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DISCOVER THE WORLD MARKETING PARTNERS WITH ARC

SCOTTSDALE, ARIZ, Aug. 15, 2013 — Discover the World Marketing announced it has partnered with Airline Reporting Corporation (ARC), the financial settlement link between airlines and travel sellers to work with airlines looking to improve their distribution methods. ARC is a pivotal point in the airline settlement process, by providing access to many distribution channels throughout the U.S. market, which includes nearly 14,000 ARC-accredited air ticketing travel agencies.

“Because Discover has nearly 50 airline clients, we knew they were the perfect fit for our objective of generating new business from airlines that are not yet using ARC in their distribution and settlement strategy,” said Gena Crowe, senior carrier participation specialist. “This is important because when a carrier joins ARC they benefit from our \$84 billion travel agency market and have access to our valuable business intelligence data.”

According to Jenny Adams, “Discover will work with ARC as a third party consultant. ARC settlement is specific to the U.S., so if an airline does not have a U.S. office, they have to use an appointed representative such as Discover to become their U.S. legal representative. There is a wide range of services Discover can provide the airline from reporting to sales assistance, depending on the needs and transaction volume of the carrier. This is just another benefit we are offering in providing a full service to our global airline and travel clients.”

Discover is also an appointed consolidator with IATA IBCS which has similar distribution and settlement services to international markets. As a new partner with ARC, Discover will now be able to offer its airline clients access to these services in the U.S. market that IBCS cannot.

For more information about Discover the World Marketing, visit discovertheworld.com or call +1 480 707 5566 or +44 207 107 2303.

About Discover the World Marketing

Discover the World Marketing 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 70 clients utilizing its sales, marketing and business process outsourcing services, Discover the World Marketing remains a dominant innovator for the travel industry.

About ARC

ARC powers the U.S.-based travel network with premier business solutions, travel agency

accreditation services, process and financial management tools, and powerful data analytics. Nearly 14,000 travel agencies and 190 airlines use ARC's settlement services, which in 2012 totaled more than \$84 billion. As the industry's gold standard of accreditation, ARC allows participating agencies and carriers to focus on what's important – increasing their revenue. Established in 1984, ARC is headquartered in Arlington, Va. For more information, visit www.arccorp.com

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