

## "It is time to decentralize flights in Colombia, Medellín becomes our strategic connection center" Viva Air

- *In its bid to encourage the development of the region and boost the country's economy, Viva announces Medellín as its main hub for connections of its route network.*
- *With this announcement, the airline seeks to reaffirm Medellín as its 'home' while decongesting and deconcentrating Colombia's main airport: El Dorado, in Bogotá.*
- *In addition, as part of its connectivity strategy for Colombia and international growth, the airline announces the opening of new international routes that will connect with Mexico City, Cancun, and Orlando, in the United States.*
- *These new international routes coupled with the recent domestic expansion, Viva is resuming its growth plans and continues its commitment to generating higher levels of connectivity. Viva expects to transport more than 180 thousand passengers on these international routes in the first year.*

**Medellín, February 16, 2021.** With a determined commitment to encourage the development of the region, boost the country's economy, and resume its expansion plans, Viva Air announces Medellín as its strategic Hub for operations and the José María Córdova international airport in Rionegro as its main connection center for its route network. With this, the airline seeks not only to decongest and decentralize the El Dorado airport in the city of Bogotá, but also to provide travelers with unique opportunities by allowing direct access from Medellín to more markets including new international destinations of Mexico City, Cancun and Orlando. This underscores the efforts the airline is making to provide more opportunities to connect Colombia with the world.

Resuming the international expansion plans that were put on pause in 2020, Viva announces the opening of four new international routes that will connect Medellín - Mexico City, Medellín - Cancun, Medellín - Orlando and Bogotá - Mexico City. These new international routes are in addition to the airline's most recent announcement of three new domestic routes to Bucaramanga and Cúcuta. Thus, there will now be 26 domestic routes to 12 national destinations operated by the airline and seven international routes to five destinations in Peru, Mexico and the United States, transforming air transportation in Colombia with its Ultra-LowCost model.

"9 years ago, our story began among the mountains of the capital of Antioquia. Medellín is our home, here we were born and here we operate. As an airline we understand that aviation in Colombia cannot depend solely on a single airport, Bogotá. Therefore, we seek to make air connections from Medellín just as important as those from El Dorado. With the deployment of our strategy and air operations from Medellín, we hope to promote tourism and development as well as contribute to the economic reactivation of the entire region. Despite the challenges that the pandemic brought with it, our plans to connect Colombia domestically and internationally don't stop. The inauguration of four new international routes ratifies our expansion plan and strengthens our commitment to the country's connectivity," commented Félix Antelo, president and CEO of the Viva Air Group. In addition, he highlighted that the strategic location of Medellín provides a tremendous advantage since it is the intermediate point of the two main existing connection centers in Latin America, in Bogotá and Panama.



Viva has its main offices in the municipality of Rionegro, a suburb of the city of Medellín, where it generates more than 400 direct jobs executing on its strategy and deploying operations. Additionally, the airline operates flights to 10 national and international destinations to and from the capital of Antioquia, demonstrating the company's commitment to positioning the José María Córdova International Airport in Rionegro as the base for its air operations.

For its part, the Low-Cost airline will fly to Mexico City from Bogotá beginning June 2 and from Medellín starting June 8, 2021 with four flights a week. Likewise, it will begin operating the Medellín - Cancun route June 2 with three flights a week. And finally, with the conviction of establishing Medellín as an operational hub, the airline will begin flights on the Medellín - Orlando route June 10 with three weekly flights.

Tickets are on sale through the website [www.vivaair.com](http://www.vivaair.com) and will have inaugural rates starting at \$189.90 USD round trip for the United States and \$229.90 USD for Mexico. Thus, Viva makes low-cost flight a reality for all Latin America and expects travelers will experience the 'Viva Effect' in the reduction of rates by 39% in the case of the Medellín-Cancun route, for example, and 48% in the Medellín - Mexico City route.

Viva Air, an airline that has resumed 90% of its operations with a load factor of over 85% on its flights, emphasizes that the deployment of operations from the capital of Antioquia will allow it to make, thanks to the geographic location of Medellín, future direct connections between North and South America, facilitating the control of operating costs and thus more lower fares for travelers.

This demonstrates how Viva promotes air inclusion in Colombia and expects that approximately 180 thousand passengers will benefit, during the first year of operation, from these new routes, which will allow more and more travelers to connect with the region and fly at low prices with certified biosafety protocols and the best punctuality. Taking advantage of being the second largest airline in Colombia, Viva will provide numerous direct connections from Medellín to the rest of the country and the world.

#### **More details about routes:**

- Inaugural prices
  - o Medellín - Mexico City: USD 249.90 round trip
  - o Bogotá - Mexico City: USD 249.90 round trip
  - o Medellín - Cancun: USD 229.90 round trip
  - o Medellín - Orlando: USD 189.90 round trip
  
- Inaugural flights:
  - o Medellín - Mexico City: June 8
  - o Bogotá - Mexico City: June 2
  - o Medellín - Cancun: June 2
  - o Medellín - Orlando: June 10
  
- Weekly frequencies:
  - o Medellín - Mexico City: 4 flights a week (Monday, Tuesday, Thursday, Sunday)
  - o Bogotá - Mexico City: 4 flights a week (Monday, Wednesday, Friday, Sunday)
  - o Medellín - Cancun: 3 flights a week (Tuesday, Thursday, Sunday)
  - o Medellín - Orlando: 3 flights a week (Monday, Wednesday, Friday)



- Number of passengers expected to be transported in the first year:
  - o Medellín - Mexico City: 60,800
  - o Bogotá - Mexico City: 60,460
  - o Medellín - Cancun: 34,900
  - o Medellín - Orlando: 27,700

Press information  
Laura Lopez  
lauralopez@dattis.com  
Cell. + 57 313 7450141

