

# Canadian Boost

## *Grenada Tourism Announces New Services to Toronto*

ST GEORGE'S, November 15<sup>th</sup> 2011: TOURISM OFFICIALS have announced that Air Canada will begin direct flights between St George's and Toronto from the middle of next month.

It is a development that the officials say will give a big boost to the island's tourism during the peak winter months, and at a time when two other airlines are beginning their seasonal schedules.

Charter airline Sunwing is also resuming its annual one-month charter schedule from mid-December, while Air Canada Vacations is also set to start its now five-month annual winter schedule.

But it is the new deal with Caribbean Airlines – which will last indefinitely – that has Tourism Minister Peter David excited about the prospect of a long term visitor arrival hike from the North American country.

“Our regional neighbors benefit tremendously from the Canadian market and increase airlift between Grenada and Canada has always been a priority for us,” he said, noting that the Canadian market is one of the few around the world not in recession.

“The onus is for us to now increase our marketing drive to make maximum use of what the Canadian market can offer,” he said Tuesday.

The flights between Toronto and St George's begin December 15<sup>th</sup> – and will be twice weekly – in opposite directions.

The service which emanates in Port of Spain, will make the stop in St George's before going direct to Toronto.

On the return, it will also fly direct to the Maurice Bishop Airport International before going on to Piarco.

David said there is now a strong bond between Grenada and Caribbean Airlines

especially given its successful operations on the St George's-New York route.

“Most often than not flights between Grenada and JFK operate on average 96 % and above; and the airline has been pleased with that experience ....and it is based on that we have decided to expand to the Canada route,” he said.

Caribbean Airlines has had a good operational year, with officials only Monday announcing in Port of Spain that the airline made over 30 million US dollars in profit in the last year.

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