



AIR CANADA

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Air Canada Vacations' Black Friday Sale Sets New Single-Day Record for Vacation Package Bookings

MONTREAL, Nov. 29, 2018 /CNW Telbec/ - Air Canada Vacations' Black Friday sale recently set a record for the highest single-day sales in the company's 38-year history. On Nov. 23, Air Canada Vacations achieved an increase of more than 300% in bookings compared to a normal booking day, with Canadians booking vacation packages from sunny beach destinations in the Caribbean and Mexico, to the vibrant cities and landscapes in Canada, the USA and Europe.

"Air Canada Vacations continues to diversify its package offerings by presenting a significantly expanded range of unique and authentic travel experiences in addition to conventional vacation packages. We are delighted customers are choosing Air Canada Vacations in record numbers for their vacation travel plans, and we look forward to welcoming them onboard our flights," said Craig Landry, President, Air Canada Vacations & Senior Vice President, Revenue Optimization at Air Canada. "To further drive growth, Air Canada Vacations will debut a new booking website early next year, which will provide customers with even more compelling vacation experiences to conveniently choose from."

Customers may book their next vacation package and obtain more information about Air Canada Vacations at: aircanadavacations.com



About Air Canada

Air Canada is Canada's largest domestic and international airline serving more than 200 airports on six continents. Canada's flag carrier is among the 20 largest airlines in the world and in 2017 served more than 48 million customers. Air Canada provides scheduled passenger service directly to 63 airports in Canada, 56 in the United States and 98 in Europe, the Middle East, Africa, Asia, Australia, the Caribbean, Mexico, Central America and South America. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,317 airports in 193 countries. Air Canada is the only international network carrier in North America to receive a Four-Star ranking according to independent U.K. research firm Skytrax. In 2018 Canada was voted the Best Airline in North America in the Skytrax World Airline Awards and it was also named the Eco-Airline of the Year by Air Transport World. For more information, please visit: aircanada.com/media, follow @AirCanada on Twitter and join Air Canada on Facebook.

About Air Canada Vacations

Air Canada Vacations is a leading Canadian vacation expert offering a wide selection of vacation packages to destinations across Mexico and the Caribbean, Central and South America, Europe, Canada and the USA and is a repeat recipient of the Consumer's Choice Award. Air Canada Vacations offers convenient connectors from 63 Canadian cities, web and mobile check-in and Aeroplan® Miles. Air Canada Vacations packages include flights on board Air Canada and Air Canada Rouge. For more information visit: aircanadavacations.com

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