

Flair Airlines Partners with GO7 to Support Growth and Expand Market Reach

GO7's technology provides Canadian ultra-low-cost carrier with solutions to scale its distribution

EDMONTON, LONDON AND TEL AVIV, August 8, 2023 – Flair Airlines (“Flair”), Canada’s leading independent ultra-low-cost carrier, has partnered with GO7, a travel technology company committed to helping travel brands transform their operations by putting power back into their hands, to support the airline’s growth strategy through expanded distribution. The travel distribution technology provided by GO7 enables Flair to connect to global distribution systems (GDSs), scale its global footprint and create new revenue streams quickly and efficiently.

Leveraging new tools to create more options for Canadian passengers

The partnership with GO7 will help Flair extend its sales reach to a broader customer base via indirect channels such as OTAs and traditional travel agencies, who can now book Flair seats directly via the GDS. With non-resident air traffic to Canada almost back at pre-pandemic levels (as of June 2022, [847K](#) passengers according to Canada’s national statistical office, 87% of 2019 volume), as well as increased travel interest from Canadian residents, the demand for accessible, affordable air travel throughout Canada is now higher than ever. By partnering with GO7, Flair is now better positioned to meet that demand.

“As an ultra-low-cost airline, our business model relies on keeping our expenses low. GO7’s innovative and no-complexity approach to expansion is exactly what our airline needs to grow,” says Garth Lund, Chief Commercial Officer of Flair Airlines. “Working with GO7 enables us to identify new revenue streams as we broaden our route network and connect more travelers here at home and across the globe to the joy of traveling in Canada and beyond.”

Creating more opportunities for Canadian travelers and opening new markets

With a vision to make air travel more affordable for Canadian travelers, Flair has grown aggressively over the past five years, rapidly expanding its intra-Canada route network and making inroads into popular destinations in the U.S., Mexico, and Dominican Republic. Since its launch in 2017, the airline has disrupted the market with its low fares and eco-friendly focus and is now successfully serving more than 35 Canadian and North American destinations. With GO7’s distribution solution, Flair can launch operations in new markets across North America quickly and cost-effectively.

With GO7’s GDS Sub-Hosting solution, Flair can add new distribution capacity faster than it could by creating new bilateral relationships with individual GDSs from scratch. Through its own IATA code (W1), GO7 allows airline customers to immediately sell their flights in the GDS under the W1 code without the long implementation times or high upfront costs required to establish a direct GDS connection. Airlines can take this approach as either an alternative to GDS distribution or a supplement to an existing GDS connection in a specific market.

“Flair’s mission to make travel into and throughout Canada and North America more accessible to locals and tourists aligns with our vision for democratizing air travel,” said Peer Winter, Chief

Distribution Officer of GO7. “Our solutions will help Flair achieve its goals by enabling the airline to expand its sales network to over 100,000 IATA global agencies that can now access and ticket Flair Airlines flights through the GDS, increasing exposure in new markets to support the airline’s ambitious growth plans.”

For more information about the GO7 and Flair Airlines partnership, GO7’s distribution technology, or to speak with company executives, please get in touch with Vanessa Horwell at vhorwell@thinkinkpr.com.

About GO7

GO7 represents a new approach to travel technology, united by a core belief to give control back to airlines and other travel operators through flexible, customer-centric technology. GO7's suite of integrated solutions allows airlines to transform their commercial operations using modern, agile technology flexibly designed as a 'one-stop' or bespoke solution. GO7's foundations are proven, with over 185 airlines globally already using GO7 for ticketing and distribution, passenger servicing, loyalty, payments, interlining, baggage management and operational consulting. Visit www.go7.io to learn more.

About Flair Airlines

Flair Airlines is Canada’s leading low-fare airline and its greenest airline, on a mission to provide affordable air travel that connects them to the people and experiences they love. With an expanding fleet of Boeing 737 aircraft, Flair is growing to serve over 35 cities across Canada, the U.S., Mexico, and the Dominican Republic. For more information, please visit www.flyflair.com.