

Nancy Vaughan
Vaughan Communications
(602) 912-9126
nvaughanpr@aol.com



AEROMEXICO BROADENS ITS PARTNERSHIP WITH DISCOVER THE WORLD

SCOTTSDALE, AZ, March 9, 2017—Aeroméxico, Mexico’s global airline, recently re-entered the market in Bolivia and needed Discover the World’s help to re-establish a sales presence in the country.

“We have been partners with Discover the World for more than 20 years,” said Paul Verhagen, Aeroméxico’s Senior Sales LATAM and EMEA. “They now handle our sales and marketing in 22 countries so they know us and support our mission to increase our brand awareness. It was the right decision to broaden our partnership with them in Bolivia.”

According to Discover the World CEO Jenny Adams, “It is always a reconfirmation that one is doing great business when a client such as Aeroméxico decides to expand its relationship with us. We are both committed to our partnership and through our joint efforts, we will deliver new revenue and customers from the Bolivian market.”

For more information about Discover the World, visit discovertheworld.com or call (480) 707-5566 or +44 203 598 8030.

About Discover the World

Discover the World has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 85 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of more than 90 clients utilizing its sales, marketing and business process outsourcing services, Discover the World remains a dominant innovator for the travel industry.

About Grupo Aeroméxico

Grupo Aeroméxico, S.A.B. de C.V. is a holding company whose subsidiaries provide commercial aviation services and promote passenger loyalty programs in Mexico. Aeroméxico operates more than 600 daily flights from its main hub in Mexico City International Airport. Its route network spans more than 80 cities on three continents including 45 in Mexico, 18 in the United States, 15 in Latin America, four in Europe, four in Canada, and two in Asia. Grupo Aeroméxico’s fleet of close to 130 aircraft includes Boeing 787, 777, and 737 jet airliners and next generation Embraer 190, 170, and 145 models. In 2012, the airline announced the most significant investment strategy in aviation history in Mexico, to purchase 100 Boeing aircraft including 90 MAX 737 airliners and ten 787-9 Dreamliners.

As a founding member of the SkyTeam global alliance, Aeroméxico offers

customers more than 1,000 destinations in 177 countries served by its top 20 airline partners rewarding passengers with benefits including access to 672 premium airport lounges around the world. Aeroméxico also offers travel options through its codeshare partners Delta Air Lines, Alaska Airlines, Avianca, Copa Airlines, and WestJet with extensive connectivity in countries like the United States, Brazil, Canada, Chile, Colombia, and Peru. For more information, visit www.aeromexico.com and www.skyteam.com.

###