

OVERVIEW

HIGH LEVEL DIGITAL INSIGHTS

November 2017

SOCIAL MEDIA REACH

Ratio of Social Followers to Passengers

EDMONTON	1.48%
Vancouver	0.99%
Toronto	0.77%
Montreal	0.48%
Calgary	0.43%

2017 Passengers¹

Toronto	31,941,115
Vancouver	16,320,330
Montreal	12,441,410
Calgary	10,935,223
EDMONTON	5,236,374

2017 Social Followers²

Toronto	249,057
Vancouver	162,771
EDMONTON	77,709
Montreal	59,868
Calgary	47,363

YEG

77,709

SOCIAL MEDIA FOLLOWERS

Includes Facebook, Twitter, Instagram and LinkedIn

1.5x as many
followers as YVR*

3x as many
followers as YYC*

2x as many
followers as YYZ*

3x as many
followers as YUL*

¹ August 2016 - August 2017 | ² As of October 01, 2017

*Based on Ratio of Social Media Followers to Passengers

SOCIAL MEDIA ENGAGEMENT

53% MEN

3,613 (53.17%)

47% WOMEN

3,182 (46.83%)

28.8K



24.2K

Tweets

5.4K

Daily Impressions

TWITTER FOLLOWERS

3x more followers than CALGARY

8x more followers than MONTREAL

4.8M



**PEOPLE REACHED
PER MONTH ON
FACEBOOK**

Page Likes	41,733
Video Views	1.1M
Facebook Fans: Men	37%
Facebook Fans: Women	62%
TOTAL IMPRESSIONS	85,575,402

As of October 01, 2017

FLYEIA.COM REACH

32.63%

Users Engaging
at EIA Terminal

Male
Female

3,613 (53.17%)
3,182 (46.83%)

2,642,014

WEBSITE VISITS with 1,384,418
unique users over the last year*

5,823,718

Page visits

117,960

Users per month

60% - 10% - 30%

Mobile

Tablet

Desktop

* October 2016-2017

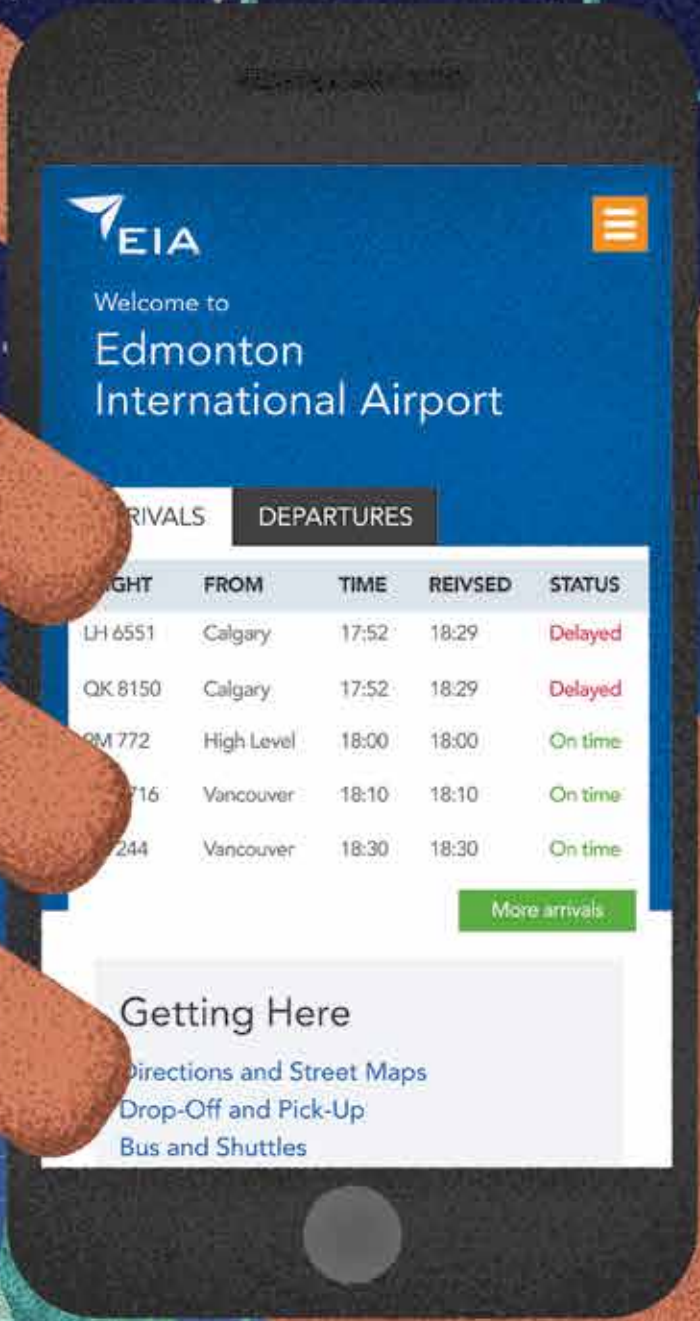
FLYEIA.COM ENGAGEMENT

Over 115,000 Total Reward Members with

27,795

REWARDS PROGRAM SIGN UPS
IN THE LAST YEAR*

* October 2016-2017



12,522
Downloads

4,594
Email Clicks

8,524
Phone Call Clicks



twitter.com/FlyEIA



facebook.com/FlyEIA



instagram.com/FlyEIA



ca.linkedin.com/company/edmonton-international-airport



FlyEIA.com