

Viva Aerobus launches the campaign 'Viva por México' to boost tourism: Cancun first participating destination

Mexico City, June 22, 2020 - Viva Aerobus, Mexico's ultra-low-cost carrier, launches the campaign 'Viva por México' which, in coordination with state and local authorities, will promote multiple national destinations through preferential flight fares, even with discounts of up to 60%, as well as surprise gifts. Each of the participating destinations will be promoted for a week on all the airline's communications channels and with exclusive offers in order to contribute to Mexico's tourism revival.

This initiative begins on June 22 with the promotion of Cancun, for a week, through the publicity of its attractions and discounts up to 60% on flight tickets. Additionally, all those who purchase flight tickets to Cancun from June 22 to 28 will participate to obtain one of the ten special prizes, which may consist of free accommodation, tickets to theme parks or other recreational or cultural activities at the destination.

"We are convinced that this strategic alliance with Viva Aerobus will contribute to accelerate the recovery of the tourism sector after the pandemic, positioning Cancun as one of the most recognized and beautiful destination, at the national and international level, as it has always been. It is time to join forces among all the actors that are part of the tourism industry", said Darío Flota, Director of the Tourism Promotion Council of Quintana Roo.

"Viva por México' is a win-win strategy that looks after all the families that depend on the tourism industry, passengers and the economic recovery of our country. On the one hand, travelers get great benefits and discounts that encourage them to travel and, on the other, we contribute to the revival of tourism and economic spillover in several destinations of the country," said Juan Carlos Zuazua, CEO of Viva Aerobus

Although this campaign begins with the promotion of Cancun, it will continue throughout the year. In collaboration with different local tourist authorities, new destinations will be added to promote, including beaches as well as destinations full of cultural, historical, gastronomic, technological and natural attractions.

Within the initiative 'Viva por México', Viva Aerobus gradually increases its routes and flight frequencies at low fares in accordance to current demand, the reopening of destinations and the health indications of the competent authorities.

Viva Aerobus recalls that all its flights are operated under the strict hygiene and prevention protocols of its Viva Contigo program, developed under the guidelines of the competent national and international authorities such as the World Health Organization, the Mexican Ministry of Health and the Mexican Federal Civil Aviation Agency in order to take care of the health and well-being of all its passengers and staff. All the measures established by the airline can be found at <https://www.vivaaerobus.com/mx/info/medidas-covid-19>.

Viva Aerobus is Mexico's ultra-low-cost airline. It started operations in 2006 and today it operates the youngest Latin American fleet with 37 Airbus A320 in 127 non-stop routes (105 national and 22 international) to 52 destinations (38 national y 14 internationals). With a clear vision to give all people the opportunity to fly, Viva Aerobus has democratized the airline industry with the lowest rates in México and the lowest costs in Latin America, making their flights the best value offer. For more information please visit: www.vivaaerobus.com/en

Contact

Tarssis Dessavre
Account executive of PROA Structura
tdo@proa.structura.com.mx
Tel. (+52.55) 5442.4642 - ext.26 / Cel.
(044.55) 2751.1709

Walfred Castro
Corporate Communication Director
of Viva Aerobus
walfred.castro@vivaaerobus.com

Carla Nuñez Gomez
Investor Relations
ir@vivaaerobus.com
carla.nunez@vivaaerobus.com

Alfredo Nava Escarcega
Director of Treasury and IR
alfredo.nava@vivaaerobus.com

