

DEVELOPING AN EFFECTIVE APPROACH TO STRATEGIC AIR SERVICE PLANNING

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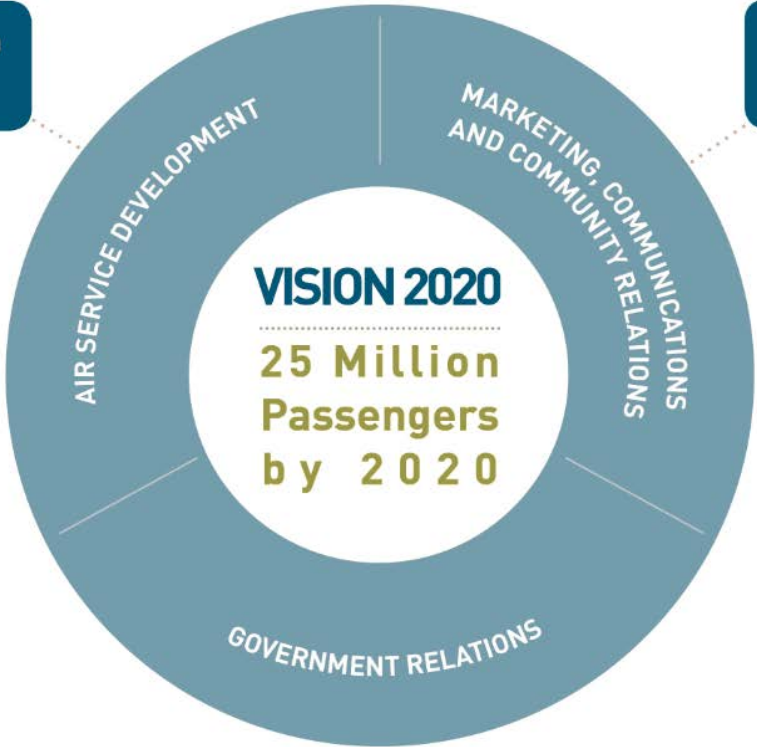
12 January, 2016

OVERVIEW

- YVR Strategy
- Air Service Development Planning
- Strength of Team
- Integrated Marketing

**MORE PLANES AND
CARRIERS**

MORE PASSENGERS



**REMARKABLE CUSTOMER EXPERIENCE;
EXCEPTIONAL FOUNDATION**

STRATEGIC PRIORITIES

INTEGRATED APPROACHES

AIR SERVICE DEVELOPMENT

INFLUENCE GOVERNMENT & AIR POLICY

TEAM YVR

INNOVATIVE MARKETING

YVR VISION 2020 TO ENABLE GROWTH



Beyond, Every Day.

AIR SERVICE DEVELOPMENT PRIORITIES



Beyond, Every Day.

STRATEGIC CONSIDERATIONS

GROWTH
MARKETS

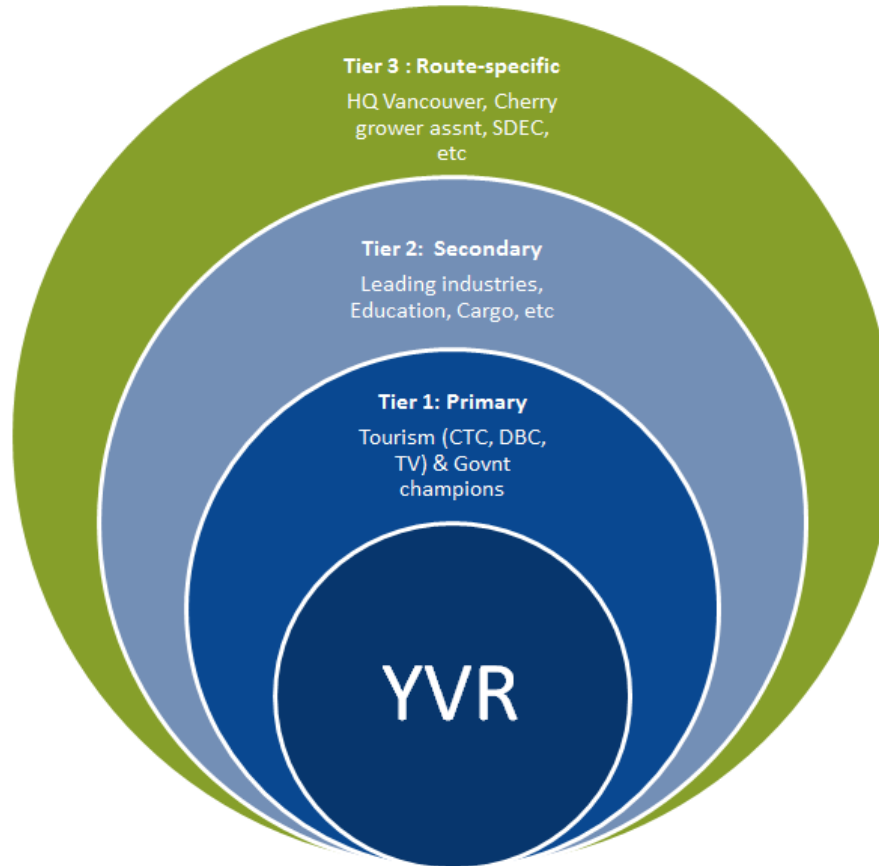
GROWTH
AIRLINES



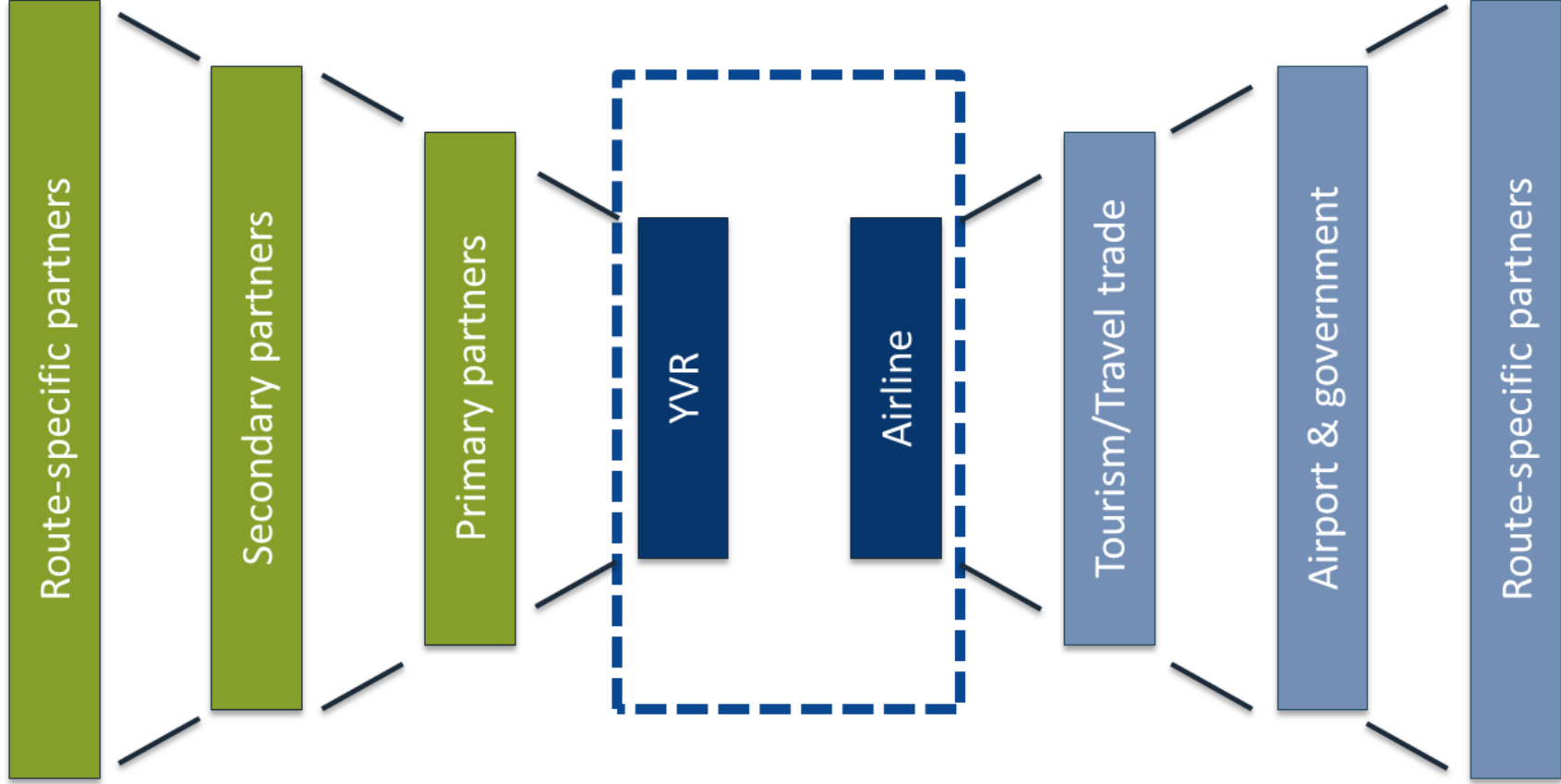
Beyond, Every Day.

STRENGTH OF TEAM

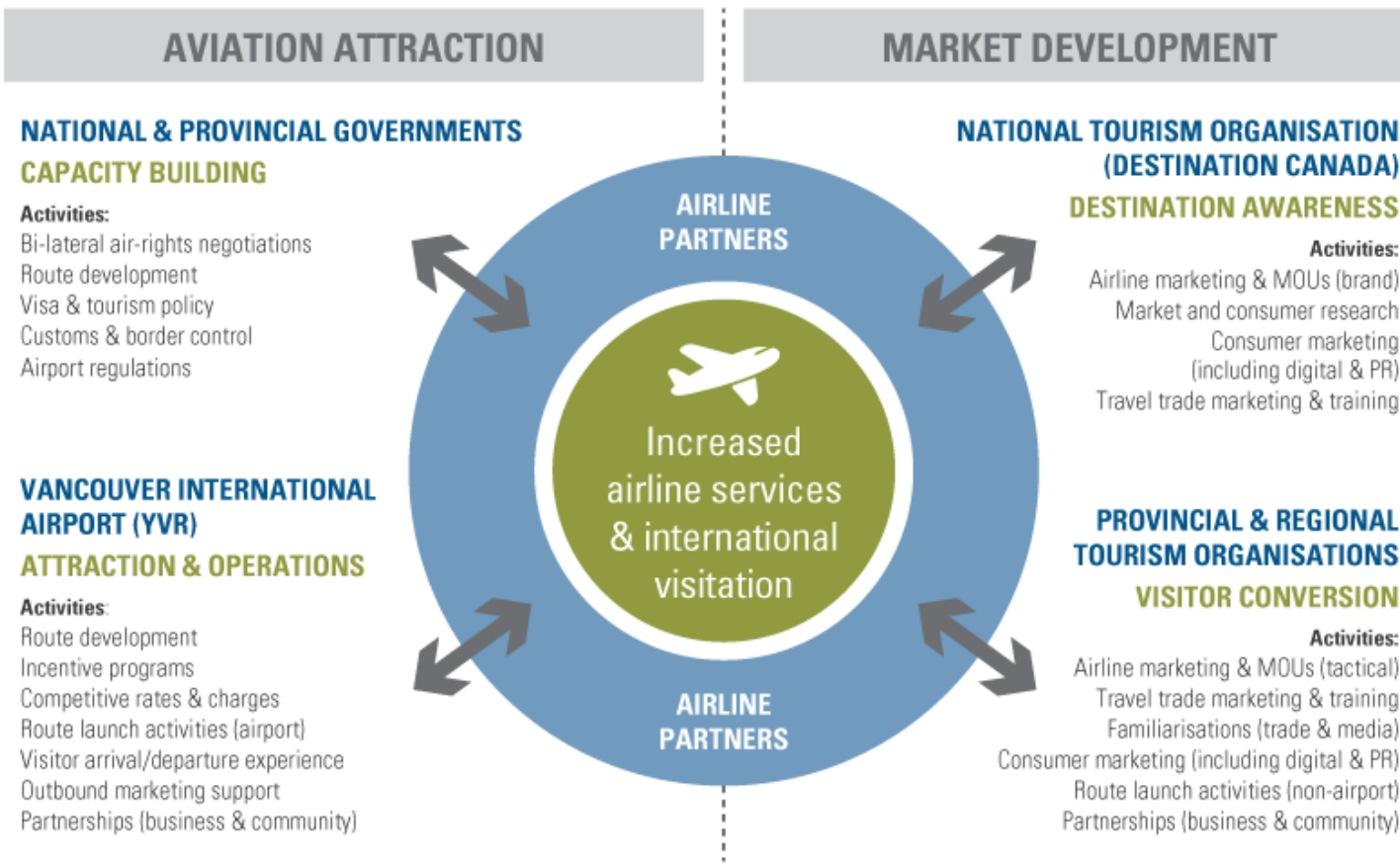
TEAM YVR



TEAM YVR



PARTNERSHIP APPROACH – ROLES AND RESPONSIBILITIES



INTEGRATED MARKETING

- BRAND BUILDING
- MARKET SEEDING
- INBOUND MARKETING
- OUTBOUND MARKETING
- HUB-BUILDING

AIRLINE MARKETING MODEL

