



FIREFLY STRIKES "BIG" AT MDTF



Firefly strikes again at MDTF this year with its Firefly Holiday Family packages specials and its RM1 one-way Firefly mobile booking deals available on-site only. Packages offered is catered for any "big" group travelling together, be it families, friends or corporate/ incentive trips and holiday groups.

Ms Angelina Fernandez, Firefly's Head of Marketing and Communications said, "Firefly Holiday is excited to promote and market holiday packages to all domestic destinations that Malaysia Airlines and Firefly service. Our focus is to encourage family and or group travel via packages that are affordable for everyone to explore and enjoy our country's exotic and wide variety of holiday spots.

In short, the more people travel together, the cheaper it will be for all. There will be a holiday package for everyone both in terms of budget and also activities." She also highlighted that packages available on site also includes drive-on-your-own ground packages or a build-your-own holiday package.

The promotion starts on 14 May and ends on 16 May, and the offer covers travel period from 14 June 2010 to 26 March 2011. Firefly Holiday packages starts from as low as RM369 to Penang with return flight ticket, and RM239 for a drive-your-own to Cameron Highlands package.

"We are rewarding our first 100 customers who make purchases of our FYH packages on Friday 14 May with one (1) Firefly Gift Voucher worth RM50. Almost every purchaser will be rewarded with an almost RM150,000 worth of giveaways. There will be a FREE 10-minutes massage from Kenko Spa for all those who purchase packages. The first 50 purchasers of FYH packages will get one (1) RM50 cash voucher. The other purchasers will still get RM10 cash voucher each. Therapist will be there to provide the service. For those who do not buy packages, a nominal fee of RM10 will be charged for a 15-minutes massage. The total sponsorship to be given away from Kenko Spa is worth almost RM20,000," said Angelina.

Firefly tickets @ RM1 only

One of our hot highlights at the fair is Firefly Mobile offering of its RM1 fare for all Firefly domestic destinations at the MDTF (except for flights to Langkawi). This promotion is only available on site, and must be purchased via Firefly's newly introduced application; Firefly Mobile.

To enjoy this offer, Firefly urges its customers to quickly register as a Firefly Mobile user at www.fireflyz.com.my/mobile. Download the Firefly mobile application, launch it in your mobile phone and you are ready to start booking. Firefly Mobile team will also be on site to assist customers in their purchase, and the highest spender of the day will also be rewarded with free gifts.

Wing Commanderz

Angelina added that another crowd-puller and synonymous of Firefly's presence at any fair is the Wing Commanderz, where customers of all ages can experience piloting a flight simulator, and all aspiring pilots will stand to win free tickets to selected destinations if they are successful in the challenge. Qualified Firefly pilots will be on hand to coach them.

Firefly

Firefly, Your Community Airline, was voted the Best Value Airline of the Year in the Commercial Air Transportation Category, awarded at the prestigious 2010 Frost & Sullivan Asia Pacific Aerospace & defense Awards ceremony in Singapore.

Passengers have the convenience of flying from a city airport, hassle free check in, free 20 kg baggage allowance for check-in baggage, assigned seating, and in-flight complimentary refreshment with snack at no additional cost.

FIREFLY HOLIDAY

Firefly Holiday, a wholly owned subsidiary of FlyFirefly Sdn Bhd, is Malaysia's first online travel portal offering worldwide holiday packages to over 100 destinations which are accessible anytime, anywhere, at a click at www.fireflyholiday.com. Hassle-free, easy and fast, in just 4 simple steps, a holiday reservation complete with return flights, accommodation, transfers and tours is done with an immediate online confirmation.

SOURCE : FireFly Sdn Bhd

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