

Backgrounder

Corporate profile

WestJet was founded in 1996 by a team of Calgary entrepreneurs, headed by Clive Beddoe, as a western Canadian regional carrier with three aircraft flying to five cities. Today, WestJet is Canada's leading high-value low-fare airline offering scheduled service to 76 destinations in Canada, the United States, Mexico and the Caribbean, with its fleet of 98 Boeing Next-Generation 737 aircraft.

The WestJet experience

WestJet strives to offer guests a friendly, efficient and relaxing experience from the time of booking to the final destination. Guests now have a variety of innovative options to make their travels as smooth as possible. At most airports, WestJet's check-in choices include web check-in, mobile check-in, self-serve check-in or traditional counter check-in. Flow-through check-in, both cost-effective and space-saving, has also been adopted at some of WestJet's airports. In 2007, WestJet was the first airline in North America to launch the electronic boarding pass, which is accepted at all Canadian destinations.

The WestJet experience is delivered by its people. At the heart of numerous awards and distinctions are more than 8,600 WestJetters working hard to deliver a remarkable guest experience. Together, we believe that our guest experience is the result of our business, our people and our guests working together. We stand behind a commitment to take care of our people. In turn, our people take care of our guests. And it is our guests, who continue to choose WestJet, that take care of our business.

Green initiatives

WestJet operates a modern fleet comprised of 98 Boeing Next-Generation 737-600, 737-700 and 737-800 aircraft. Both the 737-700 and 737-800 series aircraft are all equipped with blended winglets. This technology improves the aerodynamic performance and handling characteristics of the 737 while boosting range and reducing fuel burn by up to four per cent.

WestJet is the world-wide leader and the first carrier in Canada to adopt Required Navigation Performance (RNP) approach technology to land aircraft. RNP utilizes Global Positioning System satellites to allow aircraft to fly direct and precise approaches to airports. This shortens flight time and miles flown, also reducing fuel burn and emissions.

In 2011, WestJet's Calgary campus headquarters attained gold certification under the Leadership in Energy and Environmental Design (LEED) program. The program recognizes the site selection and management, water efficiency, energy efficiency and protection of the atmosphere, materials selection and indoor environmental quality. As a part of our commitment to environmental sustainability, we're proud to provide our WestJetters with healthy places to live, work and play.

Community spirit

WestJet brings caring from 40,000 feet right down to the communities it serves. Through programs that focus on children's health, community festivals and amateur sports, WestJet supports more than 1,000 community initiatives across Canada. The WestJet Cares for Kids community investment program supports charities that work to address children's health and wellness issues. The WestJet Fun 'n Festival Series sponsors more than 40 festivals across the country including Winterlude in Ottawa, the Okanagan Wine Festival in Kelowna, Le Festival d'été de Quebec and the Calgary Stampede.



WestJet Vacations

Launched on June 1, 2006, WestJet Vacations provides guests with affordable, reliable and easy to book travel packages. Leveraging WestJet's friendly image, extensive network and value proposition of being Canada's favourite airline, WestJet Vacations offers guests a unique and customized vacation experience. Visit westjetvacations.com.





Milestones

1996

- WestJet is founded by Clive Beddoe, Mark Hill, Tim Morgan and Donald Bell.
- WestJet takes to the skies with 220 employees and three aircraft (Boeing 737-200s) with service to Vancouver, Kelowna, Calgary, Edmonton and Winnipeg.
- WestJet adds Victoria, Regina and Saskatoon to its network.

1999

- WestJet expands its network to serve 12 Canadian destinations.
- WestJet completes its Initial Public Offering of 2.5 million common shares

2000

- WestJet begins service in Eastern Canada, adding Hamilton, Moncton and Ottawa to its network.
- WestJet announces its first stock split.

2001

- WestJet accepts delivery of its first Boeing Next-Generation 737 aircraft (a 737-700).
- WestJet adds five additional routes, expanding its network to 20 Canadian destinations.

2002

- WestJet launches service to Toronto Pearson International Airport.
- WestJet successfully offers three million common shares, yielding net proceeds of \$78.9 million.
- WestJet announces its second stock split.
- WestJet named one of Canada's Top 100 Employers.

2003

- WestJet expands service to 24 Canadian destinations, including Halifax and St. John's. For the first time, WestJet's network spans Canada coast to coast.
- WestJet named Canada's second-most respected corporation by Ipsos Reid.

2004

- WestJet begins offering flights to the United States with service to seven U.S. destinations.
- WestJet announces its third stock split.
- WestJet installs the first live seatback television onboard its Next-Generation aircraft.

2005

- Adding service to seven new destinations to its network, WestJet flies to 23 Canadian and 10 U.S. destinations.
- WestJet named Canada's most admired corporate culture by Waterstone Human Capital.
- WestJet retires the last Boeing 737-200.

2006

- WestJet named Canada's most admired corporate culture for the second year in a row.
- WestJet introduces international service with flights to Nassau, Bahamas.
- WestJet Vacations is launched, offering affordable and flexible flight and vacation packages.

2007

- WestJet is named Canada's most admired corporate culture for a third-consecutive year.
- WestJet introduces its community investment program, WestJet Cares for Kids.
- WestJet is the first airline in North America to launch an electronic boarding pass.

2008

- WestJet is named Canada's most admired corporate culture for a fourth consecutive year.
- WestJet adds eight additional routes to serve 30 Canadian, 14 U.S. and 11 international destinations.

2009

- WestJet opens its new Calgary office building, built in accordance with the Leadership in Energy and Environmental Design (LEED) Green Building Rating System.
- WestJet and WestJet Vacations announce service to 13 additional destinations – the most ever in a single schedule announcement.

2010

- WestJet is named to the corporate cultures hall of fame after five straight years of being selected as one of Canada's most admired corporate cultures.
- The WestJet RBC MasterCard and the WestJet Frequent Guest Program (now WestJet Rewards) are launched.
- WestJet launches first code-share agreement with Cathay Pacific.

2011

- WestJet signs 11 new interline agreements and three new code-share partnerships to connect new global traffic into its network.
- WestJet becomes the first Canadian airline to reach significant social media milestones with 100,000 Facebook friends and Twitter followers and more than one million YouTube video views.
- WestJet is one of only two Canadian companies to receive the J.D. Power 2011 Customer Service Champion award.

2012

- WestJet leadership proposes the launch of a regional airline as a wholly owned subsidiary of WestJet. WestJetters vote 91 per cent in favour of the idea.

