

GENOA-LONDON GATWICK TAKES OFF AT A FLYING START!

On the 4th of April 2008 British Airways officially launched the new route; Genoa – London Gatwick. The BA2689 departed on time at 13.45 from Genova - Cristoforo Colombo Airport and landed at London Gatwick at 14.45 after a 2 hour flight.

British Airways celebrated this historical event with a new promotional fare of 47 euros (one-way , taxes and surcharges included) for flights booked within 15th of April 2008, for travel at any time. At the end of the promotional period the fares to London will start from approximately 67 euros (one-way , including taxes and surcharges).

British Airways operates a daily service between Genoa and London Gatwick, with a Boeing 737 aircraft, offering two cabins, Club Europe (business class) and Euro Traveller (economy class). The flight departs Genoa every day at 13.45 and arrives at London Gatwick at 14.45. From London Gatwick the return flight departs at 09.50 and lands in Genoa at 12.50.

“Today we are opening a new route, Genoa-London Gatwick;, which will extend our European network and increase our offer from Italian airports”, Mark Moscardini, British Airways Commercial Manager Italy & Malta, commented. “We are currently experiencing a positive market trend, for both leisure and business segments. In addition to the growth of the tourist sector, which is also taking advantage of the expansion of the cruise segment, demand from local corporates is proving to be more dynamic. Consequently there is a strong demand for high quality services flying to London.”

“We believe that the new route will be highly appreciated by our customers and have already received positive feedback from them prior to the launch. In fact, our customers will be able to benefit from the quality delivered by British Airways’ products and services and from an extensive network of worldwide destinations, available at attractive prices”.

Marco Arato, Aeroporto di Genova S.p.A. President, said:

“British Airways’ return to the historical Genoa-London route represents a significant milestone for the growth of the Cristoforo Colombo airport . We are convinced that this new service, operated by a prestigious airline like British Airways, meets a significant potential demand within the Genoa and Ligurian market, contributing to the development of incoming traffic from the UK, especially during the current expansion phase for regional economy and tourism”.



Flights can be booked directly on ba.com, a user friendly, fast online booking engine which displays available fares for all days of the selected week thus making it easier to choose the best fare always. The final fare, including taxes and surcharges, is highlighted and updated each time flights or dates are changed.

There are now 13 airports served by the airline in Italy (Milan Malpensa and Milan Linate, Turin, Genoa, Verona, Venice, Bologna, Pisa, Rome, Naples, Catania and Bari and Cagliari during the summer season), with approximately 250 weekly services from Italy to London. (Gatwick and Heathrow).

For more details on British Airways' products and services please visit www.ba.com.

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