

Fact Sheet

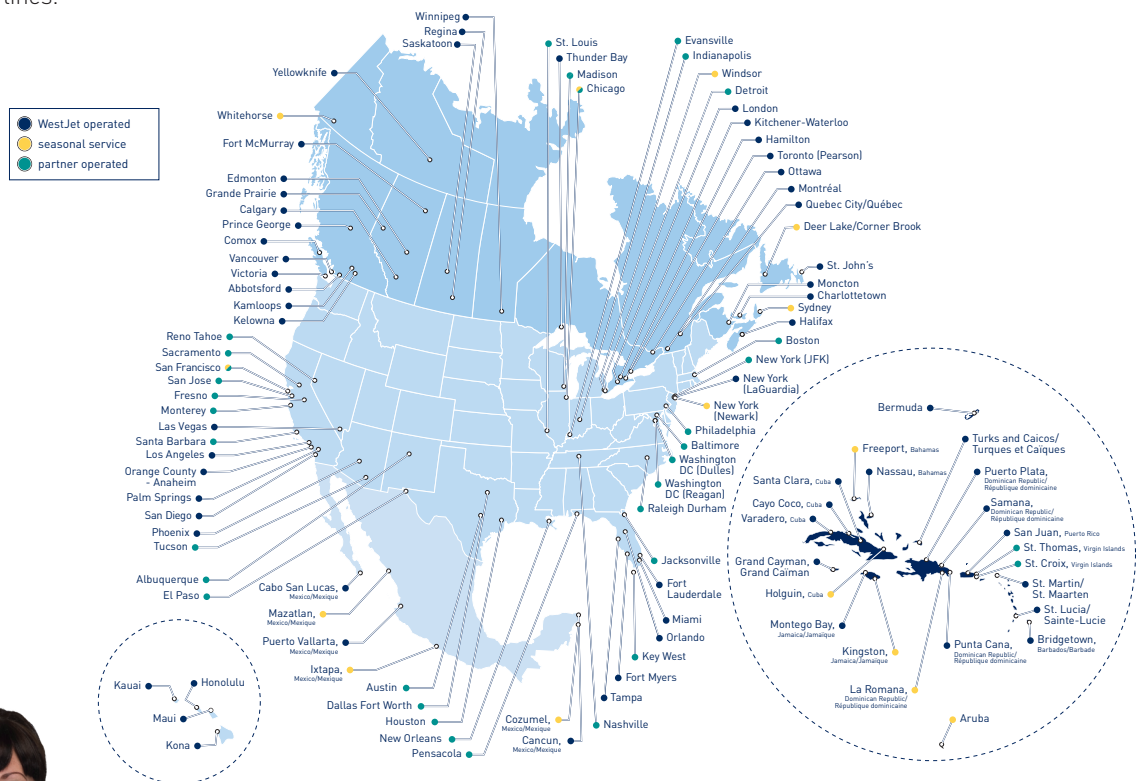
Our vision

By 2016, WestJet will be one of the five most successful international airlines in the world providing guests with a friendly and caring experience that will change air travel forever.

Strategic plan

WestJet's strategic plan is built on four pillars for long-term success:

- People and Culture – Investing in and fostering the growth, development and commitment of our people.
- Guest Experience - Consistently and continuously providing an amazing guest experience.
- Revenue and Growth – Achieving an average annual compound growth rate in available seat miles of between four and seven per cent.
- Costs – Achieving a targeted, sustainable profit margin that will be number one among North American airlines.



BECAUSE OWNERS CARE

Fun facts

- WestJet is one of the most profitable airlines in North America.
- WestJet was inducted into the corporate culture hall of fame after being named one of Canada's Most Admired Corporate Cultures in 2005, 2006, 2007 and 2008.
- WestJet was named a J.D. Power 2011 Customer Service Champion.
- WestJet employs more than 8,000 WestJetters.
- WestJet flies a modern fleet of fuel-efficient Boeing Next-Generation 737 aircraft.
- The longest flight on WestJet is approximately seven hours and two minutes from Montego Bay to Edmonton.
- WestJet has three sizes of planes; 737-600 (119 seats), 737-700 (136 seats) and 737-800 (166 seats).
- WestJet flies an average of 420 flights everyday.
- Approximately 85 per cent of eligible WestJetters own shares in the company through the employee share purchase plan (ESPP).

