


## VANCOUVER

Vancouver is Canada's western gateway and the country's third largest city. It is surrounded by mountains, lakes and beaches, and enjoys a pleasantly mild climate. It is an important cultural centre with theatres, concert halls, and museums, including a world famous collection of North West Indian arts at the University of British Columbia's Museum of Anthropology.

It is also a city famous for its parks and gardens. Stanley Park, the UBC Botanical Gardens and the Bloedel Floral Conservatory exist side by side with

the less familiar style of Dr Sun Yat-Sen's Classical Chinese Garden and Nitobe, an authentic Japanese garden.

A glance at the restaurants in the city's fashionable Robsonstrasse will confirm Vancouver's cosmopolitan character. The city's picturesque natural harbour is also well worth a visit, and so is Vancouver Aquarium which features over 8000 aquatic animals. Vancouver is also the gateway to the summer and winter resort area of Whistler and Blackcomb Mountains. 

# Wardair Canada flies into the future

Wardair Canada is one of the airlines responding to the new opportunities presented by the recent Canada-UK agreement, which has lowered trans-Atlantic airfares.

Wardair is a major international airline that serves routes across Canada, and between Canada and the United Kingdom, Germany, France, Hawaii, Florida, Barbados, Mexico, the Dominican Republic, Puerto Rico and Jamaica. In 1986, it carried more than 1.6 million passengers on 8287 flights to 27 destinations in 13 countries.

The company started with a single-engine bush aircraft in 1953, grew to a fleet of nine wide-body jets by 1987, and now plans to add another 17 aircraft over the next two years, thereby doubling the number of seats it has available.

Twelve of the new aircraft it plans to buy will be Airbus A310s, recently developed by Airbus Industrie of Europe, a British-French-German consortium based in Toulouse. The first three were put into service late last year.

Most of the company's recent expansion reflects the introduction of scheduled services (in addition to charter services) between Canada and the UK in 1985, and of domestic Canadian scheduled flights in 1986. In 1984, the company carried no scheduled passengers; by 1986, some 40 per cent of its passengers were travelling on scheduled flights.

## Founded in Yellowknife gold area

Wardair was founded by Max Ward, now chairman and chief executive officer. Originally a Canadian bush pilot, he incorporated the company on July 23, 1953, to provide a charter freight and passenger service in the Yellowknife gold area in Canada's Northwest Territories.

For the previous seven years, Ward had been operating an independent bush service with a single de Havilland Fox Moth, which could operate on skis, floats or wheels. Ward sat in an open cockpit. The passengers, a maximum of three, enjoyed the relative luxury of a closed cabin.

Today, Wardair is the third largest airline in Can-



ada, behind the government-owned Air Canada and Canadian Airlines International, which was created by the merger of CP Air and Pacific Western Airlines.

Wardair became a public company in 1967, when its shares began trading on the Toronto Stock Exchange. At that time, the company had total assets of £4 million and revenues of £2.5 million. At the end of 1986, its assets had expanded to £215 million, an annual compound growth rate of 22 per cent, and its revenues had grown to £230 million, an annual compound growth rate of 25 per cent.

## Billion dollar investment

Wardair's decision to expand and renew its fleet involves an investment of close to one billion dollars (about £450 million) in the 12 Airbus A310s it plans to buy.

The A310 is a wide-body aircraft with seating for eight abreast. Wardair has designed the interior to its own specifications. There will be seating for 194 passengers in two classes, giving a high degree of comfort in terms of air circulation and seating room.

Comfort has always been a hallmark of Wardair's in-flight service. In both 1985 and 1986, the company won the UK's Golden Wings Award when it was rated highest overall by airline passengers, for its level of service and helpfulness, catering and comfort. 