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Smoking banned on Air Canada flights

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THE one in five Air Canada passengers who smoke will have to choose another airline if they want to continue their habit on board from October 1.

The airline has decided to impose a smoking ban on all its transatlantic services and is the first airline to operate a completely smoke free cabin between North America and Europe.

Its decision pre-empt's a ruling made by the Canadian government banning smoking on all Canadian-registered aircraft entirely in three years' time. Air Canada is launching a major marketing campaign aimed at wooing non-smokers.

It took the decision after

research which showed that 23 per cent of passengers on Atlantic routes smoked but that 35 per cent of these preferred to book a non-smoking seat and 72 per cent did not mind not smoking.

Canadian Airlines, the competitor, recently said that it would reduce the number of smoking seats available on transatlantic flights but could not do so on their lucrative Tokyo routes because so many Japanese insisted on smoking.

Air Canada has had to accept the commercial realities of some flights by refusing to implement the ban on services between London, Bombay and Singapore where more smokers are regular travellers.

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