

FOR IMMEDIATE RELEASE

## Strong dollar means 'low season' is now 'go season' to Europe with Delta Vacations

*World-class winter festivals, events and skiing attracting more U.S. vacationers*

**ATLANTA** (January 28, 2015) – Delta Vacations, in partnership with Air France Holidays and Alitalia Vacations, is revealing that its bookings to Europe are growing during the traditional low season.

“We’ve seen impressive growth in first-quarter travel to Europe over the past few years,” said MLT Vacations President John Caldwell. “Compared to Q1 2014, booked room nights in Europe through Delta Vacations are up more than 40 percent so far in Q1 2015.”

Some of the key reasons why many vacationers are finding the low season to be a great time to visit the continent are:

- Amazing winter festivals, concerts and events across the continent
- Outstanding skiing and winter sports at Europe’s best mountain resorts
- Best fares with Delta Air Lines to all of its European destinations when bundled with hotel stays
- Greater hotel availability and better pricing, even for last minute travel
- Shorter lines for top attractions, museums, restaurants and shopping
- Increased affordability for US vacationers due to the strength of the dollar and low gas prices

“From Amsterdam to Barcelona and beyond, vacationers are finding that Europe has plenty to offer during the winter and early spring months. This includes music and arts festivals, sporting events, culinary experiences, skiing and so much more,” said Caldwell.

### Delta Vacations’ top European winter festivals and events for 2015

#### **Amsterdam**

March 4 - 8: *5 Days Off* - Electronic music festival featuring top European and international acts.

March 5 - 15: *National Restaurant Week* - Guests enjoy three-course meals at many of the city’s best eateries for 25 euros.

#### **Barcelona**

March 13 - 15: *Barcelona Beer Festival* – Annual event celebrating the art of craft beer and fine cuisine.

March 7 – 20: *Terrassa Jazz Festival* – International festival attracting more than 250 up-and-coming artists and leading performers.

#### **Dublin**

March 14 – 17: *St. Patrick's Festival* – National celebration with parades, live music and dance, walking tours, 5K race and much more.

March 19 – 29: *Jameson Dublin International Film Festival* – Top international film festival showcasing more than 120 films from around the world.

March 4 – 14: *The Five Lamps Arts Festival* – Irish literature, music, visual arts, dance and theater highlight the sixth annual event.

#### **Düsseldorf**

Feb. 12 – 18: *Karneval* - Three-month-long celebration culminating with a festive week of events including parades through the city’s central district.

#### **Florence**

February: *Carnevale di Viareggio* – Annual celebration held for more than 140 years. Highlights are weekend parades throughout the month and fireworks Feb. 28.

#### **Rome**

March 22: *Rome Marathon* – Premier international running event. Course covers many of the city’s landmarks.

#### **Venice**

Jan. 31 – Feb 17: *Carnevale* – Parades, street festivals, parties and much more are highlights of this event billed as the “world’s most delicious festival.”

As Delta's official vacation provider, Delta Vacations brings its travel agency partners and their clients superior levels of service, more ways to earn bonus miles and toward SkyMiles Medallion status, and a Best Price guarantee for their vacation packages.

For more information, travel agents can visit [www.worldagentdirect.com](http://www.worldagentdirect.com) or call 1-800-727-1111.

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Media contact: Albert Snedeker, 404-559-2110, [asnedeker@mltvacations.com](mailto:asnedeker@mltvacations.com)

About MLT Vacations - MLT Vacations, a wholly-owned subsidiary of Delta Air Lines (NYSE: DAL), is one of the largest providers of vacation packages in the United States. The company manages brands including Delta Vacations, in partnership with Air France Holidays and Alitalia Vacations, and Aeromexico Vacations. MLT Vacations offers its customers convenient one-stop shopping for quality, tailored vacation packages that are competitively-priced and combine Delta Air Lines and its strategic partners' flights with stays at more than 4,000 hotels and resorts worldwide, and a broad selection of sightseeing excursions and activities. Travel agents can access the full scope of MLT Vacations product offerings at [worldagentdirect.com](http://worldagentdirect.com).