



Monday, March 15, 2010

Stop the Calgary Habit - Fly from Edmonton

Edmonton International Airport (EIA) has launched an intervention

As you might know, EIA recently launched a new campaign called "Stop the Calgary Habit". This fun but important campaign encourages our community to choose Edmonton for their flight plans. There's been quite a bit of discussion about it in the media and online, and I'd like to share some first-hand information with you our Edmonton Travel Agents, so that you understand the campaign and why it's so important for our region.

What is "The Calgary Habit"?

Every year, an estimated 750,000 people from our region fly via Calgary when they could have flown from Edmonton - that's almost the entire City of Edmonton!

We call this "The Calgary Habit". It started several years ago, when travellers had fewer choices, and may have had to fly or drive to Calgary to catch a flight. But today this is no longer true. With over 50 non-stop flights to places such as London, Houston and Chicago, EIA offers some of the best air service in our history.

The campaign

We know people in our region take immense pride in their community, and so do we. That's why we are playing on the historic rivalry between Calgary and Edmonton and are poking a little fun of ourselves in the process. This is a pro-Edmonton campaign!

The good news is The Calgary Habit is reversible, and your airport is here to help! The "Stop the Calgary Habit" campaign urges passengers to consider the convenience, savings and other benefits of flying EIA every time. Choosing to fly from Edmonton will help us add more flights to your customer's favourite places in the world.

It's not all about cost

This is a highly competitive business – and the more that people fly from Edmonton, the more flights we can add, and the more competitive the pricing will become in the long run.

We also know prices can be a factor. Sometimes it's cheaper from Edmonton; sometimes it's cheaper from Calgary – fares are always fluctuating because of a number of factors.

We're just asking people to take into account the gas, time and inconvenience of driving to Calgary before they make their choice. We even have a fun online cost calculator people can use. In some cases, travellers will find that it's not only easier and faster – but cheaper to fly from Edmonton!

Jump on Board!

Over the next few months we hope you will be hearing about the "Stop the Calgary Habit Campaign" via news coverage, social media, print, billboards and radio. We're also doing television- a link to one of our commercials is <http://www.youtube.com/watch?v=3bZc-fbbNg8>. You can also visit our website at www.flyeia.com, join us on [Facebook](#) and follow us on [twitter](#) (twitter.com/flyeia), or contact me directly to find out more.

Please visit www.flyeia.com to get more details!

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