



AZUL EXPERIMENTS WITH 'BRAZIL AIR PASS' FOR US PASSENGERS

News / Airlines



Azul Brazilian Airlines is offering passengers from the US single-price passes for unlimited flying in Brazil over set time periods.

Any US passenger flying to/from Brazil aboard Azul or United Airlines is eligible for the “Azul Brazil Air Pass.” United announced an agreement with Azul in June [to acquire a 5% stake in Azul](#) and it entered into a partnership with the Brazilian carrier that includes codesharing. Azul started its own [flights to the US](#) in late 2014.

The pass gives buyers access to unlimited Azul flights within Brazil over a period of 10 days for \$299 or over period of 21 days for \$399. The pass is on sale now and will remain on sale through Nov. 30 for travel that must be completed by Dec. 15.

Azul CEO David Neeleman called the pass a “market leading innovation with the best value there is to see and experience all the wonderful sights and attractions that Brazil has to offer.” He added, “When you consider our lowest fares from Florida to Sao Paulo Campinas start at just \$499 round-trip, now you can spend 10 days seeing all of Brazil for less than \$800. That’s incredible value.”

The offering is reminiscent of JetBlue Airways’ experimentation with its “[All You Can JetPass](#)” in the fall of 2009 and 2010. Azul founder Neeleman also founded JetBlue, though he had departed the New York-based airline when it first offered a single-price pass for a month of travel in 2009.

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