



## EVA AIR AND WEST HAM UNITED CONTINUE GLOBAL PARTNERSHIP AGREEMENT FOR SIXTH CONSECUTIVE YEAR



**LONDON, 23 June 2023** – [EVA Air](#), Taiwan’s leading independent airline, is continuing its partnership with Premier League football club and 2022/2023 UEFA Europa Conference League winners, West Ham United, for a sixth consecutive year. The high profile partnership has involved five years of fan activations and initiatives, player attendances and multiple branding opportunities for the airline and has helped EVA Air, one of the few 5-star SKYTRAX rated airlines, to increase awareness of its products and services in the UK and internationally.

The partnership between the airline and football club began in 2018 and saw EVA Air become West Ham United’s first-ever Official Airline Partner. Since then the partnership has seen both parties work collaboratively on events, marketing campaigns, offers, promotions, giveaways, advertising, fan experiences and engaging player content, raising EVA Air’s profile and enabling the award-winning airline to promote their daily return flights from the UK to Bangkok and Taipei across West Ham United’s international channels.

EVA Air’s General Manager, Sarah Wu said: *“We are so pleased to continue our partnership with West Ham United. This collaboration has enabled us to increase awareness of our international flights, and we know that West Ham United’s recent success in the 2023 UEFA Europa Conference League will raise their profile even further, leading to more opportunities for us as their partner. We look forward to the season ahead and congratulate the club on their success and thank them for their continued support of EVA Air.”*

West Ham United’s Chief Commercial Officer, Nathan Thompson, said: *“We are really pleased that our partnership with EVA Air continues to go from strength to strength. The airline has been a great supporter*



*of the club and we are confident that we can maximise opportunities for them to promote their flights through our channels to new levels during the 2023/2024 season. We thank them for their continued support.”*

Information about EVA Air’s services, fares and routes, in addition to booking and buying options, is available at [www.evaair.com](http://www.evaair.com).

**Ends**

**About EVA Air:**

[EVA Air](http://www.evaair.com) is a Star Alliance member and is one of 10 [SKYTRAX-rated](#) 5-Star airlines worldwide. It also ranked 7th among the SKYTRAX World’s Top 10 Airlines and secured additional spots in SKYTRAX’s top 10 for Best Economy Class Onboard Catering, Best Business Class Airlines, World’s Best Airline Cabin Cleanliness, World’s Best Airport Services and more. [TripAdvisor](#) recognised it among the “[Top 10 Airlines – World](#)” and awarded it top spots in four more categories in its [Travelers’ Choice Awards for Airlines](#) while [Travel + Leisure](#) readers ranked it in the [Top-10 International Airlines](#). It won a spot in [Condé Nast Traveler’s](#) prestigious [2021 Readers’ Choice Awards](#) for the [Top 10 Airlines in the World](#) and also earned a place in [AirlineRatings.com’s](#) “[Best of the Best](#)” World’s Best Airlines 2021 after similarly high ratings for safety and COVID compliance in January. The carrier was established in 1989 as Taiwan’s first privately owned international airline. It is part of the respected Evergreen Group and a sister company to global container-shipping leader Evergreen Line. It flies a fleet of more than 80 Boeing and Airbus aircraft to over 60 international destinations throughout Asia, Oceania, Europe and North America where gateways are Chicago, Houston, Los Angeles, New York, San Francisco, Seattle, Toronto and Vancouver. Travellers can learn more about EVA destinations and schedules or book and buy tickets at [www.evaair.com](http://www.evaair.com).

**Media contacts:**

Hume Whitehead – Richard Hume ([Richard@humewhitehead.co.uk](mailto:Richard@humewhitehead.co.uk), +44 (0)203 375 4050)