

North America's fastest growing airport

Vancouver International Airport is Canada's second largest airport and passenger growth along with the ability to attract new routes and airlines over the last five years has been astounding to the extent that it is now North America's fastest growing international airport. Passenger numbers jumped by 9.7% to a new record of 22.3 million in 2016, and YVR is now expected to exceed its goal of reaching 25 million passengers by 2020. Its rate of growth is twice the average rate in the industry. Last year alone, eight flight routes to new destinations were launched, and 10 existing destinations saw new services operated by new airlines. Industry recognition for these achievements recently came in the shape of being announced the overall winner of the World Routes 2017 Marketing Awards at a ceremony in Barcelona, in September. "We are deeply honoured with this recognition," says Anne Murray, Vice President of Marketing and Communications, Vancouver Airport Authority.

The history of Vancouver International Airport, which in the aviation industry goes by the name YVR, dates back to 1929 when the city of Vancouver purchased land on Sea Island for aviation purposes. Since 2011, the airport has worked on establishing itself as Canada's Pacific Gateway, building on its proximity to Asia in relation to the rest of Canada, as well as the large Asian population and Canadian-Asian business connections in the region. It has more trans-Pacific

flights than any other airport in Canada. Meanwhile, Air Canada has aggressively expanded its services at the airport.

"YVR has seen unprecedented growth in the last three years," Murray adds. "There are many things that contribute to growth at YVR. Our team works tremendously hard to identify routes and airlines that will increase our global network and help us connect BC proudly to the world.

Our air service development team has used a Team YVR approach and leveraged our Connect YVR program to attract new carriers and expand the offerings of our current airline partners which has resulted in major growth across all sectors. Connect YVR was launched in 2016 and provides a highly competitive rate structure for terminal and landing fees, designed to incent airline growth and efficiency. The program dropped existing airline rates by 15 per cent in the first year, making YVR's rates lower than any other major airport in Canada and competing U.S. airports. Thanks to ConnectYVR, our partners continue to add exciting new services, providing more options for our passengers and increasing our business."

YVR's passenger numbers for the first six months of 2017 include a record breaking spike in the Latin America market with more than 418,000 passengers, a 25.2 per cent year over year increase. The airport is currently





served by fifty-six airlines, connecting people and businesses to more than 125 non-stop destinations worldwide.

YVR's fast growth and overall performance have earned it many industry accolades, including the CAPA Centre for Aviation's prestigious Airport of the Year Award, in 2016. It also won the Best Airport in North America for the eighth consecutive year in the Skytrax World Airport Awards in 2017. But while YVR consistently ranks as one of the world's best airports, the World Routes Marketing Award wins are a first for the airport.

The World Routes Marketing Awards are one of most prestigious events in the aviation industry. They are voted for by airline professionals who nominate the airports and destinations that provide outstanding support during the launch of new air routes or the development of existing services. In addition to the overall winner, the airport and destination awards are judged in five categories. Vancouver was announced as the overall winner, and was also honoured in the '20-50 Million Passengers' category. "To be recognized as the best among some

truly incredible airports from around the world is a real testament to the growth we've achieved at YVR as a result of the hard work across our entire organization as well as the support of our airport community," comments Murray. "We will use this award as an inspiration to continue growing and reaching new heights."

Vancouver Airport Authority will continue to employ a Team YVR approach when pursuing new airlines. "This means we partner with our tourism partners and government contacts to provide potential new carriers with a clear picture of all the benefits of doing business with YVR," Murray explains. "We also have a truly unique community relations approach where we partner with airlines to ensure they are integrated in to the local community and connected with their passengers. This integrated approach to growing the core aviation business with exceptional efforts to enhance our airlines' performance in the marketplace is unique. Innovative destination driven marketing campaigns focusing on traditional and digital platforms, coupled with close engagement with the community has

ensured we educate our market on new route opportunities driving sustainable growth across all sectors."

Murray says the ambition at YVR is to continue to grow their world class connecting hub and to be an economic generator for British Columbia. "We are on track to reach our goal of 25 million by 2020 and we are developing our new strategic plan for beyond that in to the future. "



Vancouver International Airport (YVR)
3211 Grant McConachie Way
Richmond, BC V7B 0A4
Canada
Website: www.yvr.ca