

WestJet Group acquires Sunwing



The acquisition adds 18 737s and 2,000 employees to WestJet Group

[WestJet Group](#) today announced the successful completion of its acquisition of [Sunwing Vacations](#) and [Sunwing Airlines](#). The deal, initially revealed in March 2022, merges the two Canadian companies. This merger brings forth fresh prospects for leisure and sun travel all across Canada. The move is part of WestJet's growth strategy, which aims to invest further in leisure and sun flying across Canada as a critical driver for growth.

The two companies will maintain separate operations but will work together to integrate their complementary strategies in a gradual and effective transition, a recent release detailed. Their collaboration will prioritize enhancing the experience of an expanding passenger base and establish Sunwing as a crucial component of the WestJet Group.

"As we have set out on our new strategic trajectory for the WestJet Group, investing further in leisure and sun flying across Canada is a critical driver for growth," said Alexis von Hoensbroech, Chief Executive Officer of the WestJet Group, in a May 1 press release. "It brings me great pleasure to welcome Sunwing to the group, adding 18 737s, 2,000 employees and Canada's largest vacation tour operator and significantly expanding our footprint in Eastern Canada. Together, we will strategically enhance our sun and leisure offerings to bring even more affordable and accessible travel opportunities to Canadians."

Stephen Hunter, who previously held the position of CEO at Sunwing Vacations, has now been selected as the CEO of the WestJet Group's Vacations Business. In this role, he will oversee all tour operating and vacation package operations for both the Sunwing Vacations and WestJet Vacations brands.

The WestJet Group has merged WestJet Vacations and Sunwing Vacations to form a combined tour operator business. This entity will be based in Toronto, Ontario, while maintaining a Montreal office.

As part of its growth strategy, the Vacations Business plans to keep Sunwing's planes in Canada year-round and anticipates creating new job opportunities and adding new flights.