

## **World2Fly launches its new direct flight between Lisbon and Montego Bay (Jamaica)**

**Lisbon, 5 June 2025 - World2Fly made aviation history yesterday as its inaugural direct flight from Lisbon touched down at Sangster International Airport (SIA), establishing the first-ever non-stop connection between Portugal and Montego Bay, Jamaica, one of the most iconic destinations in the Caribbean. The 10-hour flight took off from the Humberto Delgado Airport and landed at the award-winning Sangster International Airport with 358 passengers and crew. This historic new route reinforces the airline's commitment to bringing Portuguese travellers closer to long-haul holiday destinations.**

World2Fly Airline, **the airline of World2Meet - the travel division of the Iberostar Group**, will operate one flight a week, every Wednesday until October 1, 2025. The connection will be operated with an Airbus A330-300 with a seating capacity of 388, ensuring a comfortable and efficient flight experience for all passengers.

These flights are offered as part of Newblue's holiday programmes, a tour **operator within the World2Meet (W2M) group**. The packages provide an opportunity to explore the essence of Jamaica: dream beaches, lush nature, vibrant culture, and an excellent selection of hotels.

**Bruno Claeys, Managing Director of World2Fly**, stated: *"The launch of this new route between Lisbon and Montego Bay reinforces our will to continue to grow in the Portuguese market and to offer our customers direct connections to dream destinations. We are committed to a travel experience that is comfortable, efficient and adapted to the profile of the holiday traveller, and Jamaica, undoubtedly, is an alluring proposal for those seeking adventure, relaxation and exoticism."*

The Hon. Edmund Bartlett, Minister of Tourism, Jamaica, noted: "We are delighted to welcome World2Fly's inaugural flight connecting Lisbon directly to our beautiful Montego Bay. This historic flight marks a new chapter in the relationship between Portugal and Jamaica, opening our doors to Portuguese and European travellers seeking an authentic Caribbean experience.

Jamaica offers Portuguese visitors everything they desire in a tropical destination: pristine beaches, a rich cultural heritage, warm hospitality, and unforgettable experiences. With World2Fly's commitment to affordable fares and a convenient weekly service, we have made it easier than ever before for Portuguese families and travellers to discover why Jamaica is truly 'Out of Many, One People'."

He added: "We look forward to welcoming more than 6,000 visitors from continental Europe through this partnership, and we are excited about the potential to further expand this collaboration in the coming years. Jamaica is ready to show Portuguese travellers why we remain the leading destination in the Caribbean."

Shane Munroe, CEO of MJB Airports Limited, also embraced this new partnership, stating, "MJB Airports Limited is delighted to welcome World2Fly on its inaugural flight from Portugal to the SIA. This new service marks a significant step in enhancing air connectivity between Europe and Jamaica, supporting our ongoing efforts to expand market opportunities within the travel and tourism sector."

Meanwhile, Audley Deidrick, President and CEO of the Airports Authority of Jamaica (AAJ), reiterated the importance of the new route. "The AAJ celebrates this new direct service from Lisbon as it demonstrates the continued confidence international carriers have in Jamaica's aviation infrastructure. This route expansion aligns perfectly with our strategic vision to position Jamaica as the premier Caribbean aviation hub, connecting our beautiful island to new markets across Europe."

The new route marks an important step in World2Fly's international expansion strategy and reflects the W2M Group's commitment to providing comprehensive and high-quality tourism products to European markets.

###

### Caption



Senator The Honourable Delano Seiveright (r), State Minister in the Ministry of Tourism presents a welcome package to World2Fly's Captain Alejandro Quetglas Jaume after the arrival of the airline's inaugural direct flight from Lisbon, Portugal, to Montego Bay, Jamaica. Looking on, from left to right, are Francisco Figuero Quijada - Director, Destination Services Jamaica, Marta Cazeiro - Ground Operations Director at World2Fly Portugal and Marta Goncalves Commercial Agent, World2Meet.

**About World2Fly**

World2Fly is the airline of the World2Meet Group operating scheduled routes from Spain and Portugal to the Dominican Republic, Cuba, Mexico, Colombia, Tanzania and Uzbekistan.

The Palma de Mallorca-based company has a fleet of long-haul A330 and A350 aircraft.

**About World2Meet**

World2Meet is the travel division of the Iberostar Group, a vertically structured tourism organisation. It is a project based on the principles of quality, innovation, sustainability, and flexibility, supported by the proven experience of its team. Today, the group comprises 21 brands specialising in the entire tourism value chain: World2Fly, Azulmarino, GRAND Azulmarino, The Sphere, Flowo, Bytour, Único Cibeles, Marco Polo, Newblue, Icáron, Kannak, W2M Next, W2M BB, New Travellers Experience, Dakari, Escape Home, O7 Hotel, W2M DMC, BDExperience, and E-North Safaris.