

# Airlines in Canada

September 2023

**Table of Contents** 

# Airlines in Canada - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Use of technology enhances customer service experience and boosts sales

Canadian airlines upgrade their rewards programmes and add new partners to encourage customer loyalty

## PROSPECTS AND OPPORTUNITIES

Introducing new connections, destinations and routes to expand frontiers

Economic uncertainty and labour shortages represent the main challenges for the industry over the forecast period

## **CATEGORY DATA**

Table 1 - Airlines Sales: Value 2018-2023

Table 2 - Airlines Online Sales: Value 2018-2023

Table 3 - Airlines: Passengers Carried 2018-2023

Table 4 - Airlines NBO Company Shares: % Value 2018-2022

Table 5 - Non-Scheduled Carriers Brands by Key Performance Indicators 2023

Table 6 - Low Cost Carriers Brands by Key Performance Indicators 2023

Table 7 - Full Service Carriers Brands by Key Performance Indicators 2023

Table 8 - Forecast Airlines Sales: Value 2023-2028

Table 9 - Forecast Airlines Online Sales: Value 2023-2028

# Travel in Canada - Industry Overview

## **EXECUTIVE SUMMARY**

Travel in 2023

Airlines: Key trends Hotels: Key trends Booking: Key trends What next for travel?

## MARKET DATA

Table 10 - Surface Travel Modes Sales: Value 2018-2023

Table 11 - Surface Travel Modes Online Sales: Value 2018-2023

Table 12 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 13 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 14 - In-Destination Spending: Value 2018-2023

Table 15 - Forecast In-Destination Spending: Value 2023-2028

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## **SOURCES**

Summary 1 - Research Sources

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