



FOR IMMEDIATE RELEASE -- MARCH 13, 2013

McCarran, Convention Authority welcome new air service Mexico's Interjet adds second market with new Monterrey route

LAS VEGAS – Interjet, a low-cost air carrier based in Mexico, will on Thursday bring more nonstop international service to Las Vegas with the scheduled 12:25 p.m. arrival of its inaugural flight from Monterrey International Airport. Going forward, Interjet will fly between Monterrey and McCarran International Airport on Thursdays and Sundays using 150-seat Airbus A320 aircraft.

The addition of Interjet is a positive development for the local travel industry. Based on recent economic data from the Las Vegas Convention and Visitors Authority, visitors who arrive on these Monterrey flights are projected to generate \$15.2 million in nongaming economic impact during the route's first year of operation. That figure would rise should more flights be added.

"We are pleased that Interjet has extended its service to Las Vegas by offering this new non-stop service from Monterrey," said Cathy Tull, senior vice president of marketing for the Las Vegas Convention and Visitors Authority. "Mexico is our number two source of international visitors and will play a key role in helping us to achieve our goal of 30 percent international visitation over the next decade."

Another Mexican carrier, VivaAerobus, previously flew between Las Vegas and Monterrey before it ceased flying here in early January. Interjet's decision to quickly fill that void indicates there is unmet demand for service between the two markets. Flying exclusively from Monterrey, VivaAerobus carried nearly 47,000 passengers to and from Las Vegas in 2012, a 21.5 percent increase from the previous year.

"There are many factors that can influence a carrier's decision to withdraw from a market, but in the case of Monterrey we believe historic numbers suggest there are still many travelers who will purchase seats on nonstop flights to Las Vegas from the third-largest metropolitan area in Mexico," said Rosemary Vassiliadis, Director of Aviation for Clark County, Nev. "We're pleased that Interjet recognized this opportunity and wish the airline success as it grows its presence at McCarran."

Interjet is still relatively new to Las Vegas. It began flying here on Nov. 15 with the launch of twice-weekly service between McCarran and Toluca, site of a secondary airport that serves the Mexico City area. It has since carried 4,150 travelers between the two cities, with evening flights on Thursdays and Sundays. More information on Interjet is available at www.interjet.com.

Editor's Note: Media members are invited to cover the inaugural flight's arrival.

*Interjet flight no. 970 is scheduled to arrive at McCarran at 12:25 p.m. on Thursday, March 14. As it taxis to its gate at Terminal 3, the aircraft will be greeted with a water arch salute from the Clark County Fire Department. B-roll footage will be made available through the Las Vegas News Bureau, or live coverage opportunities can be arranged by calling McCarran's Christine Crews at (702) 261-5154. **Media seeking access behind the checkpoint must submit requests by telephone no later than 10 a.m. Thursday and will be expected to arrive at Terminal 3 no later than 11:30 a.m.***