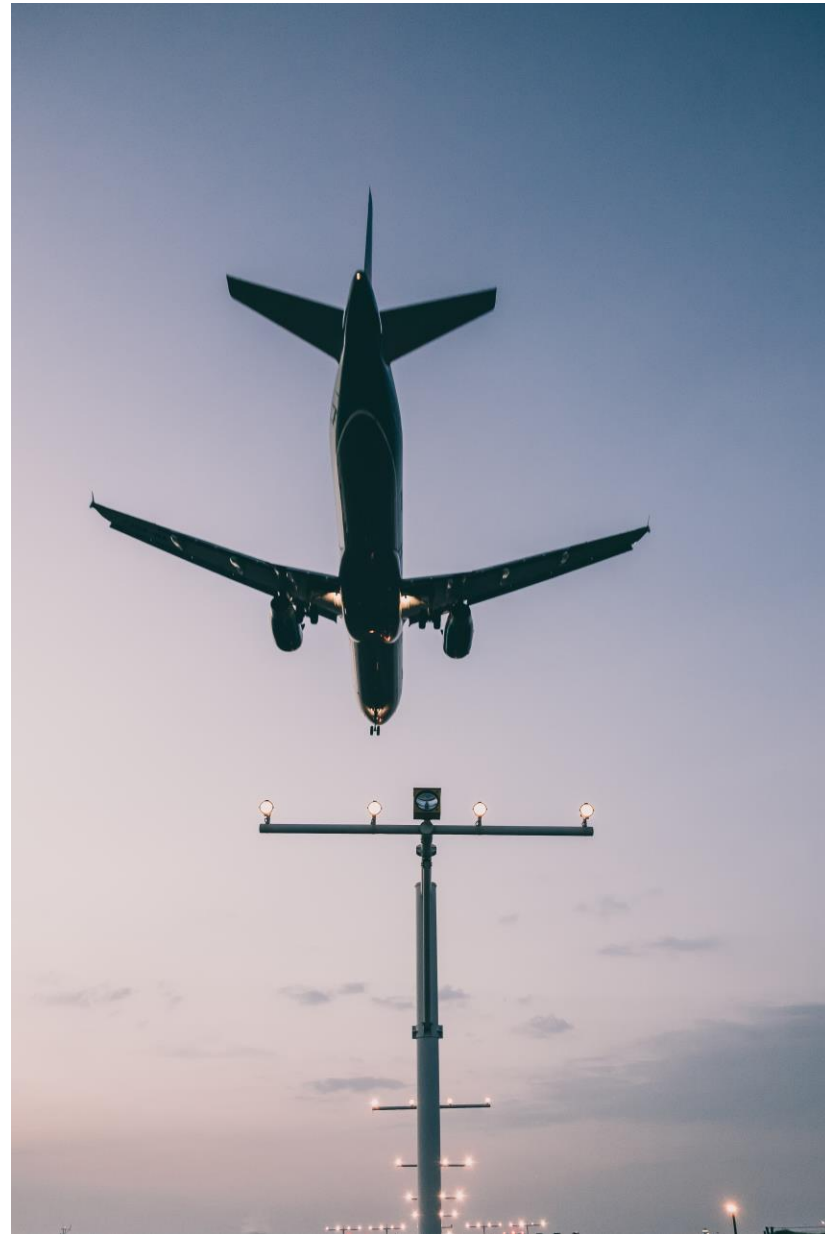


Trust in Canadian airlines is descending



WestJet was named the most trusted transportation brand in Canada by consumers three years in a row; in 2016, 2017 and 2018. Despite the recognition, WestJet's 2018 Index results were the first warning sign of a downward trend, while **Air Canada** took a nosedive.

Our follow-up Index conducted back in April 2020, following the onset of the pandemic, suggested that Air Canada's trust score increased sharply between January and April; however, this improvement was short-lived. WestJet did not experience a pandemic bump. WestJet's reluctance to refund travelers for canceled flights may have played a part too. The airline's trust scores have declined steadily since 2018.

Porter Air also benefitted from the initial optimism in the early pandemic, as its trust score increased, but it went back to the pre-pandemic level in 2021. Porter suspended operations in March 2020 and delayed the restart of flights multiple times throughout the pandemic, until September 2021.

In 2022, there appears to be a good sign of recovery for Porter Air, especially with young adults (18-35). The brand is the most trusted among Canadian airlines. Porter Air's "warm and effortless approach to hospitality" may resonate well with Canadian travelers for now, but will not be enough to sustain trust if service delivery falters.