



## BRITISH AIRWAYS TO LAUNCH NEW GENOA TO LONDON GATWICK SERVICE

British Airways will be introducing a new daily service from Genoa to London Gatwick from 4 April 2008 in response to increasing passenger demand in the region.

The airline's decision to enter the market is driven by the success of the Mediterranean cruise industry, resulting in an increase in ships based in the Genoa area.

“Italy is a key market for British Airways across both our leisure and commercial business, and we consider every opportunity to grow further in this area,” said Mark Moscardini, British Airways Commercial Manager, Italy and Malta. “BA is committed to supporting the growth of tourism in the region and we are excited to offer this route to passengers. We know our Genoa customers will appreciate the added convenience of flying direct to the city with outstanding BA service.”

British Airways will use its Boeing 737 aircraft for the route and offer both Club Europe and Euro Traveller service.

Italian passengers can also take advantage of the Club Europe upgrade on Gatwick routes from an additional €75 each way, providing the opportunity to experience British Airways' premium offerings at a more affordable price. Customers will benefit from the efficient and smooth ground experience as well as the comfort, space and unique culinary offerings on board the aircraft.

British Airways will continue to offer four flights per week to London Gatwick during the winter months. For full details of all BA services and products, visit [www.ba.com](http://www.ba.com).