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BINTER CANARIAS TAPS DISCOVER THE WORLD FOR UK SALES

SCOTTSDALE, AZ, Sept 26, 2017—Binter Canarias, the regional carrier for the Canary Islands, has recently selected Discover the World to market and sell its services throughout the UK.

Binter Canarias' International Market Development Manager Pablo Landrau Villalobos said, "Discover the World impressed us with their proactive approach, closeness to the travel agent community, importance of sales visits, good relationships with tour operators, and product understanding. These are the main reasons why we selected our first partnership with Discover."

"We will be helping Binter Canarias sell its international routes to travel agents and tour operators," said Discover the World's Executive Vice President Ian Murray. "We want to form partnerships that create mix packages using two different islands or one of the Canary Islands along with one international destination. I am positive our team can generate great new revenue for Binter Canarias and increase their brand awareness in the UK by creating these partnerships."

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

About Binter Canarias

Established in 1989, Binter Canarias operates 180 daily flights that connect the Canary Islands to 12 international destinations including Agadir, Banjul, Cape Verde, Dakar, Dakhla, El-Aaiún, La Palma, Lisbon, Madeira, Marrakech, Ponta Delgada and Sao Vicente. In 2016 Binter Cape Verde began to operate and followed the Canary Islands' inter-island transport model. The airline has acquired one of the largest ATR fleets in Europe. For more information, visit bintercanarias.com.

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