



Gustavson
School of Business
University of Victoria



Transportation - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
VIA Rail	136	34	252	112	158
Deutsche Lufthansa AG	167	347	182	132	195
Emirates Airlines	247	365	217	112	263
Porter Air	261	301	295	161	295
British Airways	279	321	295	271	276
Lyft	367	321	348	327	375
WestJet	369	278	362	380	316
Delta Airline	381	391	388	387	380
American Airlines	387	398	396	396	394
United Airlines	389	400	396	393	390
Air Transat	390	391	391	393	380
Uber	392	396	367	384	371
Air Canada	395	301	391	398	362