

## Viva Aerobus launches its new Queretaro–Monterrey route

**Queretaro, Queretaro, May 16<sup>th</sup>, 2018.**– The Queretaro Intercontinental Airport (MMQT) received the inaugural flight of Viva Aerobus, Mexico's ultra-low-cost carrier, that connects this city with Monterrey. This route will operate 4 days a week (Sunday, Monday, Wednesday and Friday) with prices tickets starting from \$523 Mexican pesos for one-way flights including taxes.

The opening event was attended by the heads of the Secretariat of Sustainable Development (SEDESU by its acronym in Spanish), Mr. Marco Antonio Del Prete Tercero, and the Secretariat of Tourism (SECTUR by its acronym in Spanish), Mr. Hugo Burgos García, both of the Government of the State of Queretaro; as well as the head of Institutional Relations of Viva Aerobus, Mr. Yuri Salinas, among other authorities and representatives of the industry. All attendees welcomed an ultra-low-cost flight option that connects two prominent cities known for its touristic and business value.

In his remarks, Mr. Del Prete expressed appreciation to Viva Aerobus for its confidence in launching this new route from Queretaro Intercontinental Airport. He stated that connectivity is part of the competitiveness of states and Queretaro is a rapidly growing state, where its government, through the Secretariat of Tourism and the Queretaro Intercontinental Airport, is committed to assist airlines in delivering a more efficient service. Additionally, Mr. Del Prete emphasized that this airport is undergoing an expansion process with the objective to provide a safe and enjoyable experience for all tourists and business travelers.

Tourism Minister Mr. Hugo Burgos remarked that connectivity is an important aspect that reflects the domestic and international growth in tourism.

This launch is a result of Viva Aerobus' commitment and strategic approach for Mexico. The airline, in addition to its focus on customer service, has as a guiding principle to benefit the country with a national connectivity that bolster tourism and regional development drawing from a greater dynamism in passenger traffic through an offered characterized by the most competitive prices in the market. In these sense, more than 75,000 seats will be offered during the first year of operations of this new route.

Mr. Yuri Salinas, Head of Institutional Relations of Viva Aerobus, stated that the launching of this route serves the passengers' needs and growing demand. "Behind every new route, there is a strong support of travelers. Viva Aerobus, the carrier with the highest number of destinations from Monterrey, reported a 19% increase in passengers traffic in this city between January and March 2018 compared to the same period last year".

This upward trend in passenger traffic is a distinctive constant of the Company's overall operation. In the first quarter of 2018, Viva Aerobus registered an increase of 26% in passenger traffic compared to the same period 2017, with a high load factor of 88% and more than 2.8 million of passengers carried.

Passengers can purchase their tickets in Viva's official website (<https://www.vivaerobus.com/mx>) in VivaTiendas, by dialing the Call Center 01 81 82 150 150 (toll-free number) or at the sale points of Grupo IAMSAs's companies such as Omnibus de Mexico, ETN, Primera Plus, Costa Line, TMT Caminante, La Linea and Autovias.





*Viva Aerobus is Mexico's low-cost airline. It started operations in 2006 and today operates one of the most modern Latin American fleet with 26 Airbus A320, including four A320neo, in 95 routes to 41 destinations. With a clear vision of giving all people the opportunity to fly, Viva Aerobus has democratized the airline industry with the lowest rates in Mexico and the lowest costs in Latin America, making their flights the best value offer.*

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