdahl, Chief Executive Officer, Air Canada Leisure Group. "Travellers can book either competitive airfares alone or take advantage of attractive new Air Canada Vacations' packages that combine both airfares and top Las Vegas accommodation and entertainment choices."

#### **Toronto-Las Vegas winter flight schedule (effective October 27, 2013):**

Air Canada rouge's service between Toronto and Las Vegas features convenient flight times that maximize travellers' time in Las Vegas. The daily flight departs Toronto at 9:05 a.m., arriving in Las Vegas at 10:59 a.m. and departs Las Vegas at 12:15 p.m. arriving in Toronto at 7:22 p.m. The second flight, which operates on Thursdays, Fridays and Sundays departs Toronto at 8:45 p.m., arriving in Las Vegas at 10:39 p.m. and departs Las Vegas at 11:55 p.m., arriving the next day in Toronto at 7:00 a.m.

### **Montreal Las Vegas winter flight schedule (effective March 13, 2014):**

Air Canada rouge's winter service between Montreal and Las Vegas also features convenient, customer-friendly flight times. The daily flight will depart Montreal at 7:40 a.m. arriving in Las Vegas at 10:28 a.m. and will depart Las Vegas at 11:15 a.m. arriving in Montreal at 7:08 p.m. The second flight, which will operate on Thursdays, Fridays and Sundays departs Montreal at 7:50 p.m., arriving Las Vegas at 10:38 p.m. and departs Las Vegas at 10:20 p.m., arriving the next day in Montreal at 7:13 a.m.

"Canada is the number one source of international visitors to Las Vegas," said Cathy Tull, senior VP of marketing for the Las Vegas Convention and Visitors Authority. "We are very excited to welcome Air Canada rouge's new service from Toronto and Montreal to Las Vegas for the winter season giving even more Canadians a chance to enjoy the destination's exceptional entertainment, dining, cultural and business amenities."

### **Air Canada Vacations Las Vegas program**

Air Canada Vacations is introducing its new Las Vegas program with more entertainment options and more exclusive offers than ever before. Customers enjoy exclusive rates on attractions to such places as the Grand Canyon, Hoover Dam and helicopter tours as well as exclusive offers at participating hotels. The new Las Vegas program features 28 hotels located on the popular Las Vegas strip.

All air and hotel packages now include return transfers from the airport to hotel, free seat selection and a free all day tour to Laughlin, including return transportation and a buffet dinner. Book a Las Vegas package by March 30, 2014 and save \$100 per couple. Flights depart from Toronto onboard Air Canada rouge and onboard Air Canada from Montreal, Calgary and Vancouver.

Customers booking with Air Canada Vacations will also have access to exclusive bonus features available at select hotels, including up to \$100 in resort credits per stay. New to the Air Canada Vacations' Las Vegas program is the added-value Privileges program, providing access to Air Canada's Maple Leaf Lounges and onsite priority check-in and late checkout. Guests can also get free access to clubs and special rates and preferred seating to popular shows such as Jersey Boys at Paris Las Vegas, with exclusive rates for 8 amazing Cirque du Soleil shows.

### **Air Canada rouge Toronto-Las Vegas Service:**

Air Canada rouge will operate the Toronto-Las Vegas route with a 264-seat wide-body Boeing 767 aircraft featuring three classes of seating: Premium rouge, rouge Plus and rouge. Premium rouge has 18 seats in a 2 + 2 + 2 configuration with a 41- 42" pitch, a 7" inch recline. rouge Plus has 4 rows in a 2 + 3 + 2 configuration behind Premium rouge, with a 35" pitch, up to 5", and rouge seating has 246 seats in a 2 + 3 + 2 configuration with a 30-32" pitch and a 6" recline. Premium rouge customers on Air Canada rouge North American flights now earn enhanced Aeroplan Miles, have access to priority security lines and complimentary Maple Leaf Lounge access.

Air Canada rouge crew offer the airline's unique warm welcome onboard. Trained in customer service excellence, the rouge crew take every measure to ensure that flights

are relaxed, enjoyable and are part of a memorable start and end to a Las Vegas vacation.

A tasty selection of meals, drinks and snacks, as well as comfort items such as pillows, blankets and headphones, are available onboard through Air Canada rouge's Buy On Board service.

Air Canada rouge aircraft are all equipped with **player**, a next generation in-flight entertainment system that streams unlimited live entertainment -- including movies, TV shows, kids programming, music and an About Us section -- to customers' personal electronic devices. Air Canada rouge is one of the first airlines in North America to offer streaming onboard content. **player** is offered at a nominal fee of \$5 for rouge and rouge Plus customers for unlimited movie and TV show access; music and destination content are always complimentary. Customers simply need to bring their own fully-charged laptop or iPad, iPod or iPhone, or they can rent an iPad on board for \$10.

Travel with Air Canada rouge brings a host of Air Canada benefits: a global reputation for safety and reliability; an extensive connector network; easy online booking through [www.aircanada.com](http://www.aircanada.com) (or book through any travel agent); convenient check in options; generous baggage allowances; and the opportunity to earn and redeem Aeroplan Miles.

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 will grow 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.

-- 30 -

Media contact:  
Jill Wykes  
Communications, Air Canada Leisure Group  
416 543-6836  
[jmwyzz@aol.com](mailto:jmwyzz@aol.com)

#### **About Air Canada rouge**

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 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).

#### **About Air Canada Vacations**

Air Canada Vacations is a leading Canadian tour operator offering a wide selection of vacation packages to destinations across Mexico & the Caribbean, Central and South America, Europe, Asia, the South Pacific, Canada and the U.S.A. and is a repeat recipient of the Consumer's Choice Award for favourite Travel Wholesaler. Air Canada Vacations offers convenient

connectors from 65 Canadian cities, Executive Class<sup>®</sup> service, on-demand seat-back entertainment from gate to gate on many flights, mobile app, web and mobile check-in and Aeroplan<sup>®</sup> Miles. Visit [aircanadavacations.com/agents](http://aircanadavacations.com/agents) for more information or to book.