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## **CATHAY PACIFIC APPOINTS DISCOVER THE WORLD IN KEY SOUTH AMERICAN GROWTH MARKETS**

SCOTTSDALE, ARIZ, Oct. 6, 2014—Cathay Pacific, the international flag carrier for Hong Kong, has broadened its sales and marketing coverage in South America with new representation by Discover the World in Brazil, Paraguay and Uruguay. Discover already represents the airline in nine other South American countries.

Latin America is an important--and growing—market for Cathay,” said Tom Owen, Cathay Pacific’s senior vice president, Americas. “With our partners at Discover the World, we will be able to strengthen our presence in South America by playing a more proactive role in these three key countries. “This expansion comes at an opportune time in light of our new relationship with TAM, which joined the **oneworld** alliance earlier this year.”

Expanded local sales and marketing activities in these important markets, combined with our strong relationships with the local trade will make a big difference for Cathay Pacific,” said Jenny Adams, CEO of Discover the World. “Cathay’s planned membership in BSP Brazil will considerably widen our joint distribution capabilities and further support incremental sales development. Cathay Pacific is a leading, award winning carrier and a valued client and we are confident we can deliver strong results.

For more information about Discover the World, visit [discovertheworld.com](http://discovertheworld.com) or call +1 480 707 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 more than 80 clients utilizing its sales, marketing and business process outsourcing services, Discover the World remains a dominant innovator for the travel industry.

### About Cathay Pacific

Cathay Pacific Airways operates 111 flights per week to Hong Kong and beyond, including over 22 destinations in Mainland China, from five cities in the USA and two in Canada: Chicago, Los Angeles, New York (JFK), Newark Liberty, San Francisco, Vancouver and Toronto; and offers cargo flights to 15 cities across the Americas using the latest 747-8 freighter fleet. Cathay Pacific is a member of the [oneworld](#) alliance.

More information, including current fares and availability, may be found by visiting the airline's website at [cathaypacific.com/us](http://cathaypacific.com/us), Facebook page at [www.facebook.com/cathaypacificus](http://www.facebook.com/cathaypacificus), or Twitter handle @CathayPacificUS. For North American reservations, dial toll-free: 1-888-233-ASIA.

Cathay Pacific Airways was awarded the "World's Best Airline" honor in the 2014 annual [Skytrax](#) World Airline Awards™ for a record fourth time – the only airline to achieve such a feat – with more than 18 million airline passengers from around the world voting for their favorite travel experiences.

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