

Airlines in Canada

September 2023

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Airlines in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Use of technology enhances customer service experience and boosts sales

Canadian airlines upgrade their rewards programmes and add new partners to encourage customer loyalty

PROSPECTS AND OPPORTUNITIES

Introducing new connections, destinations and routes to expand frontiers

Economic uncertainty and labour shortages represent the main challenges for the industry over the forecast period

CATEGORY DATA

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