



# Steps Air Canada Must Take to Bounce Back From Covid-19 Revenue Loss

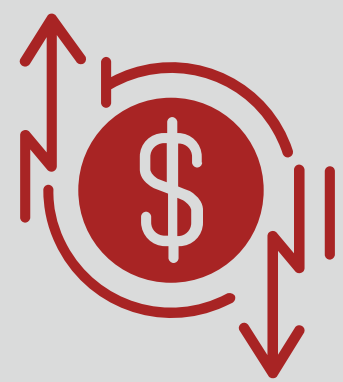
## 01 Look at Past Data

Looking at past data and information can help dictate the numbers Air Canada should be producing to reach a 'regular' revenue.



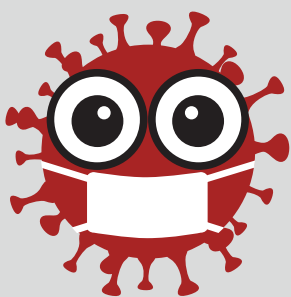
## 02 Change Prices

Changing prices on tickets and luggage can help add revenue to Air Canada.



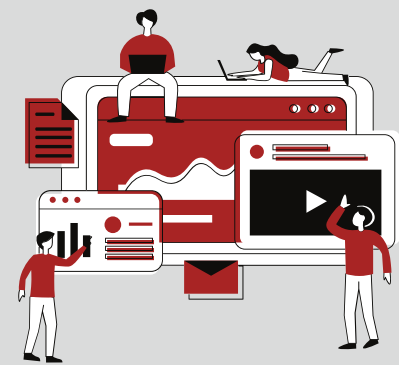
## 03 Enforce Covid Safety

Ensuring a safe space can provide comfort to anxious travellers and will hopefully produce more customer traffic.



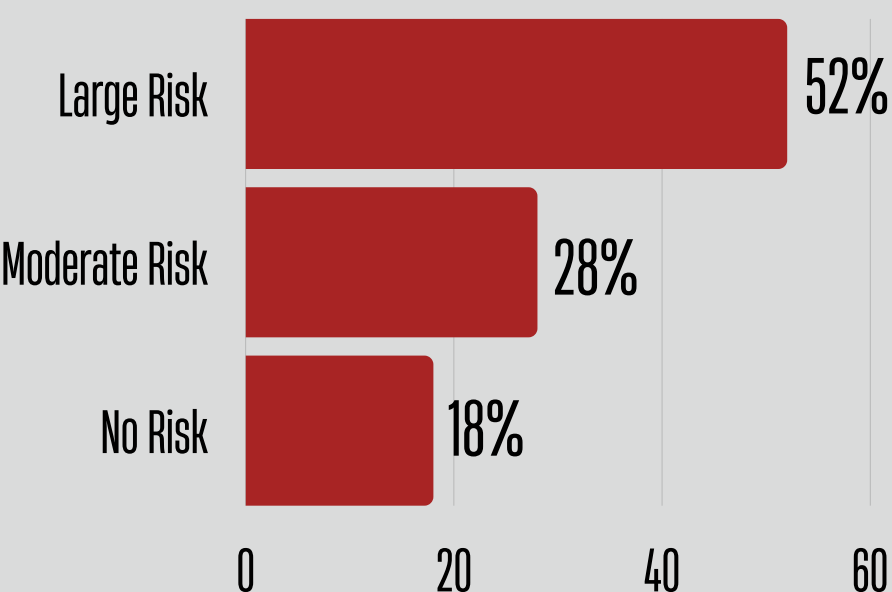
## 04 Advertising

Creating more advertising will boost Air Canada's image and bring more traffic to the company.

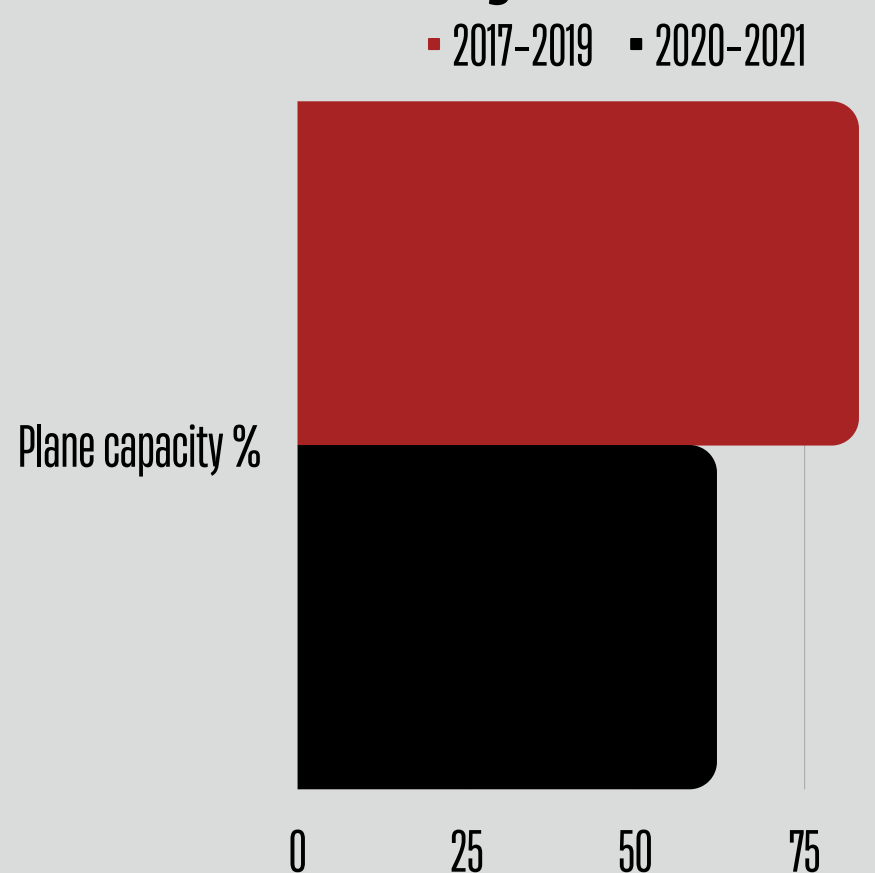


## Air Canada Statistics Over the Past Five Years

### Customers Covid Concerns



### Annual Passenger Load Factor %



### Sources

Annual Report. Air Canada, 2017-2020

Management's Discussion and Analysis of Results of Operations and Financial Condition. Air Canada, 2021

