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## **CATHAY PACIFIC AIRWAYS EXPANDS IN LATIN AMERICA WITH DISCOVER THE WORLD**

SCOTTSDALE, AZ, January 23, 2018—Discover the World and Cathay Pacific Airways today announced the launch of their new sales and marketing representation in Ecuador. This marks the 14th country in Latin America where Discover the World represents Cathay Pacific and its regional subsidiary, Cathay Dragon.

“Discover the World recently opened an office in Quito and a second location in Guayaquil and was looking to develop this marketplace,” said Discover the World’s Executive Vice President, Ian Murray. “Discover partnered with long-standing client Cathay Pacific to expand the airline’s presence in Latin America.”

“Cathay Pacific and Discover the World have been strategic partners for more than 20 years,” said Eric Odone, Cathay Pacific’s Vice President, Sales & Marketing, Americas. “With the support of Discover the World, Cathay Pacific has been able to grow its footprint in Latin America, which is a strategic and growing market for the airline. We are confident this expansion into Ecuador will fuel our continued success in the region.”

For more information about Discover the World, visit [discovertheworld.com](http://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 Cathay Pacific Airways

Cathay Pacific Airways, the flag carrier for Hong Kong, offers more than 100 flights per week to Hong Kong and beyond, from six cities in the USA and two in Canada: Boston, Chicago, Los Angeles, New York (JFK), Newark Liberty, San Francisco, Vancouver and Toronto. In total, Cathay Pacific Airways operates to over 200 destinations in 49 countries and territories. Cathay Dragon is a wholly owned subsidiary of Cathay Pacific, with services to destinations across Asia, including more than 20 cities in mainland China. Cathay Pacific is a founder member of the **oneworld** global alliance and Cathay Dragon is an affiliate member. Visit [cathaypacific.com/us](http://cathaypacific.com/us) for more information.

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