

FOR IMMEDIATE RELEASE



## **Sky Airline appoints AVIAREPS as General Sales Agent in 9 Markets**

***AVIAREPS appointed as GSA for SKY Airline in Spain, the United Kingdom, Germany, France, Italy, Switzerland, the Netherlands, Australia and New Zealand***

London, 28 January 2026 – AVIAREPS, the global leader in aviation, tourism and hospitality representation with 76 offices in 71 countries around the world, has been appointed as SKY Airline’s General Sales Agent (GSA) in Spain, the United Kingdom, Germany, France, Italy, Switzerland, the Netherlands, Australia and New Zealand. The Chilean airline is the second-largest domestic carrier in Chile and Peru. Founded in 2001, Sky Airline operates a modern fleet of Airbus A320 and A321neo aircraft, serves more than 40 destinations across the Americas and has transported more than 70 million passengers to date.

Under the new partnership, AVIAREPS will provide comprehensive sales, marketing, and ticketing services across the nine markets, supporting Sky Airline’s international expansion and brand development. AVIAREPS’ local expert teams will work closely with travel agents, tour operators, and corporate partners to strengthen distribution channels, drive awareness, and grow demand for Sky Airline’s network across the Americas.

**Natalia Tenderini, Deputy Sales Director for the European and Australian market at Sky Airline:** *“This partnership with AVIAREPS marks an important step in our international growth strategy. Europe, Australia and New Zealand are key source markets for travel to South America, and AVIAREPS’ strong local presence and travel trade expertise will play a key role in strengthening our brand and expanding our reach in these regions.”*



**Marcelo Kaiser, COO Aviation at AVIAREPS:** *“We are delighted to welcome Sky Airline to our global airline portfolio. Sky’s innovative low-cost model, modern fleet, and commitment to sustainability make it a strong partner for international growth. With our experienced local teams in the nine markets, we look forward to building strong trade relationships and supporting the airline’s growth across Europe and the South Pacific.”*

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### **About SKY Airline**

SKY is a Chilean low-cost airline with 24 years of experience, operating in eight countries across the Americas, with hubs in Chile and Peru. Since its first flight in 2001, the airline has transported more than 70 million passengers.

Today, SKY is the only airline in South America with a fleet composed entirely of Airbus A320neo and A321neo aircraft, enabling a reduction of approximately 30% in emissions per seat since 2018. In 2024, SKY was recognized by SKYTRAX as the Best Low-Cost Airline in South America for the fourth time, and by CH-Aviation as the second-youngest fleet in the region.

### **About AVIAREPS**

AVIAREPS is the world’s leading international representation, marketing and communications company for aviation, tourism, hospitality, and food and beverage brands. Founded in Germany in 1994 with the ambition to help clients to step into global markets, the company’s global network now expands around the world to six continents.

The AVIAREPS service portfolio includes extensive expertise in representation and sales, marketing and communications, business development, IT solutions and financial services. In addition to their well-established General Sales Agent (GSA) services and tourism marketing representation, AVIAREPS provides more than 250 clients with support in digital marketing, advertising, public relations, crisis communications, social media management, event coordination, sales, web design and more.

For more information on how AVIAREPS influences where and how travelers choose to spend their time and money, please visit [www.aviareps.com](http://www.aviareps.com). Stay up to date by checking out our [Newsroom](#), or follow us on [Facebook](#), [LinkedIn](#) and [Instagram](#).

**For high-resolution images and logos please [contact us](#).**

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**About Sky Airline**

Founded in 2001, Sky Airline is a Chilean low-cost carrier operating a modern fleet of Airbus A320 and A321neo aircraft. The airline serves more than 40 destinations across the Americas through its subsidiaries in Chile and Peru. Sky Airline is committed to making air travel accessible, safe, and sustainable, guided by its purpose to connect communities while reducing its environmental footprint through the #SKYCommitment sustainability programme. Learn more at: <https://agencias.skyairline.com/en/news>

