



As you may have heard by now, Integra Air is poised to begin air service between the Canadian Rockies International Airport (CRIA) at Cranbrook and the Edmonton International Airport (EIA) and the Fort McMurray Airport. There are two objectives of the proposed air service:

1. To develop easier access to and from the Kootenay Region and Columbia Valley for tourism from Northern Alberta to enjoy all the region has to offer including golfing, skiing, hiking, etc.
2. To develop the Kootenay Region and Columbia Valley as a bedroom community for the oilsands regions of Alberta. It will allow people to work rotational shifts in Northern Alberta and enjoy the lifestyle that comes with living in the Kootenay Region and Columbia Valley.
3. To develop a stronger real estate market for recreational properties. Northern Albertans will be able to easily come into the region and enjoy their recreational property.
4. To develop a connecting air service with carriers in Edmonton at the Edmonton International Airport.

Integra Air is proposing to launch the service in three phases to mitigate the risk involved with starting a new air service:

1. Service from June to September of 2011 using a 16 passenger Jetstream aircraft with three flights a week.
2. Service from September to December of 2011 with possible seamless connections to Grande Prairie, Alberta and direct flights to Fort McMurray, Alberta using the Jetstream aircraft. Frequency will be analyzed at this point to see if the loads warrant more flights and the times will be evaluated to adjust if required.
3. Direct non-stop service from the Kootenay Valley to Edmonton and direct to Fort McMurray using a SAAB 340B aircraft with 32 passenger seats.

We are prepared to commit to phases 1 & 2 and phase 3 will only be considered with successful load factors and yields being achieved.



Integra has created a schedule with direct non-stop air service, three days a week (Mon/Wed/Fri), beginning June 6, 2011 pending Transport Canada approval:

<u>Depart</u>	<u>Time</u>	<u>Arrive</u>	<u>Time</u>
EIA	11:15AM	CRIA	12:35PM
CRIA	3:00PM	EIA	4:20PM

The flight times were selected at this point to achieve several objectives:

1. To obtain a level of frequency adequate for 2-3 day travel packages with key weekend points and times.
2. To obtain a level of acceptable risk for starting up a new air service route.
3. To fit within the existing flight schedules of Integra Air, reducing the start-up risk with additional fixed expenses.
4. To connect with other flights, including Westjet flights to Fort McMurray, Toronto, and Las Vegas.
5. To have guests arrive in the Kootenay Region and Columbia Valley in line with the standard afternoon accommodation check-in time, and still allowing the guest a reasonable amount of time to enjoy the day of arrival.

Ticket prices will range from \$189 to \$239 plus applicable taxes and reservations can be made by phone, travel agent or on the internet.





To ensure that this air service is successful, it will take full cooperation of the airports, the airline, and the region. To help mitigate the risk and aid in the development of promotional packages, we have developed the following options tailored to all in both the Kootenay Region/Columbia Valley and in Edmonton. We are looking to the key partners to purchase promotional partner package(s) that offer a combination of one-way vouchers plus marketing add-ons. The packages are as follows:

Platinum Package - \$25,000

- 100 One-Way Ticket Vouchers
- Advertising on the side of the Aircraft In-flight Magazine Advertising – Full Page plus commentary write-up
- Website Advertising – on main and booking pages
- On-Hold Message Advertising in the call centre
- Travel Agent Advertising with airline promotions in Edmonton

Gold Package - \$18,000

- 75 One-Way Ticket Vouchers
- Advertising on the side of the Aircraft In-flight Magazine Advertising – Full Page
- Website Advertising – on booking pages
- On-Hold Message Advertising in the call centre
- Travel Agent Advertising with airline promotions in Edmonton

Silver Package - \$12,000

- 75 One-Way Ticket Vouchers
- Advertising on the side of the Aircraft In-flight Magazine Advertising – 1/2 Page
- Website Advertising – on excursion packages page

Bronze Package - \$6,000

- 50 One-Way Ticket Vouchers
- Advertising on the side of the Aircraft In-flight Magazine Advertising – ¼ page

On-Board Package - \$2,400

- 10 One-Way Ticket Vouchers

Call or email Integra today to discuss your organization's partnership in getting the service started. If we have received adequate commitment by May 13 our first flight will leave the Canadian Rockies International Airport at 3 pm June 6, 2011. Don't miss it!



Integra Air contact list:

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More About Integra

Integra Air Inc. has been in business since September 17, 1998 based in Lethbridge, Alberta. It began with one aircraft and four employees, operating a scheduled air service between the Lethbridge County Airport and the Edmonton City Centre Airport. Slow and steady growth for the following 13 years was vastly accelerated in the fall of 2010 when Integra bought a complementary air service company from Medicine Hat called Bar XH Air. Integra now fly 10 aircraft, providing scheduled passenger service, medevac services, executive and crew change charter services as well as operating Fixed Base Operations in Calgary, Medicine Hat, Cranbrook and Lethbridge.

