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bmi regional PARTNERS WITH DISCOVER THE WORLD

SCOTTSDALE, AZ, Dec 20, 2016— European airline bmi regional has partnered with Discover the World to provide sales coverage in thirty six key source markets across the Discover the World network.

The partnership will task Discover the World with growing bmi regional's presence in these markets by supporting its regional sales and marketing activity. As well as business and leisure travellers, the company will be tasked with capturing a greater share of the group market, particularly concentrating on its main hubs including Munich and Bristol.

“As part of bmi regional's continued drive to increase its brand awareness and revenues internationally, we were looking for a global partner with a proven track record and established trade influence; Discover the World was a natural fit. We believe that Discover the World's extensive network and understanding of the various markets will help us to grow our global customer base”, said Jochen Schnadt, Chief Commercial Officer of bmi regional.

Jenny Adams, CEO of Discover the World said, “We are delighted to have the opportunity to further develop bmi regional's travel agency sales channel in both corporate and leisure segments from a range of diverse offline markets that include the USA, Spain, Japan and Australia.”

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

For more information on bmi regional, visit www.flybmi.com or call 0330 333 7998.

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 bmi regional

bmi regional operates an all-jet fleet comprising 18 Embraer 135 and 145 aircraft. The airline now operates more than 350 scheduled flights a week across a network of 31 destinations in eleven European countries and employs more than 400 staff. The airline also operates an extensive ad hoc charter business and flies on a contract basis on behalf of other carriers. Its scheduled network includes Oslo and Stavanger in Norway; Brussels in Belgium; Esbjerg in Denmark; Toulouse, Nantes and Paris in France; Rotterdam in the Netherlands; Brno in Czech Republic; Bremen, Frankfurt, Dusseldorf, Hamburg, Rostock and Munich in Germany; Milan Malpensa and Milan Bergamo in Italy; Jonkoping, Norrkoping and Karlstad in Sweden and Aberdeen, Belfast City, Birmingham, Bristol, East Midlands, Edinburgh, London Heathrow, Manchester, Newcastle, Southampton and Norwich in the UK.

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