

Porter's growing presence

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Porter Airlines' E195-E2 aircraft with a two-by-two seating configuration ensures that no passenger is stuck in a middle seat

[Porter Airlines](#), recognized for its distinctive service and commitment to elevating Economy travel, has strategically expanded its routes to Florida, one of the most popular destinations for Canadian travellers. With new and improved service offerings to cities such as Miami, Orlando, Tampa, Fort Lauderdale, Fort Myers and West Palm Beach, Porter aims to distinguish itself in a highly competitive market. By blending affordability with an upscale inflight experience, the airline continues to enhance its presence in both leisure and business travel sectors.

This winter season, Porter is providing up to 126 weekly departures across 14 routes, servicing major Canadian cities such as Toronto, Ottawa, Montreal and Halifax. The airline's focus is clear: provide seamless connectivity, whether passengers are looking for a beach vacation in Fort Lauderdale or travelling for business to Tampa.

Tailored travel experience



Edmond Eldebs, Senior Vice President and Chief Commercial Officer at Porter Airlines

Porter understands the diverse needs of its passengers. Speaking about the expansion, Edmond Eldebs, Senior Vice President and Chief Commercial Officer at Porter Airlines, tells *PAX Tech*, “We are focused on Economy travellers. This is a broad category, from the price-conscious to the business flier. We have something that appeals to everyone.”

One of the key differentiators of Porter’s service is its attention to passenger comfort. On all Florida flights, Porter’s new E195-E2 aircraft with a two-by-two seating configuration ensures that no passenger is stuck in a middle seat—a feature that sets the airline apart in the North American market. Additionally, the availability of fast, free Wi-Fi and the opportunity for passengers to stream their own entertainment via BYOD make Porter’s flights ideal for travellers seeking both comfort and productivity—which is essentially everyone.

Competitive advantage

Porter’s renowned onboard service further enhances the flight experience, making the airline an attractive choice for Canadians heading to Florida. All passengers, regardless of fare class, enjoy complimentary beer and wine served in glassware, a selection of premium snacks and access to freshly prepared meals. In particular, the airline’s partnerships with high-quality Canadian brands, known for sustainability and premium ingredients, brings a unique and local touch to inflight dining. The PorterReserve fare class offers travellers an all-inclusive experience,

including extra legroom, priority boarding, fresh meals and cocktails, as well as two checked bags. For those seeking a more traditional experience, PorterClassic offers an à la carte service with the same premium snacks and beverages, allowing passengers to tailor their journey based on individual preferences.



A look at the fresh food served onboard Porter Airlines flights

“PorterReserve is an all-inclusive Economy product—extra legroom, fresh food, cocktails, priority boarding. PorterClassic delivers the same high-quality food and beverages, but available à la carte,” says Eldebs.

Strategic partnerships and promotions

Porter is actively collaborating with various stakeholders to enhance its market presence in Florida. The airline has partnered with airports and tourism associations to promote routes through media relations, marketing campaigns and social media. Porter has also placed a strong emphasis on engaging with travel agencies, which are integral to the distribution of information about new routes and promotions.

“Both travel agents and Porter want the best value and travel experience for passengers. We now have more presence overall across Canada and the U.S. and hope that agents are taking notice of Porter as a regular option for their clients,” says Eldebs.

As part of its promotional efforts, Porter is launching consumer promotions, including a social media giveaway to six Florida destinations. Additionally, passengers in key Canadian markets such as Ottawa, Montreal and Halifax will have the chance to participate in activations with rewards such as flight vouchers. These initiatives aim to raise awareness of the increased flight schedule and encourage repeat business.

Expanding in the U.S. market

The Canadian airline has successfully positioned itself as a premier choice for Canadians heading to Florida, combining value with a premium service experience. As the airline continues to expand its route network and offer new services, Eldebs says passengers can expect Porter to maintain its core

commitment: delivering a level of generosity and thoughtful service that is unmatched in Economy air travel today.

“We want our passengers to enjoy every part of their journey—that’s why each passenger receives the same level of thoughtful service,” Eldebs concludes. Whether flying for leisure or business, passengers travelling to Florida with Porter Airlines can expect a seamless, comfortable and memorable experience.