

May 17, 2006

Mr. Montie Brewer
Chief Executive Officer
Air Canada

Dear Mr Brewer:

You will find enclosed a Call to Action signed by more than 3687 Canadian travel agency owners, managers, agents and, even consumers, who have expressed their profound disappointment concerning the unprofessional manner in which they were treated by Air Canada with respect to the removal of Tango fares from the GDSs and your agent Website without warning or consultation.

Retail travel professionals feel that removing such important low-fare inventory from the reservation channels they use discriminates against them and their clients, frustrating efforts to automate and consolidate all traveler bookings, and interrupts the workflow of their travel management companies. In summary, it undermines efficiency to the detriment of consumers.

Of course, retail travel professionals understand the importance of adapting and they appreciate that the travel industry has worked hard to make the market as efficient as possible. Implicit in this market efficiency are harmonious and reciprocal business relationships, a concept well entrenched between retail travel professionals and their clients.

Unfortunately, it is apparent, and frankly saddening, that this isn't the kind of relationships Air Canada is intent on fostering with retail travel professionals, which are, after all, its primary drivers for brand loyalty and revenue.

With such unprecedented support from the retail travel service community, ACTA is calling on Air Canada and the GDSs to work in good faith to find sustainable solutions to not only put these important fares back into the systems, but also to make sure GDS technology is flexible enough to support what Air Canada calls "simplified fare products." ACTA calls on Air Canada to choose dialogue over conflict in its dealings with the retail travel industry to avoid a repeat of the tumultuous times we have all experienced since the May 2 announcement.

Retail travel professionals would like to go on with their business doing what they do best, serve their customers in an efficient and cost-effective way, and are hoping Air Canada and the GDSs will find a better way forward.

Sincerely,

Christiane Théberge
Vice-President, Public Affairs