



A SECOND SEASONAL NONSTOP FLIGHT VIA AIR CANADA BRINGS PROMISE OF MORE CANADIAN VISITORS, STRONG ECONOMIC GAIN FOR THE PALM BEACHES AND BOCA RATON

—Additional flight from Toronto anticipated to bring more than \$6 million annually to Palm Beach County—

THE PALM BEACHES, Fla. (July 13, 2011)— Following the success of Air Canada’s daily nonstop flight from Toronto, Canada during high season, The Palm Beach International Airport (PBI) and Palm Beach County Convention and Visitors Bureau are pleased to announce the addition of a second nonstop flight starting later this year, equating to an additional 16,000 seats bringing thousands more Canadians to our area from November through April. Between \$5.5 - \$8 million in direct spending activity. The first direct flight from Toronto will commence on November 4 with four weekly flights, ramping up to two, daily non-stop flights in mid-December that will continue through April, 2012.

“These additional flights from Air Canada provide even more opportunity for Canadians to experience The Palm Beaches and to keep our tourism industry thriving,” stated Jorge Pesquera, president and CEO of the Palm Beach County Convention & Visitors Bureau. “It also confirms that we are an emerging travel destination for Canadians who are increasingly interested in experiencing The Palm Beaches and Boca Raton.”

“In meeting with Air Canada on several occasions over the course of the year, it became evident that the demand among Canadian travelers had outgrown the current supply with their direct flight options, which in our world is a great sign of success in exceeding airline expectations,” said Airport Director Bruce Pelly. “We are pleased to work with partners like Air Canada that recognize the potential to thrive in this market and have confidence in our ability to increase demand.”

According to the most recent data from VISIT FLORIDA, Florida ranks as the second most popular destination visited by Canadians, second only to New York. Canadians accounted for 28% of total market share among all international visitors to the state in 2010, with more than 3 million visitors. This figure is up an astounding 16.2% from the previous year’s estimate.

Assuming the additional Toronto flights will arrive into PBI with an estimated 80% load factor, these flights will likely bring in more than 10,000 hotel guests, resulting in nearly 23,000 room nights. All told, the tourism activity from this one additional flight has the potential to bring as much as \$8 million in direct visitor spending into our local economy.

Air Canada is Canada's largest full-service airline and the largest provider of scheduled passenger services in the Canadian market, the Canada-U.S. transborder market and in the international market to and from Canada. Tickets may be purchased at AirCanada.com or by calling toll-free 1-888-247-2262.

###

Media Contact:

Carli Smith/Palm Beach CVB

Maria Hayworth/Hayworth

Creative PR

csmith@palmbeachfl.com/561-233-3030

maria@hayworthcreative.com/386-677-7000

About Palm Beach County Convention and Visitors Bureau

The Palm Beach County Convention and Visitors Bureau is the official destination marketing organization for Palm Beach County, Fla. Tourism is among Palm Beach County's major industries generating a direct annual economic impact of \$2.8 billion in the local economy, producing \$23 million dollars in bed-tax revenue and lodging sales of approximately \$623 million.

1555 Palm Beach Lakes Boulevard, Suite 800, West Palm Beach, Florida 33401

561.233.3000 FAX 561.233.3009

WEBSITE MEDIA CENTER: PalmBeachFL.com/Media