

WestJet Group unites Sunwing Airlines and Swoop



With the integration of Sunwing Airlines and Swoop, the Group is poised to provide a comprehensive range of travel options, catering to a diverse set of preferences and budgets

In a significant move aimed at providing reliable and affordable travel options to a wider range of travellers, the [WestJet](#) Group has announced the integration of [Sunwing Airlines](#) and [Swoop](#) into a comprehensive product offering.

“We are confident that the future integration of Sunwing Airlines into the WestJet Group, following that of our ultra-low-cost carrier Swoop will significantly enhance our ability to provide affordability and choice to our guests,” said Alexis von Hoensbroech, WestJet Group, Chief Executive Officer, in a June 19 press release. “The integration of all jets from Sunwing Airlines, Swoop and WestJet into one fleet will provide us with the scale to enhance our collective operational resilience while offering more affordable fares and vacation opportunities across our entire network.”

While the integration of Swoop is expected to be completed by October 2023, Sunwing Airlines will continue its independent operation until 2024, functioning as usual. The WestJet Group aims to leverage the strengths of each airline to enhance the overall travel experience for its customers.

This collaboration will allow Sunwing Vacations and WestJet Vacations to expand their vacation offerings to an even larger number of communities. Previously seasonal vacation packages will now be available year-round, providing more opportunities for Canadians to enjoy affordable travel experiences.

The WestJet Group plans to utilize the successful ultra-low fare model pioneered by Swoop and the affordable vacation packages offered by Sunwing Vacations. By incorporating these elements into its operations, the Group aims to provide ultra-affordable fares and an increased number of affordable

vacation packages across Canada. This initiative will cover the entirety of the Group's fleet, consisting of 180 aircraft.

"Competition amongst air carriers in Canada has never been healthier and after a challenging three years, aviation is back, with passenger traffic doubling in Canada since March 2022," continued von Hoensbroech. "As the strongest airline in Western Canada and the biggest vacation provider across the entire country — the integration of Swoop and eventually Sunwing Airlines into the WestJet Group will enhance affordability and serve to increase choice for Canadians for their air travel and vacation plans."