



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**Air Transat adds Tel Aviv to its summer program**  
*It becomes the only airline to offer **direct flights** to Israel from Montreal*

**Montreal, January 9, 2017** – Air Transat is proud to announce that it will be offering direct flights from Montreal to Tel Aviv. Also available from Toronto with a connection in Montreal, this non-stop flight between the Montréal-Trudeau airport and the David Ben-Gourion international airport of Tel Aviv will operate twice weekly, on Wednesdays and Sundays, from June 18 until late October.

Transat will also be offering an array of packages, guided tours and hotels for discovering Tel Aviv and Jerusalem, as well as the region's many tourist attractions.

"We are thrilled to feature our very first destination in the Middle East. The demand for a direct Montreal-Tel Aviv flight was high for travellers visiting friends and family in the two cities and those in search of new discoveries," states Annick Guérard, President and General Manager of Transat Tours Canada. "Tel Aviv is a vibrant and modern metropolis with plenty to offer when it comes to culture, gastronomy and nightlife. It is also the ideal gateway for a vacation immersing travellers in ancient and religious history."

"This is great news for Quebecers who are eager for the re-establishment of a direct air link between Montreal and Israel, presenting travellers with a wonderful opportunity to discover the riches of the Holy Land, the beauty of its landscapes and the diversity of its peoples", says Ziv Nevo Kulman, the Consul General of Israel in Montreal and its Permanent Representative to ICAO. "Thanks to this direct flight, more Israelis will also be able to enjoy the 150<sup>th</sup> and 375<sup>th</sup> anniversary festivities in Canada and Montreal."

"I welcome the decision by Transat to expand its operations into Israel. The opening of an air route is further proof of the success of our marketing efforts and that airlines view Israel as a sought-after tourism destination with economic potential. We view Transat as a partner that will help increase the numbers of tourists arriving in Israel and we hope to see additional routes opening soon," adds Yariv Levin, the Israeli Minister of Tourism.

"We are delighted that Air Transat has decided to add Tel Aviv to its roster of over 40 summer destinations out of Montréal-Trudeau. This year, Air Transat's weekly seat capacity will be increased by 20%, compared to 2016. Travellers departing from the city now enjoy an unparalleled choice of flight options from Montréal-Trudeau, with nearly 140 direct-flight destinations," says Philippe Rainville, President and CEO of Aéroports de Montréal.

This new Montreal-Tel Aviv flight on Airbus A330-300 aircraft consisting of 345 seats will allow travellers to enjoy an unparalleled flight experience with Air Transat, named Best North American Leisure Airline five years in a row. The cabin comfort, personal entertainment system accessible via individual touch screens, complimentary checked baggage allowance and attentive crew are just some of the reasons flying Air Transat is so enjoyable. Travellers passing through the Montréal-Trudeau airport can also feel the joy of vacations in the new Espace Air Transat section, offering an immersive multimedia experience designed by Moment Factory, among other features.

Air Transat's 2017 transatlantic flight schedule includes 28 destinations, now available to a greater number of travellers thanks to its enriched connecting flight program. Air Transat recently announced that it will be multiplying its direct flights to France, the United Kingdom, Italy, Greece, Spain, Portugal, Ireland and Croatia, while maintaining service to the Netherlands, Switzerland, Belgium and the Czech Republic.

Flights to Tel Aviv will soon be available for booking on the Air Transat website and at travel agencies. For the complete list of available destinations, visit [airtransat.com](http://airtransat.com).

### **About Air Transat**

Air Transat is Canada's number one holiday travel airline in the Canadian and transatlantic markets. Every year, it carries some three million passengers to approximately 60 destinations in 26 countries. Based in Montreal, the company employs more than 2,500 people and operates a fleet of Boeing narrow-body and Airbus wide-body jets. In 2016, Air Transat was named Best North American Leisure Airline for the fifth consecutive year by Skytrax. In recent years, the carrier has earned multiple distinctions for its efforts to reduce its environmental footprint. Since 2011, it has consistently been ranked number one in North America for energy efficiency, and in the Top 20 worldwide, by the Atmosfair Airline Index. Air Transat is a business unit of Transat A.T. Inc., a leading integrated international tourism company active in air transportation, accommodation, travel packaging and distribution. Transat was awarded Travelife Partner status in 2016 in recognition of its commitment to sustainable development. The vacation travel companion par excellence, Transat celebrates its 30th anniversary in 2017.

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