



PRESS RELEASE

SEND FLOWERS ANYWHERE IN THE WORLD FROM BERGAMO AIRPORT ORDER AND SEND FROM THE TICKET OFFICE WITH INTERFLORA

Stop and smell the roses at the Bergamo Airport ticket office. The expression is valid both as a metaphor and to introduce the new exclusive service available to customers. Thanks to a new agreement between SACBO, the company that runs Bergamo Airport, and Interflora, leading flower delivery company, passengers will be able to order and send floral gifts from an airport terminal for the very first time. This is a brand new service both in Italy and Europe. For passengers getting ready to leave or those who have just landed, as well as the people accompanying them or anybody passing through the airport, it is now easy and practical to send a bunch of flowers, a bouquet of roses, an orchid or any of Interflora's varied compositions, to their loved ones or anybody who is celebrating, wherever they may be. Whether near or far, just head to the airport ticket counter and choose from the selected bouquets and most popular compositions.

"We decided to focus on a sales channel that has been unexplored until now: the thousands of passengers that pass through an airport every day" explained Francesco De Petris, Interflora sales and marketing manager. *"The choice of Bergamo Airport was inspired by a series of factors, primarily the percentile growth of passenger movement and the dynamism and quality of the services offered in a modern and functional terminal. The typology of passengers, which includes an increasing percentage of business travellers, reflects an airport that can no longer solely be defined low-cost. Interflora, the only globally consolidated brand in the flower delivery sector, is constantly seeking innovative business models and this partnership with Bergamo Airport is exactly that."*

Customers can consult the Interflora catalogue at the airport ticket office. The selection of images of floral products is based on market criteria and offers a varied series of the most popular bouquets and compositions. The order is inserted into the Interflora system which will then ensure it is delivered via their network of affiliated florists, the very best in the sector from all around the world.

"With this new floral delivery option through the Interflora channel, we have added a new service to the many already available to passengers and anybody passing through the airport for various reasons", explains Sonia Ambrosini, Head of Passenger Area for SACBO. *"Our airport ticket office provides comprehensive assistance. Standard functions include issuing tickets for travel, taking bookings, making changes and re-booking passengers for all IATA airlines and various destinations around the world, as well as everything connected to flight services including online check-in and the printing of boarding passes. We also sell tickets for the VIP lounges and fast-track vouchers as well as train tickets for Trenitalia. We send and receive faxes, emails and photocopies. And finally we issue Flight Baptism Certificates, a fun way to remember your first flight, which is a very popular service, especially among children"*.

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