



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

## **Air Transat announces the appointment of Cyril Cousin as Director for France, Benelux, Switzerland and Germany**

**Maisons-Alfort, October 6, 2021** – Air Transat is pleased to announce the appointment of Cyril Cousin as Director of Air Transat for the France, Benelux, Switzerland and Germany markets. This is a return to the Transat group for Cyril, after his departure in 2016 when Transat France was sold to the TUI group. He will be reporting to Xavier Szwengler, Vice President Marketing and International Markets for Air Transat.

"Cyril's return to the group will allow us to benefit from his sound market knowledge and expertise, as well as his entrepreneurial spirit and inclusive leadership; key ingredients for the success of our 2022-2026 strategic plan, for which he will be the vector for France, Benelux, Switzerland and Germany," says Xavier Szwengler.

Cyril began his career at Transat in 2006 as Sales and Marketing Director for Transat Vacations and its airline, Air Transat. He then joined Look Voyages in 2010 as Sales and Marketing Director.

In 2013, when both brands merged to create Transat France, the third-largest French tour operator, he became Director of Distribution and headed all B2C activities for individual sales. When TUI acquired Transat France at the end of 2016, Cyril left operations to become head of the Western Region cruise project.

In April 2018, TUI assigned Cyril to manage the TUI France network. Then, in September 2019, he took over the general management of VISIT Europe, a subsidiary of the Austrian group Travel Europe, with the aim of revitalizing this brand on the French market.

"For me, Transat remains the most beautiful step of my professional career and I am delighted to be able to return to the group. It is with enthusiasm and determination that I will support the teams dedicated to the deployment of the strategic plan, as well as the positioning of the airline on the international market," says Cyril Cousin.

Cyril succeeds Lydia Morinaux, who, after 11 years working on the development and positioning of the airline in these markets, is giving a new direction to her career. We sincerely thank Lydia for her contribution to the company and wish her every success for the rest of her professional career.

## **About Transat**

Founded in Montreal 35 years ago, Transat has achieved worldwide recognition as a provider of holiday travel particularly as an airline under the Air Transat brand. Voted World's Best Leisure Airline by passengers at the Skytrax World Airline Awards, it flies to international and Canadian destinations, striving to serve its customers with enthusiasm and friendliness at every stage of their trip or stay, and emphasizing safety throughout. Transat has been Travelife-certified since 2018, renewing its fleet with the greenest aircraft in their category as part of a commitment to a healthier environment, knowing that this is essential to its operations and the magnificent destinations it serves (TSX: TRZ).

## **Recent distinctions and awards**

- World's Best Leisure Airline at the Skytrax World Airline Awards
- Ranked 2nd in the Travel and Leisure category and 57th overall on *Forbes* World's Best Employers list
- Best Tour Operator and Favourite Overall Supplier at the Agents' Choice Awards presented by Baxter Travel Media
- Ranked as Canada's 21st best corporate citizen by Corporate Knights

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