**bmi regional – Norrkoping 17 February 2016**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Tell me about bmi regional.**

bmi regional is an independent airline with a 70 year heritage of flying in the UK and across Europe. The bmi brand is one of the most famous brands in the UK, and is synonymous with quality, reliability, customer care and the highest safety standards

bmi regional operates a modern all-jet fleet comprising 18 Embraer 135 and 145 aircraft. The airline now operates more than 350 scheduled flights a week across a network of 25 destinations in eleven European countries and employs more than 400 staff. bmi regional has held the title of the UK’s most punctual airline for the past nine consecutive years, most recently in 2014.

The airline’s scheduled network includes Oslo in Norway, Brussels in Belgium; Esbjerg in Denmark; Bremen, Dusseldorf, Frankfurt, Hamburg, Rostock and Munich in Germany; Paris and Toulouse in France; Milan and Bergamo in Italy; Brno in the Czech Republic; Jonkoping, Karlstad and Norrkoping in Sweden;Rotterdam in The Netherlands; Bern in Switzerland  and Aberdeen, Bristol, East Midlands, Newcastle, Southampton and Norwich in the UK.

The airline flew more than 500,000 customers in the past year offering value to its customers with a business focused, convenient and quality product.

**Who owns bmi regional?**

bmi regional is part of the regional airline group, Airline Investments Limited (AIL) together with sister company Loganair. The AIL group creates substantial scale and reach with 46 aircraft, carrying approx. 1.5 million passengers each year and employing circa 1000 people. A total of 52 routes are served in 11 countries across Europe, from Sumburgh in the Shetland Isles to Toulouse in the south of France.

The investors in AIL, successful entrepreneurs Stephen and Peter Bond have a long history in aviation, having previously owned Bond Aviation in the UK and are the original investors of Alliance Airlines in Australia.

bmi regional operates as a quality independent airline with a new and highly experienced management team, new owners and a new expanded route network.

**Why is bmi regional launching flights from Norrkoping to Munich?**

This new route will open Norrkoping to worldwide destinations via Munich including Europe, America, Asia and Africa. bmi regional’s partnership with Lufthansa means that Norrkoping is connected to the global community. This makes travel very convenient for both the business and leisure passenger as Norrkoping residents will be able to fly from their local airport and enjoy short check-in times, ease of access, comfort and fast embarkation. Our new flights from Norrkoping will save customers long travel times to other airports in Sweden and expensive car parking fees. In addition, customers can travel on via the Munich hub to other bmi regional destinations such as Bristol, Bern, Rotterdam, Brno, Bergamo, Southampton and Rostock.

**Key facts about bmi regional**

* Headquarters in East Midlands (Admin, Finance, Commercial, Operations & IT) and Bristol (Engineering)
* Employing over 400 staff
* 14 Embraer 145 (49 seats)and four Embraer 135 (37 seats)
* Crew Bases in Aberdeen, Bristol, East Midlands and Newcastle
* Awarded the most punctual airline in UK over the past 10 years
* IOSA Accredited
* Member of European Regional Airlines Association and IATA

**What other airlines do you work with?**

We have codeshare agreements with Lufthansa and Brussels Airlines.

**Are your tickets available through travel agents? (Are your ticket listed in the GDS?)**

* All our tickets are available for sale through our direct channel [www.flybmi.com](http://www.flybmi.com) as well as any travel agent
* Our flights are listed in all the global distribution services: Sabre, Galileo, Amadeus.
* IATA MITA and Clearing House members.

**Are your flights available through online travel agencies such as Expedia?**

Yes, bmi regional flights are available on the GDS and are distributed through the OTAs. The fare prices remain the same for both GDS and through OTA’s.

**What is your customer breakdown: leisure / VFR / business?**

bmi regional serve a range of customers such as business customers (corporates who have booked through the travel trade), small businesses (SME’s), customers visiting friends and family plus leisure passengers across our route network. We expect this route to have a large percentage of business travellers commuting from Norrkoping direct to the Bavarian capital or connecting on to European and worldwide destinations via Terminal 2 in Munich.

**What is your current route network?**

**UK**

* Aberdeen – Norwich
* Aberdeen – Bristol

**Europe**

|  |  |
| --- | --- |
| * Aberdeen – Esbjerg
* Aberdeen - Oslo
* Bremen – Toulouse
* Bristol - Frankfurt
* Bristol – Hamburg
* Bristol - Munich
* Bristol - Milan (MXP)
* Bristol – Paris
* Bristol - Dusseldorf

           | * East Midlands – Brussels
* Newcastle - Brussels
* Frankfurt – Karlstad
* Frankfurt – Jonkoping
* Munich – Bern
* Munich – Rotterdam
* Munich – Rostock
* Munich – Brno
* Munich – Southampton
* Munich - Bergamo
 |

**When do the new flights from Norrkoping to Munich commence?**

15 April 2016

**Why should Swedish customers choose to fly with bmi regional?**

* Connect to worldwide destinations
* Modern jet fleet of Embraer aircraft
* Complimentary snacks and drinks onboard
* A 20kg free hold baggage allowance for every customer
* 30 minute check-in time
* Online and desk check-in
* Enjoy the seamless connections via Munich Terminal 2
* Check-in available from Norrkoping to your final destination
* Direct flight to Munich
* Leather seat interior (2 -1 configuration)
* Schedule tailored for business and leisure travellers
* Outstanding value for money

**bmi regional has been named as the UK’s most punctual airline for the 9th consecutive year.  How have we achieved this?**

Punctuality, reliability and being on time is very important to us and we maintain our modern fleet to high standards to avoid technical problems that can cause delays. bmi regional staff are also efficient at making sure the service you will receive when travelling with us will be a quality experience from the moment you check-in until you reach your final destination.