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## **VIRGIN ATLANTIC EXTENDS ITS COVERAGE WITH DISCOVER THE WORLD**

SCOTTSDALE, AZ, Jan. 31, 2017—Virgin Atlantic, the UK's second largest long haul airline, has extended its sales and marketing representation with Discover the World in Benelux (Belgium, Netherlands and Luxembourg) beginning this month.

Virgin Atlantic's Vice President of UK Sales Emma Jones said, "Discover is currently our partner in six European markets--France, Israel, Italy, Greece, Cyprus, and Russia and due to our excellent cooperation and results, we've decided to extend our partnership into the Benelux countries to help push our visibility and sales."

According to Discover the World CEO Jenny Adams, "Virgin Atlantic is expanding its transatlantic service with new Manchester - Boston and Manchester - San Francisco flights as well as London Heathrow - Seattle service. The airline needed extra sales and marketing help to promote these new flights as well as existing service. We are delighted Virgin Atlantic has selected us to do this important job in Benelux."

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 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 Virgin Atlantic

Virgin Atlantic was founded by entrepreneur Sir Richard Branson 32 years ago after he decided the UK aviation industry needed shaking up and an injection of style. On 22nd June 1984, Virgin Atlantic's inaugural flight to Newark took place, on an aircraft filled with personal friends, celebrities and the media.

The airline has pioneered a range of innovations setting new standards of service. For example, Virgin Atlantic was the first airline to introduce the Premium Economy product, include a bar in every aircraft for Upper Class customers, offer seatback TVs on every seat in every cabin, develop a fully flatbed seat and fly a commercial aircraft on biofuels. Despite Virgin Atlantic's growth, the service still remains customer driven with an emphasis on value for money, quality, fun and innovation.

Today, Virgin Atlantic flies more than 30 destinations worldwide, including locations across the United States, the Caribbean, Africa, the Middle East and Asia. Virgin Atlantic currently has a fleet of 39 aircraft, which is comprised of Boeing 747s, Boeing 787s, Airbus A340-600s and A330-300s. In July 2016, Virgin Atlantic announced an order for 12 new A350-1000s, the latest aircraft in its fleet, operating from both London's Heathrow and Gatwick airports. For more information visit [www.virginatlantic.com](http://www.virginatlantic.com)

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