

**PRESS RELEASE**

**KENYA AIRWAYS APPOINTS GLOBAL GSA AS PASSENGER GENERAL SALES AGENT FOR ITALY**

**Global GSA will be in charge of all commercial activities on behalf of Kenya Airways effective 1st February 2022**

*Nairobi, 02 February 2022.* Kenya Airways, the national flag carrier of Kenya and member of the SkyTeam alliance, has appointed Global GSA as its passenger general sales agent for the Italian market. Pursuant to the agreement, from 1st February 2022, Global GSA will manage all the commercial activities in Italy on behalf of Kenya Airways; this includes the support and the assistance to travel agencies and tour operators for the reservations and ticketing.

Global GSA provides to the Trade with a dedicated **telephone line** for Kenya Airways **02 36 21 22 23** and the email address [kenya-airways@global-gsa.com](mailto:kenya-airways@global-gsa.com).

"We are proud to represent Kenya Airways in the Italian market, a modern and efficient carrier, well known to offer an excellent on-board service, paying attention to the customers' needs. With Kenya Airways, it is possible to reach not only Kenya, that continues to remain a very popular destination for Italian clients, but also the main destinations in Africa, through convenient connections offered by the carrier", commented Patrizia Ribaga, Managing Director of Global Distribution Sales & Marketing.

Kenya Airways is a leading African airline, based in Nairobi, flying to 42 destinations worldwide - 35 of which are in Africa - and carries over four million passengers annually. Kenya Airways has a very modern fleet of 32 aircrafts, including the B787 Dreamliner, its flagship aircraft. It offers renowned in-flight service and the lie-flat bed business class seats, available on widebody aircrafts, that has been voted among the top 10 in the world.

"We are pleased to bring Global GSA onboard as the Passenger General Sales Agent for Italy. This comes at a time when travel has resumed globally and also follows the recent code sharing agreement with ITA Airways which now offers customers greater choice and flexibility. We look forward to working with Global GSA to offer word class customer service to our customers and grow sales in the region." – commented Julius Thairu, Chief Commercial and Customer Officer at Kenya Airways

Kenya Airways operates direct flights to Europe; Amsterdam, London and Paris and from 8th June 2022, will resume the service from Rome-Fiumicino to Nairobi as well as launch the new route from Milano - Malpensa to Nairobi. The flight will operate on Wednesday and Sunday with B787 Dreamliner offering 30 seats in Business class and 204 in economy class. The flight will leave from Milano-Malpensa at 17:20 arriving in Rome-Fiumicino at 18:45, departing from Rome at 20:05 with arrival in Nairobi at 05:15(+1). The return from Nairobi is at 10:00 with arrival in Milan-Malpensa at 16:00; departing from Milano at 17:20 with arrival in Rome at 18:45.

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**About Kenya Airways:** Kenya Airways, a member of the Sky Team Alliance, is a leading African airline flying to 42 destinations worldwide, 35 of which are in Africa and carries over four million passengers annually. It continues to modernize its fleet with its 32 aircraft being some of the youngest in Africa. This includes its flagship B787 Dreamliner aircraft. The on-board service is renowned and the lie-flat business class seat on the wide-body aircraft is consistently voted among the world's top 10. Kenya Airways takes pride in being at the forefront of connecting Africa to the World and the World to Africa through its hub at the new ultra-modern Terminal 1A at the Jomo Kenyatta International Airport in Nairobi.

**About Global GSA.** Founded by Manlio Olivero, President & CEO, Global Distribution Sales & Marketing (GDSM) is Hertz's exclusive B2B representative in Italy and Spain for leisure and business travel; in the latter case it meets the car rental needs of SMEs, always through travel agencies. The partners of Global Distribution are the organizers and distributors of tour packages, who meet in Hertz the car rental's world leader, strengthened with the acquisition of Dollar, Thrifty and Firefly. In late 2014, Global launched Vacanzeincamper.com, the RV rental broker in the world. The company also represents the airlines Kenya Airways, Air Madagascar and Aircalin and the river cruise company AmaWaterways, as well as Italo Ntv on the Spanish market, flanked by partnerships with Booking.com and MyParking for the Italian market. GDSM is a member of the Visit Usa Italy Association and associated with FTO - Federviaggio (Confcommercio).

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