



ST. JOHN'S
International Airport Authority

News Release

Airline and Airport Executives Meet in St. John's to Discuss Aviation Trends and New Airline Route Opportunities

Representatives from 23 Airports and 9 airlines are attending Altitude East, Canada's premier air service development forum, being hosted by St. John's International Airport

- Largest air service development conference in Canada
- 23 airports from across Canada and 9 airlines will be represented
- Hosted by St. John's International Airport in partnership with the Atlantic Canada Opportunities Agency and the Government of Newfoundland and Labrador
- Senior-level airline executives and aviation industry experts will provide keynote addresses
- Well-known local figures are on the roster, including Zita Cobb and Alan Doyle
- Topics for panel discussions include the following:
 - Opportunities and challenges for Canadian airlines
 - Growth potential of Low Cost Carriers (LCCs) on the Atlantic Canada region
 - How to regain air service to the US
 - Lessons learned from Iceland on growing air access and tourism

ST. JOHN'S, NL, Monday, June 24, 2019 – Senior-level airline and airport executives and aviation industry experts from around the world are descending into St. John's to attend Altitude East, Canada's premier air service development conference. This two-day forum commences on Tuesday, June 25th and provides a venue for aviation experts to share knowledge and discuss industry trends. It also provides an opportunity for airports to present business cases for new airline routes directly to airline network decision-makers.

This biennial conference is being held in St. John's for the first time. Delegates representing 23 Canadian airports and nine airlines will be participating in the forum, along with industry experts and well-known local figures.

"We're delighted to host this conference for the first time in St. John's and to showcase our region to airlines and airport colleagues from across the country, and demonstrate all the airline investment opportunities available to and from our province," said Marie Manning, Director of Marketing and Business Development, St. John's International Airport Authority and Chair of the Steering Committee for Altitude East.

“Air access is critically important to the growth of a region and is core to our business as an Airport Authority. Thank-you to the Government of Canada, through the Atlantic Canada Opportunities Agency (ACOA), and the Government of Newfoundland and Labrador for recognizing this and partnering with us to make this a successful event.”

The Government of Canada, through the Atlantic Canada Opportunities Agency (ACOA) is partnering with Atlantic Canada Airports Association, Government of Newfoundland and Labrador and St. John’s International Airport to host the 2019 Altitude East Air Access Forum.

“I am pleased that our province is hosting Altitude East for the first time this year, the largest air service development conference in Atlantic Canada,” said the Honourable Christopher Mitchelmore, Minister of Tourism, Culture, Industry and Innovation. “Our government is committed to collaboration and to working together to support air routes and airlines. This conference provides opportunities to foster relationships with airline network planners and to present new route investment opportunities.”

All details on the program and a list of keynote speakers can be found on the conference website at www.AltitudeEast.com. Approximately 125 delegates are expected to attend the two-day event being held at the Sheraton Hotel in downtown St. John’s. Registration is available at the event.

St. John’s International Airport Authority is a private, not-for-profit, non-share organization with the mandate to provide the region with a safe, cost-efficient transportation facility that is a catalyst for economic growth. Under the provisions of a long-term Ground Lease with the Federal Government of Canada, the Airport Authority is responsible for the airport’s operations on behalf of the community it serves.

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Backgrounder

Keynote Addresses

Imagine the Potential - Charlene Johnson, CEO, NOIA

Aviation Industry Update - Marcus Lam, Vice President, InterVISTAS Consulting

Regaining Transborder Flights - Howard K. Mann, Vice President, Campbell-Hill Aviation Group

Update from Air Canada - Ferio Pugliese, Senior Vice President, Air Canada Express and Government Relations, Air Canada

Keynote Speakers

Zita Cobb, Founder and CEO, Shorefast and Innkeeper of the Fogo Island Inn

Alan Doyle, Actor, producer best-selling author and lead singer for Newfoundland and Labrador's beloved Great Big Sea

Panel Discussions

Aviation Vision Board

- **Eric Bordeleau**, Senior Director, International Network Planning and Air Canada Jetz
- **Andrew Pierce**, Vice President, Network Planning and Reporting, Porter Airlines
- **Andrew Gibbons**, Director of Government Relations & Regulatory Affairs, WestJet
- **Pierre Charbonneau**, Director, Passenger & Facilitation, International Air Transport Association, IATA

Moderator: **Doug Newson**, CEO, Charlottetown Airport Authority

Iceland's On Fire – What Lessons can we Learn?

- **Gunnar Mar Sigurfinnsson**, Managing Director, Air Freight and Logistics, Icelandair
- **Thorleifur Thor Jonsson**, Senior Manager, Trade delegations and Visit Iceland, Promote Iceland
- **Chris Hagan**, Director of Product Supply, Malvern

Moderator: **Derrick Stanford**, President and CEO, Saint John Airport Authority

Lighthouses, Lobster and ...Ultra Low Cost Carriers (ULCC)?

Assessing the ULCC potential for Atlantic Canada.

- **Claudia Ribeiro De Almeida**, Professor, Tourism, School of Management, Hospitality and Tourism, University of the Algarve
- **Robert Kokonis**, President and Managing Director, AirTrav Inc.

Moderator: **Robert Kokonis**, President and Managing Director, AirTrav Inc.

Route Relationships with Results: How to do it with Multiple Partners

Learn from airports, airlines and community stakeholders on how marketing initiatives can grow and support air services.

- **Susan Oland**, Director of Partnership – Sunwing Travel Group, Sunwing
- **Cathy Duke**, CEO, Destination St. John's
- **Gabriella Lechner**, Director, Marketing and Sales Communications, Air Canada
- **Johanne Gallant**, President and CEO, Fredericton International Airport

Moderator: **Reg Wright**, President and CEO, Gander International Airport Authority

Break-Out Session Presenters

Building Loyalty Programs

Carmen Donnelly, Director, Air Service Development & Passenger Markets, Edmonton International Airport

OAG Analytics

Stephen Leonard, OAG Airports Manager for North America

Social Media

Monette Pasher, Executive Director, Atlantic Canada Airports Association, Owner, Sea Communications