



Flair Airlines CEO Hits Back at False Claims, Vows Continued Fight for Fair Air Travel in Canada

As the CEO of Flair Airlines, I am compelled to address recent misleading and factual inaccuracies regarding our airline's operations and financial standing. Flair Airlines proudly stands as a champion of affordable air travel, dedicated to serving Canadians with low-cost options in a market historically dominated by a duopoly. This dominance has significantly restricted Canadians' ability to travel to and from Canada, largely due to excessively high fares.

A recent article published by the Globe and Mail painted an extremely misleading picture, incorrectly implying that Flair made flight reductions due to financial difficulties. This is simply false, and it is imperative to set the record straight and dispel these accusations.

Contrary to the article's claims, there have been no significant adjustments to our flight schedule. The dates referenced in the article, spanning March to May, were published in August 2023, reflecting a network tailored to meet the wants and needs of Canadian travellers. Let me be clear: Flair has not made any reductions to its schedule following the closure of Lynx Air.

As an airline, we fly where our customers want to travel. Following Covid, we have seen a resurgence in demand for southbound warm-weather destinations such as Mexico, Florida, and the Caribbean. Compared to last year, when we flew a predominantly domestic network, Flair Airlines has significantly increased its presence in these markets and opened over 20 new winter sun routes. Overall capacity, as measured by the industry-standard metric Available Seat Miles (ASM), is up by 4% compared to the same March to May period last year. Over 70% of ASMs this past winter season were deployed to warm-weather destinations. These routes are typically longer than domestic routes, so we are operating further but slightly fewer flights.

The focus on winter sun markets has proved tremendously popular with our customers. We see similarly high demand for the upcoming months and so what is correct in the Globe article is that this summer will be incredibly strong, with higher customer demand and robust yields.

I acknowledge the skepticism surrounding Ultra-Low-Cost Carriers (ULCCs) in Canada, given the market dominance of large carriers and the challenges faced by newcomers. However, I



firmly believe that it is misplaced, and I want to assure all Canadians that Flair Airlines is steadfast in our confidence that the ULCC model has potential to thrive in Canada. We are here to stay, resilient and determined to continue serving the needs of Canadian travellers.

Canadians are no strangers to high prices and limited competition, whether in the telecom industry, where Canadians have some of the highest cell phone prices globally, or in the grocery sector, as evidenced by the recent price gouging investigations. These systematic challenges require a concerted effort to address them. We recognize that need for change and are committed to providing Canadians with fair and affordable options.

Healthy competition is crucial for ensuring fair prices and providing consumers with choices. With the closure of Lynx Air, the significance of Flair Airlines in the market has become even more pronounced. We embrace and recognize the responsibility that comes with being the only ULCC in Canada and remain committed to providing Canadians with affordable airfare.

Flair is here to stay, defying the odds, challenging industry norms, and advocating for fair competition and affordable travel. Together, let us champion this cause, ensuring that Canadians have access to the opportunities they rightfully deserve.

- **Stephen Jones, CEO of Flair Airlines**