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FLYBMI EXPANDS ITS PARTNERSHIP WITH DISCOVER THE WORLD

SCOTTSDALE, AZ, Aug. 31, 2018—flybmi, the all-inclusive, boutique airline that operates an all-jet fleet across 10 European countries, is expanding its sales and marketing relationship with Discover the World to Austria, Belgium, Czech Republic, Netherlands and Poland. flybmi is re-establishing a sales presence in these markets and partnered with Discover the World to accomplish this.

“We have worked closely with Discover the World since December 2016,” said Fabrice Binet, flybmi’s Director of Sales & Business Development. “Discover the World’s strong partnership and solid track record in sales and marketing results for flybmi made this an easy decision to broaden the scope of our relationship. Discover the World represents us in 40 countries around the world, so they know our brand, culture and service, supporting our mission to increase revenue and brand awareness. We look forward to seeing our partnership grow and flourish with Discover the World in these important online markets.”

According to Discover the World Global Head of Airline Sales George Hyde, “It is a fantastic endorsement of the hard work, dedication and customer centric focus of the Discover team that deliver the outstanding results. We are both committed to our longstanding partnership and through our joint efforts, we will deliver new revenue and customers from these new markets.”

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

About flybmi

flybmi operates an all-jet fleet comprising 19 Embraer 135 and 145 aircraft. The airline now operates over 600 scheduled flights a week across a network of 43 destinations in 10 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; Nantes and Paris in France; Brno in Czech Republic; Frankfurt, Dusseldorf, Hamburg, Nuremberg, Rostock, Munich, Saarbrücken and Stuttgart in Germany; Milan Malpensa, Milan Bergamo, Bari, Bologna, Florence, Venice

and Verona in Italy; Lublin in Poland; Jonkoping, Norrkoping, Gothenburg and Karlstad in Sweden and Aberdeen, Birmingham, Bristol, Derry, East Midlands, Edinburgh, Glasgow, Inverness, Kirkwall, London Heathrow, London Stansted, Manchester, Newcastle, Stornaway, Sumburgh and Wick in the UK.

All flybmi fares include 23kg of hold luggage, allocated seating, complimentary in-flight drinks and snacks and speedy 30 minute check-ins.

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