



To our valued partners,

At WestJet, we believe the best journeys are the ones we take together. This Travel Advisor Appreciation Month is particularly special as we celebrate 30 years of partnership. Your expertise and commitment are at the heart of every successful journey, and we are incredibly grateful for the trust you place in us every day.



This year, we wanted to do more than just say thank you by providing you with better tools to support your clients and your business. We're excited to announce a **complete redesign of our travel agent resource site**. Now known as our **advisor hub**, the refreshed site offers a more intuitive experience and improved navigation, making it easier to find the policies, resources and tools you need. You can still find us at westjettravelagents.com, but with a brand-new look and feel.

To help you make the most of the refreshed advisor hub, we created a detailed [training guide](#) with step-by-step instructions and videos covering the essentials.

And because this month is a celebration, we're inviting you to discover the site with a contest. As you explore the advisor hub, keep an eye out for photos of the WestJet Agency Sales team, or what we're calling our "hidden gems." You'll earn one entry for each image you uncover, plus bonus entries for answering a few short questions. We're giving away:

- A Canadian Rockies experience provided by Pursuit Collection including flights, a hotel stay and bucket-list excursions
- 50,000 WestJet points
- A \$350 WestJet gift card

Thank you for being a key part of the WestJet story. We look forward to many more years of creating memorable travel experiences together. Happy Travel Advisor Appreciation Month!

Sincerely,



Amanda Ierfino
Vice President, Sales & Cargo

ENTER TO WIN