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AIR MALTA OBTAINS SALES IN UKRAINE WITH DISCOVER THE WORLD

SCOTTSDALE, AZ, June 21, 2018—Air Malta has obtained sales assistance in the Ukraine with new representation by Discover the World in conjunction with the new weekly flight from Malta to Kiev beginning this June.

Air Malta’s Head of Global Sales Alex Savona said, “After conducting interviews to represent Air Malta in this market, Discover the World scored the highest in terms of sales approach, networking with the local trade, efficiency and obviously cost effectiveness. We needed the representation to promote our new service and the airline with the trade in Ukraine, and drive sales on Air Malta’s scheduled flights.”

“Air Malta has embarked on a growth strategy and we are especially proud to be involved in contributing to the airline’s success,” said Discover the World’s Executive Vice President Ian Murray. “In the last few months, Air Malta has launched 21 new routes, added two new aircraft and increased its passengers by more than 20 percent over last year. With the introduction of the new Malta-Kiev route, Air Malta is increasing its services to Eastern Europe and consolidating its position in this region.”

For more information about Discover the World, visit discovertheworld.com or call (480) 707-5566 or +44 203 598 8030.

About Discover the World

Discover the World has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 85 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of nearly 100 clients utilizing its sales, marketing and business process outsourcing services, Discover the World remains a dominant innovator for the travel industry.

About Air Malta

Air Malta has been in service since April 1974 and is the airline for the Maltese Islands. The airline operates a fleet of 10 Airbus A320/219 including the new A320neo. It connects Malta to 36 scheduled destinations in Europe, North Africa and the Eastern Mediterranean. Air Malta offers an additional 150 destinations through codeshare agreements with a number of quality airlines. The airline carries 1.8 million passengers every year, with approximately 80 percent coming to Maltese Islands for leisure purposes. For more information, contact airmalta.com

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