

WestJet Airlines Ltd in Travel and Tourism (Canada)

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Abstracts

WestJet seeks to continue expanding its fleet and number of destinations whilst maintaining its business model of low-cost travel in Canada and abroad. WestJet aims to become one of the top five largest airlines in the world by 2016, with the objective of 50% share by volume in the Canadian domestic market. WestJet plans to increase its fleet from 88 to 135 jets by 2016, and increase its global reach through agreements with international carriers in Asia Pacific, the Indian subcontinent and the...

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