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## **SOUTHWEST AIRLINES SPREADS ITS WINGS TO MEXICO WITH DISCOVER THE WORLD'S HELP**

SCOTTSDALE, AZ, Oct. 5, 2018—Southwest Airlines has selected Discover the World to provide sales and distribution assistance in Mexico.

“We hoped to partner with a company to complement Southwest’s world-famous hospitality with a true knowledge and understanding of Mexico City,” said Ryan Green, Southwest’s Vice President & Chief Marketing Officer. “Discover the World Mexico has an outstanding reputation for its in-depth market knowledge and is well known for its focus on delivering strong results.”

CEO of Discover the World Jenny Adams stated, “We are pleased Southwest Airlines has chosen Discover the World Mexico, headed by Director Octavio Hernandez, to represent them in Mexico City. Our Mexican team recognized early on that Southwest Airlines was very keen on growing its international markets and we are now fully engaged in helping them accomplish this objective. As a leading global travel distribution expert, Discover will also drive sales through the newest non classic BSP sales distribution environment for Southwest Airlines, a first in Mexico.”

For more information about Discover the World, visit [discovertheworld.com](http://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 nearly 100 clients utilizing its sales, marketing and business process outsourcing services, Discover the World remains a dominant innovator for the travel industry.

### About Southwest Airlines Co.

In its 48th year of service, Dallas-based [Southwest Airlines Co.](http://Southwest Airlines Co.) (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary customer service delivered by more than 57,000 employees to a customer base topping 120 million passengers annually, in recent years. Southwest became the nation's largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating passengers boarded. During peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 99 destinations in the United States and 10 additional countries. Southwest has announced its intention to sell tickets in 2018 for service to Hawaii, subject to requisite governmental approvals.

Southwest coined [Transparency](http://Transparency)<sup>®</sup> to describe its purposed philosophy of treating customers honestly and fairly, and low fares actually staying low. Southwest is the only major U.S. airline to offer bags fly free<sup>®</sup> to everyone (first and second checked

pieces of luggage, size and weight limits apply, some carriers offer free checked bags on select routes or in qualified circumstances), and there are no change fees, though fare differences might apply.

As launch customer of the Boeing 737 MAX 8 in North America, the company operates the largest fleet in the world of Boeing aircraft. Customers who connect to the WiFi network may use their personal devices to view on-demand movies and television shows, as well as nearly 20 channels of free, live TV.

Book Southwest Airlines' low fares online at [Southwest Airlines](#) or by phone at 800-I-FLY-SWA.

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