Well-publicized Attaché enjoys a good launch

line, successfully launched its first full schedule April 28 as CP Air moved from the winter to summer timetable.

"On the first day we had three or four flights which were full with 54 travellers on the airplane," said Kevin Power, senior director, marketing, domestic routes. "Most of the markets have been doing very well. We in fact had better loads on the first day than we anticipated, and the bookings are looking very

"The fastest growth markets are Toronto-Vancouver, which is doing exceedingly well; and Winnipeg-Toronto, where we have all our three daily flights operating as Attaché. The Calgary-Toronto route is a little above what we anticipated, and Edmonton-Toronto is about bang on. On the Vancouver-Winnipeg route we didn't anticipate that it would grow quickly, but I think that over a short period of time we'll be seeing improved loads as business people become fully aware of the service and its advantages.

"Vancouver-Montreal, which was the problem child when we introduced Attaché, improved immediately with the new schedule because of better departure times.



920 employees reach for stars

More than 16,400 new Travel Bonus Plan members had been enrolled by employees as of April 12 in the company's "Reach for the Stars" incentive program. The enrollments were made by a total of 920 employ-

Attache service extends to Calaoperate every business day with a Boeing 73 nesting only or passengers — eight in first cler CP adds Attache service on her that we have the crash on her that we crash on planes. But we crash on planes to the crash of the **Attache**

CP Air Attache service flights soaring By RON STEWART
Business Editor
Air is really getting its
atiness Attache service the ground by dedicating 'overwhelming' a coast-lecolast struct

expanded

And It means Calgary, Ed-monto, Winsippe and Hall-ar will be provided with a non-dop Attache service to

Dan Cotter has faith in new Attache business service

CP Air puts out silver platter

Power said customer response has been outstanding. "There hasn't been a complaint of major magnitude since we started the product, and we have not had any negative feedback which would make us concerned about the quality of the product.'

A major promotional campaign was staged prior to the launching to communicate news of the product to the trade and the consumer. Gary Rolfe, a Calgary sales rep, was appointed as coordinator of all the sales launch activities.

'He took a very first class show across the country over a two-week period," Power said. "The show included a slide presentation of the market.

turned out was just excellent. They were primarily travellers opposed to travel arrangers, although we had some travel arrangers and some travel agents, too, so it was a good mix."

They were conducted in Halifax, Ottawa, Toronto, Winnipeg, Calgary, Edmonton and Vancouver.

about 10 or 12 minutes and an introduction by a vice president. We invited from 400 to 800 people in each city, depending on the size of "The calibre of people who

PWA to accept our passes for Winnipeg-Toronto

The company has negotiated an agreement with Pacific Western Airlines whereby PWA will accept CP Air's computerized vacation passes for travel between Winnipeg and

Employees, eligible dependants, and Pionairs will be boarded on a priority basis following the boarding of PWA personnel. The agreement was negotiated due to the employee travel embargo on Attaché flights.

mer schedule approximately 100 flight attendants had completed voluntary training.

Each of the airports where Attaché operates has an Attaché coordinator, who is responsible for the smooth functioning and quality control of Attaché.

At Vancouver Reservations, a training supervisor said the entire staff has participated in familiarization programs. "I'd like to think of it here that we're all experts in Attaché," he said.

What's next for Attaché? TV news, and telephones!

Canada a.m., CTV's daily morning news show, is going to be presented on all of Attaché's B-737-300 flights.

At the same time the airline had

an advertising program going on

nation-wide in the country's major

financial and daily newspapers. The

program started the week of March

12 and continued right up to the

launch. At the same time there were

employee video presentations that

cial training program which was put

together by Peter Nitzschke, man-

ager, in-flight standards and qual-

ity, and as of the startup of the sum-

The in-flight staff has had a spe-

were put on for all staff levels.

"It's going to be taped every morning by the network and delivered to us so we have current news every day," said Kevin Power, senior director, marketing, domestic routes. "We are also going to be doing some testing and research to determine what types of entertainment Attaché passengers want. For instance, they may prefer shorter, specialized features such as sports items rather than full-length movies. We'd also like to find out whether they want service compressed in order to watch entertainment, or whether they'd like more service and less entertainment."

In-flight telephones are also planned for passenger use, and the target for the first installations is

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ID50 travel embargoed

An embargo has been placed on all 50 per cent positive space travel on transcontinental routes due to the current airline labour situation in Canada. However, reservations confirmed prior to April 29 will be honoured.

Otherwise, travel will be on a standby basis only until further notice, and the Pass Bureau has suggested that flights for employees, dependants, and Pionairs be contemplated only for urgent matters

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Friends Eliaible!

5 to 10 days land and CP Air, departing Vancouver.

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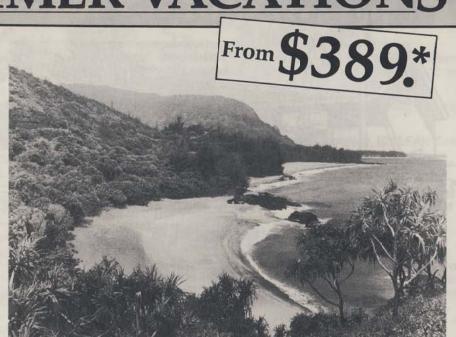
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> **ELIGIBILITY:** All airline employees, their families, parents and retirees.

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