

# Well-publicized Attaché enjoys a good launch

Attaché, the airline within an airline, 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 strong."

"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."

**Attaché service extends to Calgary**  
 CP Air is extending its all-premium-class Attaché service to Calgary.  
 On April 28, the airline's 11 a.m. Calgary-Toronto flight will operate every business day with a Boeing 737 seating only 62 passengers — eight in first class and the rest in Attaché business class. It will be a same-plane flight to Halifax. The return flight will leave Toronto at 7 p.m. In CP Air's new business class service, Attaché, may be the brightest new travel idea in years. CP Air's second largest airline in Canada is the Boeing 737.

**CP adds Attaché service**  
 Attaché flights will be on top of the regular service without ever having to rub a No Attaché passengers squeeze in.

**Attaché flights soaring**  
 By RON STEWART  
 Business Editor  
 CP Air is really getting its all-business Attaché service off the ground by dedicating half of its Boeing 737 jet fleet to a coast-to-coast service. And it means Calgary, Edmonton, Winnipeg and Halifax will be provided with a one-stop Attaché service to Toronto. Flights from Calgary and Edmonton will connect with Halifax flights.

**Public response 'overwhelming'**  
 expanded

**Airline starts luxury flights**  
 By ALAN DANIELS  
 Sun Business Reporter  
 Canadian Business  
 president of planning and special services.  
 Dan Cotter has faith in new Attaché business service.

**CP Air puts out silver platter**  
 By Richard Purser  
 (Travel staff writer)  
 CP Air is betting that businessmen are prepared to pay more to fly in executive style. The airline's new Calgary-Toronto Attaché business service is scheduled to take off April 28. Half a dozen flight attendants will serve a maximum of 54 Attaché-class passengers, to which the plane's capacity will be limited. Exclusive business-class flights are something new in North America. Even under U.S. airline deregulation, it has not been done before.

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 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 market."

"The calibre of people who turned out was just excellent. They were primarily travellers as 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.

## 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.

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 were put on for all staff levels.

The in-flight staff has had a special training program which was put together by **Peter Nitzschke**, manager, in-flight standards and quality, and as of the startup of the sum-

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.

"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 entertain-

ment 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 May.

## 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 Toronto.

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.

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